



FRUITA

COLORADO



Weekly Info 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

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JANUARY 19, 2024
Re: WEEKLY INFORMATION UPDATE

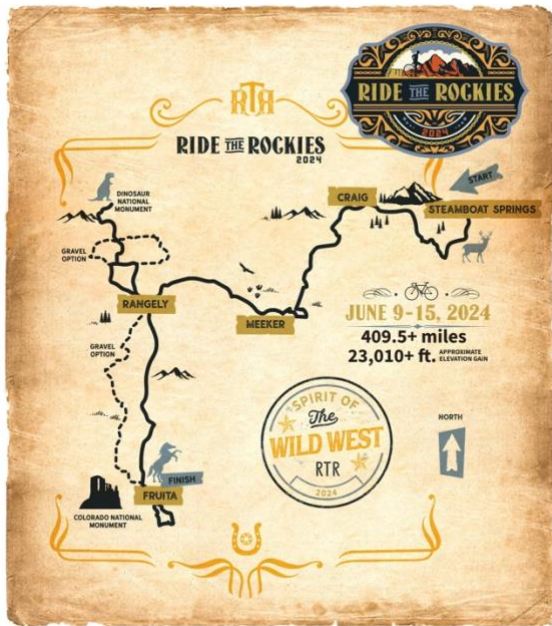
Tuesday's City Council Workshop

On Tuesday night, we will have three items on the agenda. The first item is an update on Economic Development, followed by a discussion on Fruita's sign ordinance. The night will end with a review and discussion of the City Council Handbook. See you on Tuesday!

Ride the Rockies coming to Fruita This Summer

Last Saturday, the official ride route for the annual Ride the Rockies event was announced and we are thrilled to see Fruita as the ending host city! Ride the Rockies is one of the longest running bicycle tours in the country. Over 2,00 riders come from around the country to participate in the six-day, cross-state tour. Riders will stay overnight in Fruita on June 14 and end their ride the next day with a loop in the Colorado National Monument. The ride will end at Civic Center Park with live music, a beer garden, and more. [Check out the announcement video online with Mayor Kincaid!](#)

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



Election Packets Now Available – DEADLINE JANUARY 22, 2024, 5 pm (Continued)

The City of Fruita’s regular election will be held on April 2, 2024, and petitions for candidate nominations are now available at the City Clerk’s office. There are four open positions in the next election, including the position of Mayor and three City Council seats. Completed petitions must be filed with the City Clerk by January 22, 2024. If you are interested in learning more, you can visit our website for the [2024 Regular Municipal Election Information for City Council Candidates](#).

Waste Management Automated Trash Mailer (Continued)

Fruita residents should have received a mailer from Waste Management explaining the transition to the automated collection system. The mailer can be found online at fruita.org/trashcollection. During the weeks of January 8-26, 2024, a 96-gallon cart will be delivered to Fruita homes if the household doesn’t already have one. If a household participates in recycling services, Waste Management will drop off a new 96-gallon recycling container on the household’s normal recycling schedule. Learn more about this transition at fruita.org/trashcollection.



Weekly FAQ

In every weekly update, we will be answering one question we get asked often from the community. These questions will cover a variety of topics from all city departments. If you have any questions, you think would be valuable for us to share, let us know by emailing communications@fruita.org.

- **Question:** Do we have to pay extra for recycling services?
- **Answer:** No, recycling services are free and voluntary. You can opt-in for recycling and your monthly trash bill will stay the same (\$18.90 per month, Senior Rate is \$16.55 per month). If you aren't signed up for recycling but would like to, visit fruita.org/trashcollection.

General Updates

- **November Financial Reports.** The financial reports for November 2023 were in the packet for this week's City Council meeting and can be found here: [Fruita Financial Reports](#). Here is a snapshot of the report and sales tax collections for the month of November:
 - **City Sales Taxes** – Were down less than 1% in November, is still trending at an increase of 6% overall compared to the prior year.
 - **Use Tax on Motor Vehicles** – Were down 24% in November, are at a decrease of 9% for 2023 overall.
 - **Use Tax on Building Materials - Were** up 28% in November, trending at a decrease of 10% in 2023 compared to 2022 but has exceeded the budget projections for the year.
 - **Lodging Taxes** – Up 19% in November, at an increase of 2% overall.
 - **County Sales Taxes** – Were up 2% in November, are trending flat compared to 2022.
- **Civic Center Charging Station.** ChargePoint will be on site this afternoon to diagnose and potentially repair the charging station that is showing an unavailable status at the Fruita Civic Center.
- **Downpayment Assistance Program.** Housing Resources now has a State-funded Purchase Assistance Loan program. This program is available throughout Mesa County including Fruita, and can provide up to \$24,000 in Down Payment Assistance loan to households at or below 120% AMI (Area Medium Income). The program can also be used with other Down Payment Assistance products. Learn more at [Housing Resources](#) or with the flyer below. This program can also be found on our website under the [Community Corner page](#).



