



## COVID-19 Update and Vaccine Information

Mesa County continues to see a decrease in the number of COVID-19 cases and vaccines are becoming more available to members of the community. If interested in getting a COVID-19 vaccine, residents can find more information at Mesa County Public Health's website at <https://health.mesacounty.us/covid19/vaccine>. We anticipate continued changes in County and State COVID-19 restrictions. The City will continue updating [www.fruita.org/covid19](http://www.fruita.org/covid19) with all changes or links to those changes. Thank you Fruita for all your efforts during the pandemic! 🙏



# WE NEED TO HEAR FROM YOU

## 2021 Fruita Survey Now Available

Every four years, the City of Fruita administers a community survey to gather resident opinions and feedback on city programs and core services. The information requested in this survey will be used to improve and expand existing programs and services and determine future needs of residents in the City of Fruita. This survey has been sent to every household in Fruita, and your feedback is very important! If you are interested in participating in the survey, please return your completed survey using the pre-paid postal

envelope, or you can take the survey online at [fruitasurvey.org](http://fruitasurvey.org).

The survey data will be compiled and analyzed by ETC institute, a research firm in the field of local government. The results of the survey will be presented to the City Council this summer, and all individual responses to the survey are confidential and anonymous. If you have questions, please feel free to contact City of Fruita Administration at 970-858-3663 or at [communications@fruita.org](mailto:communications@fruita.org). Thank you for your participation! 🙏



**Fruita City Council:** If calling City Hall at 858-3663 does not answer your questions, please feel free to contact any of your City Council Members.



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## Highway 340 Roundabouts Project

As you have probably seen, construction is well underway on the improvements to the Highway 340 roundabouts. Once completed, the roundabouts will symbolize and honor the proud history of Fruita. The theme is *Then and Now*. The southern roundabout, *Then*, will host a 1 1/2 life-size horse and rider, tractor, and an apple tree surrounded by native vegetation. The northern roundabout, *Now*, will depict our slogan, "Play Like a Local." It will host sculptures, also 1 1/2 life-size, of a cyclist, hiker, and a kayaker nestled amongst natural boulders. This project is the gateway to

Colorado via I-70 and is the first impression for visitors entering Mesa County.

This project has been several years in the making, and the Fruita Arts and Culture Board has been instrumental in moving this project forward and obtaining donations for the artwork to be used. The Arts and Culture Board has commissioned local artist Jeff Bates to create the sculptures, and now that the landscaping is complete, those sculptures have been placed in the roundabouts. Staff is estimating that the remaining art will be completed near the end of summer. All of the

artwork is funded through private donations. Thank you to all who donated to this project! Here are the main funders of the artwork and those that contributed more than \$1,000:

**Family Health West/Dr. Michael Neste**  
**Alpine Bank • FCI • Chesnick Realty**  
**Timberline Bank • Kokopelli Animal Hospital**  
**Lois & Edward Gardner • Bookcliff Gardens**  
**Fruita Thrift Shop • Donna Stratton**  
**Robinson & Co Realty • Sterling Crane** 🇺🇸

## Land Use Code Update and Where to Learn More

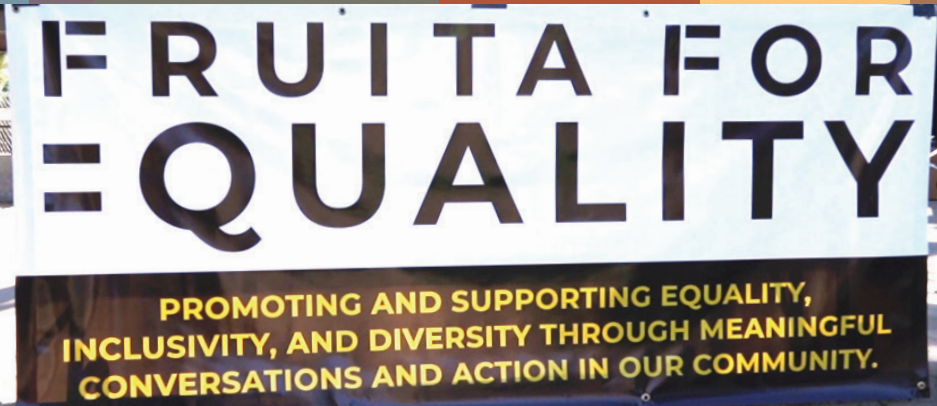
For the past year, the City of Fruita has been in the process of updating its Land Use Code and Design Standards for residential and commercial development. These changes are to reflect the vision, goals, and values set forth by the community in the Comprehensive Plan Update, "Fruita in Motion." The Comprehensive Plan update was formally adopted by the Fruita City Council in February 2020. The values and goals identified in "Fruita in Motion" were created as a result of community feedback during the extensive year-long engagement process of 2019. While creating the plan, the City of Fruita hosted over 30 in-person public engagement opportunities in addition

to online opportunities and we appreciate the incredible engagement of residents, businesses and partners.

The Land Use Code updates reflect this public engagement and the community's vision for Fruita for the next decade. This month, the Fruita City Council adopted several significant changes to the Land Use Code focused on zoning uses and general requirements, the official zoning map for the City, density bonuses, design standards, parking standards, and short-term rentals. These amendments to the Land Use Code not only make the Code more consistent with the Community Plan, but also simplify the development process by incorporating

administrative flexibility.

