

PLAY LIKE A LOCAL



Fruita Parks, Health,
Recreation, Open Space,
and Trails Master Plan

April 2021



FRUITA
COLORADO



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A. INTRODUCTION

1. Plan Purpose
2. How to Use this Plan
3. Community Involvement
4. Community-informed Issues
5. Relevant Plans

Introduction

Fruita is a standout community. It embraces its pioneer heritage and exudes this characteristic in its desire to be the first in Colorado's West to embrace new ideas. City leaders are open to advancing practices and paving the way for others to follow. This is particularly evident in the development of the Parks, Health, Recreation, Open Space, and Trails (PHROST) Master Plan. This plan represents what Fruita residents see as the most important ideas that will advance Fruita Parks and Recreation's (FPR) core services.

1. Plan Purpose

Planning for future parks and recreation core services is an elemental task local government must complete so defined goals, objectives, and priorities can be implemented to meet the needs of the communities they serve. For Fruita, this means compiling data on existing facilities, developing a community needs profile, defining standards for programs and facilities, and creating an actionable master plan. Doing this with an engaged Fruita community shows how important FPR is to community members and to their well-being.

Borrowing from the community slogan/catch-phrase "play like a local," this plan builds on advancing the lifestyle boasted in Fruita. It seizes the opportunity to describe what it means to play like a local by creating an action-oriented plan geared at propelling collective healthy, active lifestyles for all.



Planning in the Midst of a Pandemic

This comprehensive Master Plan effort to prepare for the provision of facilities and services has been undertaken to update and implement strong "best practice" planning and business tools for FPR. Resource planning is particularly important as the long-term effects of COVID-19 include a shortage of tax revenue that will eventually impact all agencies — some sooner than later. Informed budgeting (also referred to as resource allocation) decisions give agencies flexibility and durability in evolving situations such as COVID-19. Planning and resource allocation must be done carefully with information and insight so that FPR can rethink, redeploy, and otherwise maximize offerings without compromising essential services to the widest public. Decision-making should be thoughtful, deliberate, and based on current understanding of the circumstances — not reactionary. This plan aims to provide relief and stability that permeate all other processes.

2. How to Use this Plan

The first section of this plan, **Introduction**, explains the purpose of the plan, community involvement, and the emergent issues and themes identified through public process. **Who Plays Here** describes the demographic make-up of Fruita. The third section, **Play in Fruita Today**, provides a foundational understanding of the Department and its current recreation programs, health initiatives, and parklands system. **Key Themes and Recommendations** describes the collective community vision for parks and recreation based on community input and operational analysis. **Progressing Play** defines the mission, vision, and guiding principles of the Department as well as goals, policies, and actions the Department should pursue over the next 10 years, as well as why these goals and policies are important. The final section, **Funding Play**, focuses on current funding sources and uses. It also describes options for funding the actions resulting from this plan.

The sections in this plan are:

- A. Introduction
- B. Who Plays Here
- C. Play in Fruita Today
- D. Key Themes and Recommendations
- E. Progressing Play – an Action Plan
- F. Funding Play

3. Community Involvement

Similar to the recent *Fruita in Motion* planning process, the City used a transparent process to understand community parks and recreation needs leading to the creation of a plan for play. In doing so, the City communicated a clear and well-planned timeline for the project and solicited input from community members, health partners, and Fruita area youth.

Beginning in October 2019, the City set out to update the 2009 Parks, Open Space, and Trails (POST) Master Plan. The intent was for the updated plan to provide strategies that implement the goals defined in Fruita in Motion, the City’s comprehensive plan, which outlines specific strategies. Fruita residents, elected officials, Fruita Board and Commission members, and City staff helped steer the process of developing the PHROST Master Plan. Specifically, the Steering Committee consisted of members from the Fruita Parks and Recreation Advisory Board, Fruita City Council and representatives were from the Fruita Youth Action Council, the Livability Commission, the Planning Commission, the Arts and Culture Board, and staff were from other City of Fruita Departments.

Throughout the process, a variety of stakeholders, which included youth, health partners, government agencies, businesses, nonprofits, and other organization representatives, participated in focus groups, interviews, online surveys, and public forums. Enthusiasm and support for Fruita Parks and Recreation (FPR) were demonstrated by each organization. Their involvement led to contributions that aided in determining important issues and developing recommended actions for making healthy living opportunities.

