



FRUITA

COLORADO



Weekly Info Update

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To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 15, 2024
Re: WEEKLY INFORMATION UPDATE

Tuesday's City Council Meeting

Our meeting on Tuesday will begin with three presentations, the first recognizing the Adopt a Street Volunteers from the Elmwood Heights HOA. After that, we will hear an update from Xcel Energy and Deeply Digital (two separate presentations) as part of the fiber buildout in Fruita and as requested by Council regarding gas line strikes in the community. After consent agenda, we have three public hearings, two regarding liquor licenses or special event permits, and the third on an amendment to the Fruita Municipal Code on adding regulations for unmanned aircrafts. We will conclude with reports and actions.

Update on Federal Funding for Maple Street Bridge Project

Last Friday night, the United States Senate passed an appropriations bill that included \$1.75 million in Congressional Directed Spending for the Maple Street Bridge replacement. This project was recommended for funding last year by both Senators Hickenlooper and Bennet and is on track to be approved by both chambers. We will continue to provide updates as they are received, but this was an important step for the funding moving forward. Read the press release: [Bennett Announces Nearly \\$130 Million for Colorado Projects in First Round of Senate Appropriations Bills.](#)

2024 Regular City of Fruita Municipal Election – April 2, 2024 – Ballots Mailed

The City of Fruita regular municipal election will be held on April 2, 2024, and will be conducted by mail ballot. Ballots will be reaching resident's mailboxes in the next several days. Here's what residents needs to know:

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

- Ballots must be returned by 7:00 p.m. on April 2, 2024. Mail ballot drop boxes are located in the Civic Center parking lot and the lobby inside the Civic Center (325 E. Aspen Ave.).
- Not sure if you are registered to vote? You can check your registration status at www.govotecolorado.gov.
- If you don't receive a ballot and are a registered voter residing in the Fruita city limits, please contact the City Clerk's office at 970 639 4210 or dwoods@fruita.org.
- If your ballot is lost, spoiled or destroyed, please contact the City Clerk's office for a replacement ballot.
- You may visit the City's website at bit.ly/fruitaelection2024 for additional information about Referred Issue A and candidates for office.

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:** What is a right-of-way area?
- **Answer:** Right-of-ways extend beyond the public roadway to include the area where the curb attaches to the sidewalk and often several feet beyond, into what many understandably assume to be private property. It is important to recognize that the location of the right-of-way is not uniform nor consistent throughout the City. Right of ways are generally used for transportation purposes. Although most people think of vehicles when using the word transportation, it is also used to describe movement of a good like electricity, water, natural gas, or oil. Right-of-way use is only used for uses like railroads, electric transmission lines, pipelines, ditches and roadways. In Fruita, right-of-ways are utilized by the City or on behalf of the city for public use.

General Updates

- **January Financial Reports.** Sales tax collections for January 2024 are available in the packet for next week's meeting and can be found here when available: [City Council Meeting Packet – March 19, 2024](#). Here is an overview of the report:
 - **City Sales Taxes** - The 3% City Sales tax collections were up 11% in January of 2024 compared to January 2023.
 - **Use Taxes on Motor Vehicles** – Were up 3% in January 2024 compared to the prior year.
 - **Use Taxes on Building Materials** – Were up 8% in January compared to 2023.
 - **City Lodging Taxes** – Were up 13% in January 2024 compared to January 2023.
 - **County Sales Taxes** - County sales taxes were up 5% in January compared to the prior year.
- **Monthly Waste Management Report.** In February, Fruita residents recycled 44 tons of bottles, cans, paper, and cardboard. The full report can be found below. Great job Fruita!
- **Juvenile Diversion and Lighthouse Program Open House.** The DA's Office is hosting an open house on March 20 from 2 pm – 6 pm for community members to see their new space on the

Colorado Mesa University Campus. Assistant City Manager Shannon Vassen will attend the open house. The open house is open to anyone interested in learning more about the programs.

- **2024 Colorado Downtown Excellence Award Nominee.** The Mulberry Plaza project has been selected as a finalist for the Downtown Excellence Award hosted by Downtown Colorado, Inc. Awards will be presented at an awards dinner on April 4, in Durango, CO.
- **Mobile Mesa County Monthly Newsletter.** [The Mobile Mesa County Newsletter is now available online.](#) In the newsletter, you can learn about spring riding events, updates about the GVT employer pass, D51 student pass, and more. Also, Mesa County RTPO is working on a Safety Action Plan and is looking for community input. [Share your feedback online by April 28.](#)
- **2023 Annual GJEP Report.** The 2023 Annual Report for the Grand Junction Economic Partnership was released this week and can be found here: [Annual Report 2023.](#)

Marketing and Promotion

- **GoFruita Newsletter.** The latest edition of the GoFruita newsletter can be found here: [Upcoming in Fruita: Fat Tire Festival, Desert Rides Races, and More!](#)