Due to the updates being amended chapter by chapter, more updates are still to come. To view the changes already adopted as well as the proposed changes in the future, residents are encouraged to visit the Planning and Development Department's page on our website at [fruita.org/cd](http://fruita.org/cd). Questions can be emailed to [communications@fruita.org](mailto:communications@fruita.org). The City is also in the process of finalizing the Parks, Health, Recreation, Open Space and Trails (PHROST) Master Plan, and is in the initial stages of creating the Fruita Circulation and Multi-Modal Transportation Plan. 🇺🇸



## Update From Fruita for Equality

Fruita for Equality has selected a title for the upcoming Community Read in May.

*Rising Out of Hatred* tells the intensely personal saga of one man who eventually disavowed everything he believed, at tremendous personal cost, and how white-nationalist ideas migrated from the fringes of American culture to its forefront. With great empathy and narrative verve, Eli Saslow asks what Derek Black's story can tell us about America's incrn about the book and several other events centered around the book's themes. Details of events and dates have not

been finalized, but will be announced through Mesa County Libraries at [mesacountylibraries.org](http://mesacountylibraries.org). Copies of the book will be available for checkout from Mesa County Libraries and for purchase through local bookstores.

Fruita for Equality is an initiative to promote and support equality, inclusivity, and diversity through meaningful conversations and action in the community. Collaborators in Fruita for Equality include Mesa County Libraries, Fruita Rotary, the City of Fruita, and Lithic Bookstore and Gallery.

## Employee Spotlight- Kimberly Bullen Public Works Director

After an extensive search process, City Manager Mike Bennett selected Kimberly Bullen as the next Public Works Director. Kimberly brings a wealth of local government experience to the position as well as passion, creativity, and effective communication. Bennett said:



"Kimberly is going to be a great addition to the City and our team. She has the expertise, knowledge, and leadership style that will benefit not only the department, but the organization and the community as a whole."

Kimberly has a bachelor's degree from Western State College and received her Master of Public Administration Degree from the University of Colorado, Denver. Prior to joining the City, Kimberly served as the Northwest Region Manager for the Colorado Department of Local Affairs and has served in a variety of roles such as Assistant City Manager, Emergency Manager, and County Manager.

Kimberly commented that "Fruita is a special place, it's a community that celebrates its history in farm and ranching but welcomes the diverse cultural and unique outdoor recreational opportunities.

I am excited to work for an organization that is dedicated

to providing high quality services to its residents with a commitment to customer service."

The Public Works Department is an essential part of the City and its core services. The department oversees street maintenance and construction, fleet maintenance, traffic engineering, mountain water rights, wastewater collections and sewer, building maintenance, and mountain water. The department has 25 full-time employees (in addition to seasonal workers) and manages \$6.4 million of the annual budget.



## Citizen Request Portal Now Available

As we reported in the last City Link, the City of Fruita has launched a new request portal where residents and guests can report issues to staff. Once a work order is submitted, the portal automatically generates a work order tracking number that gets routed to the appropriate department. Citizens can then track the progress of the report and receive a notification when it reaches a resolution. Requests can also be submitted anonymously.

The Citizen Request Portal is not intended for emergency uses, but here are a few examples of what can be submitted through the portal:

- Code Enforcement Issue
- Report a Pothole
- Report a Safety Issue
- Street Light Outages
- Traffic Concerns
- Weed Complaints
- And more!

The Citizen Request portal can be found at [fruita.org/citizenrequestportal](http://fruita.org/citizenrequestportal). Any questions can be emailed to [communications@fruita.org](mailto:communications@fruita.org)



## Looking for more Information

Follow the City of Fruita on these sites:

City of Fruita General Page:  
[facebook.com/cityoffruita](https://facebook.com/cityoffruita)

Fruita Parks and Recreation Facebook:  
[facebook.com/parksandrec](https://facebook.com/parksandrec)

[Fruita.org](http://Fruita.org)



# UPCOMING EVENTS IN FRUITA

April 29, 2021	Arbor Day	1:00 p.m.	Shelley Elementary	Arbor Day Celebration with tree planting
May 1, 2021	Adventure Fest at 18 Road	8 a.m.	18 Road	Half marathon, mountain bike 50K at 18 Road (Gemini Adventures)
May 7-8, 2021	18 Hours of Fruita	Open Venue	Highline State Park	Mountain bike race
May 22, 2021	Co2uT Gravel Race	6:30 - 11:30 a.m.	Civic Center Park	Gravel bike races of varying distances
June 10 - August 12, 2021	Thursday Night Concert Series	7:30 p.m.	Civic Center Park	Enjoy a FREE concert every Thursday night
June 19 - October 30, 2021	Fruita Farmers Market	8:30 a.m. - 12:30 p.m.	Reed Park	Buy local products and connect with friends every Saturday
August 27 - 28, 2021	Mike the Headless Chicken Festival	Open Venue	Downtown Fruita	Celebrate LIFE through the story of Mike. Enjoy dancing music, food, fun, 5k run and Poultry Show.

\*All events are dependant upon public health orders in effect

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