Figure 1: PHROST Master Plan Planning Phases and Timeline

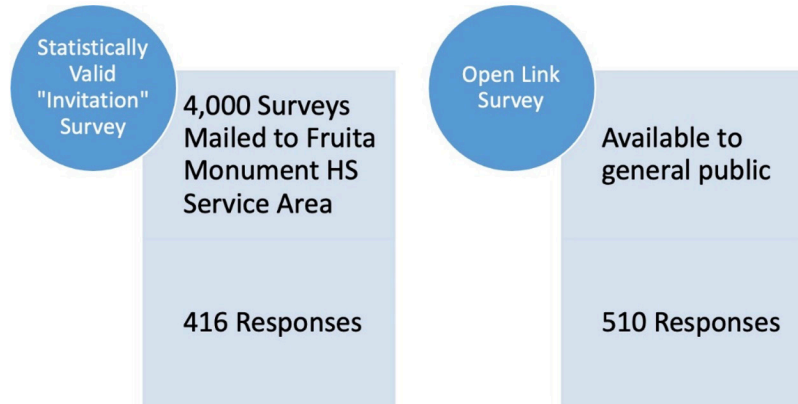


I. Community Survey

Soliciting community input regarding specific parks and recreation facilities, amenities, programs was elemental to the development of this plan. The information obtained from the community survey was used alongside program and facility analyses to create the goals and action recommendations in the **Progressing Play** section of this plan. Find a detailed report in **Appendix A**.

The community survey included both an “invitation” and an “open” opportunity for Fruita area residents to participate.

Figure 2: Survey Participation



Demographic Profile of Respondents

- 47% of respondents have children at home
- 11.7 Average number of years living in Fruita area
- 82% of respondents own their residence
- 66% of respondents live in Fruita
- 4% of respondents are of Hispanic/Latino/Spanish origin
- 63% of respondents own a dog
- 8% of respondent households require ADA-accessible facilities and services

A.) COMMUNITY SURVEY FINDINGS

Fruita’s community survey polled 926 people in the Fruita area in Summer 2020. The summarized findings below represent the key issues and opportunities for advancing Fruita’s core parks and recreation services.

Satisfaction is Currently High

Eighty percent or more of respondents reported being satisfied or very satisfied in all six categories that were evaluated. Satisfaction was highest for trails, and only slightly lower the Fruita Community Center, open spaces, parks, other recreation facilities, and recreation programs or services.

Potential Improvements

When asked how important and well facilities or services are meeting the needs of the community, shade structures, parking at recreation facilities and trails, recreation programs and activities, and playgrounds were rated above average for importance but fell below average in terms of needs of respondents being met.

Health-related Focus

Physical activity and increasing access to natural environments were identified as the most important health-related areas of focus for Fruita area residents.

Purpose of Parks and Recreation

Survey respondents identified encouraging active lifestyle and promoting health, wellness, and fitness as the most important purpose of parks, recreation, open space, and trails in Fruita.

Communications

There may be some room to improve communication with Fruita area residents about parks and recreation facilities, programs, and services offered.

II. Healthy Community Surveillance and Management Toolkit™

To develop a strong focus on Fruita as a Healthy Community, this project utilized GP RED Healthy Communities Surveillance and Management Toolkit™ methods to look at how parks and recreation can help in preventive public health. One important aspect was to specifically invite and engage the key stakeholders who are familiar with preventive health aspects in Fruita to participate in the project. Two tools, the Multi-Attribute Utilities Technique and the Youth Activities and Nutrition Survey, were applied to understand the community's health behaviors and to determine possible strategies for improving health. An additional tool, GRASP® Active, was used in analysis of the inventory and level of service aspects to look specifically at where components that promote physical activity are located (see **Appendix B** for those findings).

