



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: SHANNON VASSEN, ASSISTANT TO THE CITY MANAGER
Date: MARCH 25, 2022
Re: WEEKLY INFORMATION UPDATE

325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

City Manager's Office
970-858-3663

City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

Tuesday's City Council Workshop

We only have one item on the agenda for our workshop on Tuesday night, and that is to hear a status update from our contracted consultant, Economic Planning Solutions (EPS), on the housing needs assessment. See you on Tuesday night!

Highway 6&50 Sewer Replacement Project Update

The end of Hwy. 6 & 50 project is in sight. Crews are finishing work with replacement concrete for the sidewalk and trail which was installed over the past few days. Underground work will be completed today and asphalt paving is scheduled to begin Monday. Intermittent closures are expected along the highway and city street intersections while paving work is being completed.

Beginning Monday, Mesa St. access to Fiesta Guadalajara restaurant will be closed for concrete installation and will remain closed for approximately five days to allow the concrete to cure. Please use the west entrance from Plum St. to access the Fiesta Guadalajara business.

General Updates

- **City Manager Outreach Events.** Beginning next month, City Manager Mike Bennett will be hosting more outreach events to hear from residents and to answer questions. Our first outreach event will be on Tuesday, April 19, 2022, at Copper Club – join Mike for a beer or rootbeer! And after that, Mayor Kincaid and Mike will be hosting a group bike ride on Wednesday, May 5th, as part of Grand Valley Bike to Work Day. We will plan on meeting at the Fruita Civic Center around 7:30 a.m., and Family Health West will be provided breakfast after the ride. We look forward to hearing from residents and the discussions.
- **Fruita Awarded Grant from Colorado Energy Office.** On Tuesday, the Colorado Energy Office announced that the City of Fruita was awarded a grant of up to \$70,000, for the two-Level III Charging Stations to be installed at the Fruita Civic Center. We are excited to work with the Colorado Energy Office on this project, and excited to install the first public EV charging stations in Fruita. Thank you, Colorado Energy Office for your partnership!

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

- **Mesa County Economic Update.** Last week, Colorado Mesa University released the first quarter 2022 Mesa County Economic Update. If you are interested in reading the full report, it can be found on CMU's website [here](#). Here are a few highlights from the report:
 - Median household income for Mesa County increased from \$60,249 in 2019 to \$64,141 in 2020. This is important to note because the nation's median income decreased during this time frame, which means that Mesa County did better than the rest of the Country. Colorado median household income increased from \$72,499 to \$82,611.
 - Poverty estimates have decreased from 14.4% in 2018 to an estimate of 11.1% in 2020.
 - The yearly average employment for Mesa County in 2021 was 72,798, up from 64,424 in 2020 and close to the 2019 number of 72,931.
 - The U.S. inflation rate in February hit 7.9%.
 - The Mesa County real estate market continues to have rising prices and low inventory. The median sales price increased 15.64% (from Q4 2020 to Q4 2021). Monthly supplies of inventory is at its lowest level in recent decades.
- **Ride GVT Free During Restaurant Week.** Starting next Friday, residents can ride the GVT Fixed Routes for free for restaurant week (April 1 – April 10, no service on Sunday). The full flyer is provided below!
- **Fruita Trails Initiative Awarded CTO Grant for New Trail Construction at 18 Road.** Also, this week, it was announced that the City of Fruita (on behalf of the Fruita Trails Initiative) was awarded a Tourism Management Grant through the Colorado Tourism Office to fund an additional 3-4 miles of new trail at the North Fruita Desert. This is part of the broader efforts to implement and carry out the goals of the North Fruita Desert Master Plan, and this grant is specifically meant to enhance visitor experience through increased accessibility and trail options for riders of all abilities. Thank you to the Colorado Tourism Office and the Co. Office of Economic Development of International Trade for your ongoing partnership and support! This is the second grant that the Fruita Trails Initiative has received, along with the Great Outdoors Colorado Grant, to also fund 3-4 miles this year.
- **Mobile Mesa County Newsletter.** The latest edition of the Mobile Mesa County newsletter is now available, and can be found [here](#). It includes articles on the Mesa County Safe Routes to School Project, upcoming Grand Valley Transit Rider Programs, Community Resources, and information on Grand Valley Biking (upcoming events and Bike Month).
- **Testing at Mesa County Fairgrounds Ends Tomorrow.** The COVID-19 testing site at the Mesa County Fairgrounds is closing on March 26, 2022. Testing is still available for free at COVIDCheck Colorado sites, such as the Fruita 8/9 and Colorado Mesa University. Additionally, residents can pick up free rapid COVID-19 tests at the Fruita Community Center and at Mesa County Public Health.
- **2022 City of Fruita Election Update.** To date, 14% of the ballots mailed have been returned to the City. This includes 1,186 voted ballots and 106 undeliverable ballots of the total 9,259 ballots mailed.