Parks and Recreation

- **Snooks Bottom Water Monitoring.** With warmer temperatures, it is very common this time of year for lakes to produce algae and to experience depleting oxygen levels. Snooks Bottom experiences this every spring as the temperatures begin to rise. Warmer and less dense water floats on the top of cooler, denser water at the bottom. Our Parks and Recreation Department, working with Colorado Parks and Wildlife and the Colorado Department of Public Health, is monitoring the lake and testing regularly. As a reminder, Snooks Bottom is not designated or intended for swimming, but it is a popular destination for paddle boarding and kayaking. Please use caution when recreating at Snooks Bottom.
- **Reed Park Update.** Concrete prep for the half-moon shape sidewalk dividing the playground, flatwork around the building, and walking area west of the building to the curb has been completed. The trenching for the site electrical has been completed and backfill will follow after irrigation fixes and a location for a transformer is determined. The landscaper has installed the sleeves for the planter west of the building and the sidewalk half-moon shape. Concrete is scheduled to be on site next week to set forms and pour concrete. HVAC rough in has begun and should be completed next week.
- **Aquatics.** The Aquatics Supervisor position at the FCC has been filled in-house by Molly Bethe. Molly has been a valuable employee at the Recreation Department. Molly spent one year in Guest Services and four years in Aquatics. Recruitment is underway to fill the vacant Aquatic Coordinator position.
- **Swim Lessons.** Aquatic staff successfully concluded the second session of Tuesday & Thursday evenings and Saturday swim lessons. The next session ramps up after spring break.
- **Waterslide Update.** The long-awaited construction to install a new waterslide began on Monday, March 11. The Aquatics and Maintenance Teams have successfully navigated

the closures on the pool deck and the maintenance backroom where much of the activity is now happening.

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 (Under Construction) (19 Road) (46 Lots)
- Adele's Acres Subdivision (Approved) (1024 19 Road) (48 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)
- 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 Appeal Hearing (Approved) (437 W Aspen Avenue)
- Geode Flats Preliminary PUD Plan (Approved) (614 Raptor Road)

Police Department

- **Happy Anniversary Sgt. Coughran!** We want to take a moment and give a big shoutout to Sgt. Coughran. This month marks his 25 year anniversary at the PD. In a job that can have moments of high-stress, be physically and emotionally harmful, and challenging, 25 years of service to this community is very notable. Sgt. Coughran has a great sense of humor and a passion for serving Fruita. Thank you for your many years of service!
- **Coffee with a Cop Recap.** Thank you to everyone for coming out for this morning's Coffee with a Cop event. We had a fantastic group and enjoyed getting to know new community members.

Public Works

- **Streets Update.** Street Maintenance crew completed 40 utility locates, attended Locate & Pipeline Safety Conference and LTAP training on road preservation (chip & crack sealing).

- **Utilities Update.** Utility staff worked with city engineering to gain access to Grand Valley Drainage District HOA drain for the vacor truck. Staff continue to jet and complete CCTV inspections.
- **Public Works Administration Update.** Public Works Director participated in follow up discussion with Growing Water Smart representatives, and also participated in School District 51 Master Plan Committee regarding District facilities.

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):

- [Fruita bike program gives students opportunity to give back to community.](#)
- [Local students receive a large scholarship opportunity a CMU.](#)
- [Colorado U.S. Senator Michael Bennet secures nearly \\$4 million for Mesa County infrastructure projects.](#)
- [Season-long boat checks planned for Loma entry point.](#)
- [Open Burn Season.](#)
- [District 51 opens preschool applications.](#)
- [DA's office to host Juvenile Diversion and Lighthouse Program Open House March 20.](#)
- [Grand Junction Regional Airport busiest on the Western Slope.](#)

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

- **March 15, 2024** – Coffee with a Cop, 9:00 a.m., Bestslope Coffee
- **March 15, 2024** – Coco Vino, 6:00 p.m. - 8:00 p.m., Our Lady of Perpetual Motion
- **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 13, 2024** – Fruita Area Chamber of Commerce Annual Banquet, Absolute Prestige Ranch, 5:00 p.m. - 10:00 p.m.
- **April 20, 2024** – Fruita Spring Clean Up, City Shops (900 Keifer Ave), 8:00 a.m. - 2:00 p.m.

- **April 27, 2024** – Fishing is Fun at Snooks Bottom, 9:00 a.m. - 11:00 a.m.
- **May 4, 2024** – 18 Hours 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.
- **June 25, 2024** – State of the Community Breakfast hosted by the Fruita Area Chamber of Commerce, Absolute Prestige Ranch, 8:30 a.m.

CC. Department Directors

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

WM February 2024 Recycling Benefits City of Fruita

In February 2024, we recycled 44 tons of bottles, cans, paper and cardboard.

This Month's recycling efforts saved the following resources:



710 Mature Trees

Enough avoided timber resource use to produce 12,070,000 sheets of printing and copy paper!



102 Cubic Yards of Landfill Airspace

Enough avoided airspace to fulfill the annual municipal waste disposal needs for 130 people!



102,804 Kwh of Electricity

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



Avoided 121 Metric Tons (MTCO2E) of GHG Emissions

This GHG reduction is equivalent to removing annual emissions from 26 passenger vehicles!



216,219 Gallons of Water

Enough avoided water use to meet the daily fresh water needs of 2,882 people!

Sources: U.S. Environmental Protection Agency, U.S. Energy Information Administration, Environmental Paper Network-Paper Calculator V4.0, Domtar Paper, Gaylord Corporation, U.S. Forest Products Laboratory, and Waste Management. © Waste Management 2023
Notes: GHG = Greenhouse Gas; MTCO2E = Metric Tons of Carbon Dioxide Equivalent



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.