A.) MULTI-ATTRIBUTE UTILITIES TECHNIQUE

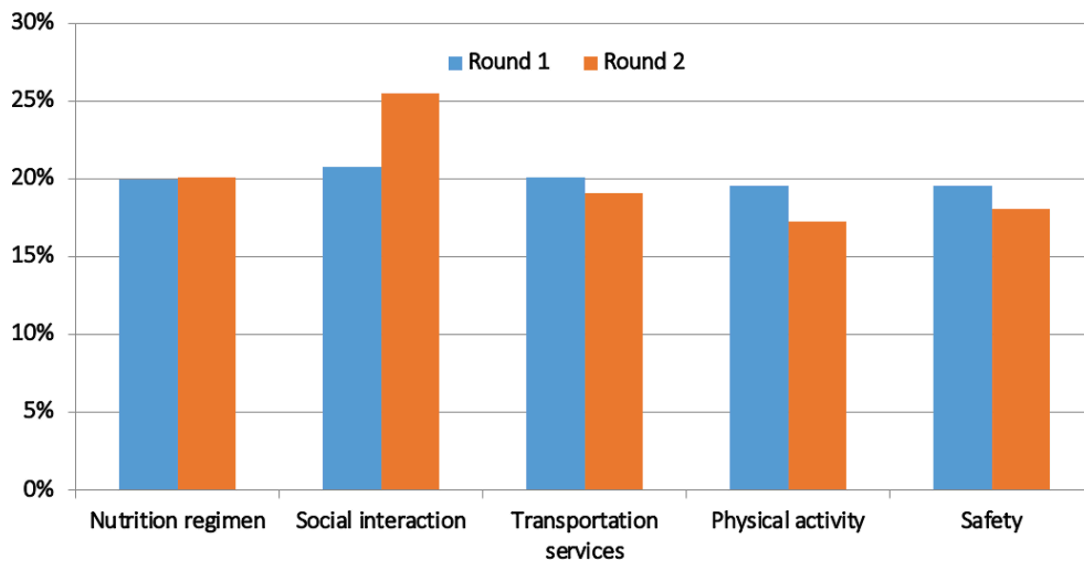
To attain consensus on health factors, a facilitated nominal group process called the Multi-Attribute Utilities Technique (MAUT) was used. This method determines priorities through rounds of ratings and discussion for attaining consensus on factors (variables and their indicators) that can be used in decision making.

In Fruita, 16 knowledgeable stakeholders contributed time for two rounds of ranking of the primary health factors to help determine consensus, as shown in **Figure 3** (with 1 being the most important to address in Fruita):

1. Social Interaction and Engagement
2. Nutrition
3. Transportation and Access to Amenities and Nature
4. Safety and Perception of Safety
5. Physical activity

In the first round, the group indicated that all factors were about equal in priority, but a facilitated discussion that led to several stakeholders indicating why they voted an individual factor of high or low importance. Subsequently, the second round was different. The mean ranking indicated that **attention to social interaction and engagement was most important for parks and recreation in Fruita.**

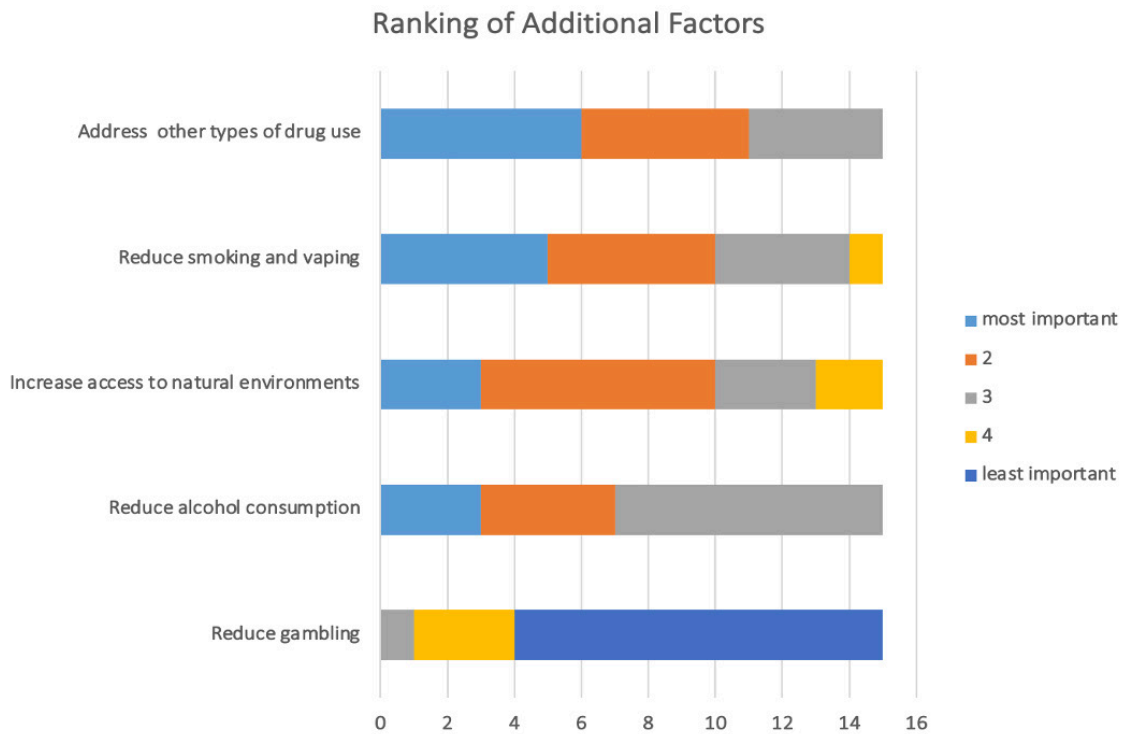
Figure 3: Fruita MAUT Rankings for Primary Preventive Health Factors