Looking for closing cost and down payment assistance?

HOUSING RESOURCES CAN HELP!

Get up to \$26,000 for down payment and closing costs on a primary residence.

PURCHASE ASSISTANCE LOAN

Subject to eligibility requirements	Loan repayment terms apply
0% Interest	No monthly payment
Not limited to first time homebuyers	Available in Mesa, Delta, and Montrose County

CONTACT US TODAY!
970.241.2871



Engineering

- **19 Road Project Communication.** As we prepare for the 19 Road Project, you can expect to see communication from the City of Fruita with project updates, schedules, frequently asked questions, and more. We will be updating the project page online to share as much information as possible with the community. Residents can find the project page at fruita.org/19road. Communication will also be shared through social media, our quarterly mailer to all residents, a mailer to those who live near the project area, community meetings, the weekly update, and more. Please reach out to us at communications@fruita.org if you have any questions along the way.
- **19 Road Irrigation Open House.** To properly update the corridor of 19 Road from J.2 Road south to Highway 6&50 it is going to require some utility upgrades including sewer, stormwater, and irrigation. On Wednesday, we held an irrigation meeting for all the owners on headgate #440 to give them an opportunity to learn about the plans for the irrigation, possible impacts and to answer questions for all those who showed up. We had about 40 people in attendance along with all four members of the City of Fruita Engineering Department. We answered questions

about the design and communicated that the City would be responsible for maintaining all the new infrastructure that will be installed in the Right-of-Way. Some of the other questions that we answered centered around the 19 Road design, intersection design, and plans for traffic lights and stop signs. We encouraged all the participants to contact us at the Engineering department with any questions and concerns that they may have and explained to them that we want to make sure that these upgrades to the irrigation system happen with no negative impacts on any of the share owners.

- **South Mesa Street Update.** The City of Fruita Engineering Department is working with Rolland Consulting Engineers to update the construction documents to conform with Colorado Department of Transportation (CDOT) standards. The Federal ARPA funding secured for the construction of this project is administered by CDOT, necessitating this update of the plans. This week marked a milestone in this effort with the submittal of the Field Inspection Review (FIR)(30%) plan set to CDOT. CDOT personnel will review this plan set, and the FIR review meeting is scheduled for February 14, 2024. After the FIR review meeting, the plans will be updated for the Field Office Review (FOR)(90% plans) with CDOT. We expect the entire review process with CDOT to wrap up in fall 2024 with a goal of awarding the project for construction in early winter 2024.
- **Fremont Street Project Update.** The City of Fruita Engineering Department is working with River City Consultants to update the Right of Way (ROW) Plans to meet Colorado Department of Transportation (CDOT) requirements. The ROW Plans are being modified to address small parcels that are being cut off from the parent parcel with the designed alignment of Fremont Street. This week marked a milestone in which we received CDOT comments regarding the updated ROW plans. The Engineering Department will work with River City Consultants to address these comments and return the corrected ROW Plans to CDOT for approval.

Parks and Recreation

- **Aquatics.** On January 16, the aquatic staff kicked off the first session of 2024 swim Lessons and Gators Youth Conditioning. With almost every class full, the program is off to a great start! The Youth Diving classes have also reached near maximum capacity and are set to begin on January 24th! The Aquatics Division has added six new employees to the team: two lifeguards, two swimming instructors, and two water aerobics instructors!
- **Guest Services.** The updated 2024 Fees went into effect this week. The transition was smooth and seamless, due to the tireless efforts of the front desk staff actively communicating the increase.
- **FCC Maintenance.** The retile project began in the men's locker room. The contractor is already ahead of schedule with demo taking less than a day. We are optimistic that the whole project will stay on track and potentially ahead of schedule.

Planning & Development

To see active reviews of current projects, you may visit fruita.org/projects.

Major/ Minor Subdivisions:

- Copper Creek West Final Plan, Filing 1 (Under Construction) (954 19 Road) (48 Lots)
- Iron Wheel Filing 2 Final Plat (Approved) (19 Road) (46 Lots)
- Adele's Acres Subdivision (Approved) (1024 19 Road) (48 Lots)
- Kismet Minor Subdivision (Under Construction) (460 N. Mesa St) (3 Lots)
- PSE Minor Subdivision (Approved) (1558 River Road) (2 Lots)
- LaPointe Minor Subdivision (Under Review) (1050 E. Ottley Avenue) (4 Lots)
- Sunset Pointe Preliminary PUD Plan (Approved) (Parcel # 2697-091-80-001) (122 Lots)
- North Mesa Minor Subdivision (Approved) (155 N. Mesa Street) (2 Lots)
- Weston Estates Preliminary Plan (Under Review) (1877 J 2/10 Road; Parcel # 26997-164-00-050 & 2697-164-00-074) (109 Lots)
- Berg Minor Subdivision (Under Review) (1806 J 3/10 Rd) (2 Lots)
- West Canyon Preliminary Plan (Under Review) (Parcel #2697-162-21-001) (50 Lots)
- Gear Estates Preliminary Plan (Under Review) (1156 18 Road) (8 Lots)