Parks and Recreation

- **Bimonthly Newsletter.** The latest edition of the bimonthly Fruita Parks and Recreation newsletter is now available online here: [Back to Summer Fair only a few weeks away!](#) It includes

information on the Back to Summer Fair, facility updates at the Fruita Community Center, upcoming special events, and programming.

Planning & Development

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

Major/ Minor Subdivisions:

- Sycamore Estates Minor Subdivision (Approved) (945 E. Pabor Ave, Fruita CO 81521) (9 Lots)
- Kimston Minor Subdivision (Under Review) (1930 Hwy 6 & 50) (2 Lots)
- Orchard Ridge 4 (Under Review) (17 Road & K3/4 Road) (21 Lots)
- Shannon Minor Subdivision (Under Review) (377 N. Pine Street) (2 Lots)
- Rose Creek Preliminary Plan (1892 K Road, Fruita CO 81521)
- Cider Mill Estates Final Plan (Under Review) (960 Stone Mountain Drive. Fruita, CO 81521) (47 Lots)

Site Design Review/ Other Applications:

- 111 S. Mesa Street Site Design Review (Under Construction) (111 S. Mesa St, Fruita CO 81521)
- 204 S. Mulberry Street Site Design Review (Under Construction) (204 S. Mulberry St, Fruita, CO 81521)
- Monumental Provisions (Under Review) (155 N Mulberry St.)
- Grand Skye Site Design Review (Under Review) (715 E. Grand Ave.)
- Grand Valley Storage (Under Review) (1930 Hwy 6 & 50)
- Fruita Apartments (Under Review) (614 Raptor Road)
- West Pabor Right-of-Way Vacation (north of 535 W. Pabor Avenue)
- North Mulberry Street Conceptual Street Design

Public Works

- **HOA Irrigation.** If you are the head of an HOA, please contact Amanda with the Public Works Department at adownie@fruita.org or (970) 858-9558 to update your contact information. In the event of an irrigation issue or emergency, the City contacts all HOAs impacted. Irrigation is scheduled to be turned on the week of April 11th. If the schedule changes, we will update the information on the city's website.
- **Fleet Maintenance Update.** Fleet staff are beginning to work on vehicle recall scheduling and are maintaining services for a safe ride for City employees.
- **Road Maintenance Update.** Road maintenance staff, with the assistance of Collections staff, burned the city right of ways along 6 & 50 to begin cleaning ditches for the irrigation season.
- **Collections Update.** Collections staff are performing camera inspections on the new HWY 6 sewer line. 23 utility locates were completed.
- **Wastewater Treatment Update.** Wastewater Treatment staff have been continuing their river temperature study.
- **Admin Update.** The Public Works Director and Parks & Recreation Director are working on a Letter of Intent to the Natural Resources Conservation Service for the Mountain Water Properties infrastructure.

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

- [Hot Tomato founders working on housing shortage documentary.](#)
- [Colorado's statewide vaccination campaign will continue through spring.](#)
- [Fruita boys lacrosse team holds off physical Chaparral.](#)
- [Fruita City Council votes to create engineering department.](#)
- [See the Fun Easter Egg Hunts Planned for April in Western Colorado.](#)
- [Former owners of 'Hot Tomato' making 'Ghost Town' Documentary.](#)
- [Colorado Tourism Awards \\$289,537 in Tourism Management Grants.](#)
- [CPW: Fishing Season is here.](#)
- [Car break-ins expected to increase as weather gets nicer.](#)
- [Then & Now: Changes in Colorado's Grand Valley 2008 to 2022.](#)

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 2, 2022** – Fishing is Fun Day at Snooks Bottom Open Space, 8:00 a.m. to 10:00 a.m.
- **April 13, 2022** – Easter Egg Scramble, Fruita Community Center, 4:00 p.m. to 6:00 p.m.
- **April 19, 2022** – Beer or Rootbeer with the City Manager, Copper Club Brewery at 5:00 p.m.
- **April 23, 2022** – Co2UT Gravel Bike Race, Downtown Fruita and the North Fruita Desert.
- **April 26, 2022** – 2022 GJEP Western Colorado Economic Summit @ the Grand Junction Convention Center.
- **May 4, 2022** – Grand Valley Bike to Workday, Downtown Fruita. Join Fruita elected officials and staff for a ride around Fruita and breakfast provided by Family Health West.
- **May 6-8, 2022** – Fruita Fat Tire Festival, North Fruita Desert and Downtown Fruita.
- **May 6-7, 2022** – 18 Hours of Fruita, Highline State Park.
- **May 7, 2022** – Girls on the Run 5K at the Fruita Community Center, 10:00 a.m.
- **May 14, 2022** – Adventurefest presented by Gemini Adventures, 18 Road at 8:00 a.m.
- **May 24, 2022** – Coffee with the City Manager at Bestlope Coffee, 9:00 a.m.
- **June 3-4, 2022** – Mike the Headless Chicken Festival, downtown Fruita.

CC. Department Directors

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



RIDE GVT FREE

Restaurant Week

01 — APRIL — 10

Free Fare on all GVT Fixed Routes

April 1-April 10

(No Sunday Service)





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.