RANKING OF ADDITIONAL FACTORS

Participants in the MAUT group were also asked about additional factors emerging around the country related to the ability of parks and recreation to help address other non-sanctioned health behaviors. As shown in **Figure 4**, MAUT participants indicated that addressing drug use was the most important factor to address in Fruita beyond the top five preventive health factors. Comments during the discussion suggested an understanding that parks and recreation can provide positive engagement and activities that help connect people and provide alternatives to drug use.

Figure 4: Ranking of Additional Factors



B.) YOUTH ACTIVITIES AND NUTRITION SURVEY

With 30.7 percent of households in Fruita having a child under the age of 18, it was fundamental to engage youth on the topic of health, desires, and behaviors. Therefore, an online survey of 488 middle school students from Fruita 8/9, Fruita 6/7, and Redlands Middle School was conducted in Spring 2020. The purpose of the Youth Activities and Nutrition Survey (YANS) was to understand what middle school youth do during out of school time and to gather some baseline information about their habits, level of weight, perceptions of safety, and levels of engagement. GP RED's Healthy Community Research Group (HCRG) worked with East Carolina University to analyze the responses. The full YANS report is available in **Appendix D**.

Determining activities that youth participate in when out of school appears to have an influence on their physical activity, social interaction, and nutritional habits. This information can be used alongside other findings to solidify health-related initiatives and determining measurable outcomes.

NEEDS FOR ACTIVITIES AND WELCOMING SPACES

Students were asked what types of after-school activities they would like to do, an opportunity that was perceived to not exist in the Fruita area. It is clear from the responses that there is a strong desire for a "teen hang-out" space. The top four desired spaces and/or facilities are:

Table 1: Top Desired Spaces and Facilities

Teen Hang Out Space	30%
Sports and Sports Facilities	14%
Water Park	8%
Skate/Dirt Bike Parks	7%

Other activities and spaces desired by local youth included:

- Art center
- Trampoline park
- Rock climbing center/zipline
- Library/museums
- Camping and fishing areas
- Ice rink
- Disc golf course
- Volunteer opportunities in the community
- Aerial gymnastics
- Bowling center
- Arcade
- Recreation center that accepts/allows young people to work out

YANS KEY FINDINGS

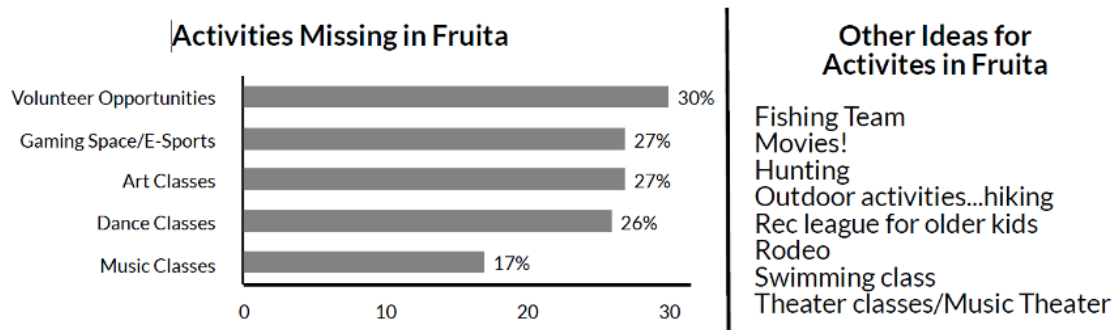
- 15.5% indicated a body-mass index (BMI) considered overweight or obese
 - Rates increase with each grade level
- Students participate in activities to have fun and to be with friends
- Parents encourage healthy behavior but may be less likely to model these themselves
- Students at Fruita schools engage more in TV watching & video game use than at Redlands MS
 - RMS do activities to improve skills and learn something new
- Engagement in social media was high during the week with student engagement in that activity at 3.25 hours