Site Design Review/ Other Applications:

- The Fruita Mews (Under Construction) (1138 18.5 Road)
- The Church of Jesus Christ of Latter-Day Saints Site Design Review (Under Construction) (417 E Ottley Ave)
- A Storage Place Site Design Review and Minor Subdivision (Approved) (1960 & 1966 Hwy 6 & 50)
- My Storage Fruita (Approved) (1930 Highway 6 & 50)
- 535 W. Aspen Apartments (Under Construction) (535 W. Aspen Avenue)
- Wildcat Residences (Approved) (1807 Wildcat Avenue)
- City Market Fueling Station Conditional Use Permit (Under Review) (437 W Aspen Avenue)
- 1873 K Road Annexation (Approved) (1873 K Road)
- 1873 K Road Rezone (Under Review) (1873 K Road)
- Geode Flats Preliminary PUD Plan (Under Review) (614 Raptor Road)

Police Department

- ***Calls for Service Statistics.*** Closing out the year, the Grand Junction Regional Communications Center logged a total of 11,234 calls for service for the Fruita Police Department, compared with 8,695 for 2023, reflecting a 29% increase. It should be noted that the majority of that increase results from a change in the way we are tracking officer initiated activities.

Public Works

- ***Welcome Jason!*** Public Works welcomes our new employee Jason Wood who will be working in Building Maintenance.
- ***AED Installation.*** Building Maintenance assisted with the installation of AED's throughout the various city facilities.
- ***CDL Training.*** Wyatt Bramwell successfully completed his CDL training. Congratulations Wyatt!
- ***FOG Training.*** Utilities staff and Wastewater Treatment staff attended a Fats – Oil – Grease (FOG) Abatement Program Training sponsored by the USDA.

- **Biofilter Testing.** Hensel Phelps was on site with the Biofilter manufacturer to begin the testing period of the biofilter equipment installed for the H2S project.
- **Stakeholder Meetings.** City staff and I met virtually with Xcel Energy representatives to discuss projects in the City of Fruita, and specifically address accurate locating for their gas lines and promptness or road repairs following utility repairs. Public Works Director attended the Colorado Microgrid Roadmap Stakeholder Engagement meeting for the Norther and Northwest Regions. Attended the School District 51 Long Range Facilities Planning meeting.

RESOURCE LINKS

- [Community Resources](#)
- [City Project Updates](#)
- [Fiber Internet Construction Updates](#)
- [Trash and Recycling Services](#)
- [Stay Informed](#)
- [Fruita City Council](#)

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

- [RIDE THE ROCKIES BRINGS 2,000 RIDERS TO STEAMBOAT SPRINGS, CRAIG, MEEKER, AND MORE IN JUNE.](#)
- [Fruita Community Center to implement fee change.](#)
- [Grand Valley Transit offers student pass program.](#)
- [Court reverses conviction of juvenile in Fruita church fire.](#)
- [Mesa County Public Health still has Covid-19 test kits.](#)
- [Nearly half of Colorado households living with radon.](#)
- [Details announced for 2024 BetterRide MTB Skills Courses.](#)

UPCOMING EVENTS *(Please let Jennifer Cupp know if you plan to attend so we can RSVP for you)*

- **January 26, 2024** – Night at the FCC, 7:00 p.m. to 10:00 p.m.
- **February 10, 2024** – Fruita Sweetheart Run at the Fruita Community Center, 10:00 a.m.
- **February 14, 2024** – Coffee & Chat with the City Manager, Aspen Street Coffee, 8:00 a.m.
- **March 28, 2024** – Easter Egg Scramble, 4:15 p.m. to 6:00 p.m. at the Fruita Community Center backyard.
- **April 12, 2024** - Desert Rats Race, Open Venue, Trails around Fruita
- **April 12, 2024** – Youth Scholarship Golf Tournament, 9:00 a.m., Adobe Golf Creek Course
- **April 12, 2024** - Lower Valley Professional Firefighters Tournament, 2:00 p.m. - 6:00 p.m., Civic Center Park
- **April 27, 2024** – Fishing is Fun at Snooks Bottom, 9:00 a.m. - 11:00 a.m.
- **May 4, 2024** – 18 Houra of Fruita, Open Venue, Highline Lake State Park
- **May 4, 2024** – Co2uT, Open Venue, Downtown Fruita

- **May 3 – 5, 2024** – Fat Tire Festival, Open Venue, Downtown Fruita
- **May 11, 2024** – Adventure Fest, Open Venue, 18 Road Trailhead
- **May 31 – June 1, 2024** – Mike the Headless Chicken, Open Venue, 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.



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.