- On the weekends, youth were involved in watching television and accessing social media (3.7 hours per week)
- Fast Food:
 - 44% of responding students reported eating fast food once or twice in the past week, while 40% did not eat fast food for supper during that same time period
 - 9% of students indicated that they ate fast food almost every day of the week;
 - 58% of them noted that they had eaten fast food for at least 1-2 days in the past week
 - 36% of girls and 47% of the boys did not have fast food for supper in the previous week
 - 48% of girls ate fast food once or twice in the prior week and this was true for 38% of the boys

Figure 5: Fruita Youth Initiative’s 2020 Youth Survey Findings

72 of Fruita’s high school students responded to an online survey formed by Fruita Youth Action Council between April-June 2020. This survey sought to find out what activities make high school students want to play.

- Nearly 1 in 4 students report hiking is their favorite activity to do in Fruita.
- Students would like more volunteer opportunities, a gaming space, and art/music/dance classes.
- Many students report being available after 5 p.m. on weekdays.
- Nearly half of the students report lack of interest as a barrier to participating in existing activities.
- 3 out of 4 students go home after school.



4. Community-informed Issues

Based on the community involvement previously outlined, the following key issues were identified. These topics highlight items community members saw as important to the advancement of FPR and its ability to deliver desired services. Ultimately, many of the recommendations found in **Key Themes and Recommendations** relate directly to these issues and provide specific actions that will result in FPR's ability to meet community needs in a prioritized manner.

Figure 6: Community-informed Issues



5. Relevant Plans

A review of existing plans was conducted to fully develop specific principles and policies for the PHROST Master Plan. Plans that were considered are outlined below.

Fruita in Motion (2020)

Adopted by City Council in February 2020, *Fruita in Motion: Plan Like a Local* is the City's guiding document for land use development while also serving as the Department's framework for budgeting, capital planning, partnering, and future planning. Fruita in Motion, Chapter 5, provided policies and actions which aim to positively impact the health and well-being of the Fruita community. It is intended for this Parks, Health, Recreation, Open Space, and Trails (PHROST) Master Plan to further these policies and actions by identifying the initiatives, partnerships, and infrastructure needed by the community to create the playing grounds for success. As a foundational guiding document, Fruita in Motion has set a reinvigorated 10-year vision for park facilities and programming services.



FRUITA IN MOTION

VISION

Fruita leads the Grand Valley in parks, health, recreation, open space, and trails. The City provides unparalleled recreational programming and events, well-maintained parks and recreational facilities that are accessible to all residents, and a well-connected network of bike and pedestrian facilities. The city drives local efforts for world-class outdoor recreation opportunities and regional connectivity. The recreational programming, events, and outdoor recreation opportunities bring the community together around a lifestyle to positively impact the community's health. The City takes initiative to protect the natural environment within and surrounding Fruita.

Six key goals and associated polices and actions were established in the comprehensive plan for advancing the services FPR provides. This PHROST Master Plan confirms these goals, policies, and actions, as well as provides measures for achieving success.

GOAL #1

Put on recreational programming and events that provide opportunities for residents to be mentally, physically, and socially active.

Supporting residents' active and healthy lifestyles, as well as holding events and programs where residents can gather, is a key priority for Fruita. However, there were concerns about accessibility, sufficient funding and facilities, and the appropriate balance of events. Many of these items are addressed in this PHROST Plan.

GOAL #2

Invest in the health of the local community and make a positive impact through programming initiatives, partnerships, and infrastructure.

The City of Fruita, in supporting healthy lifestyles for its residents, has recently started developing initiatives and partnerships around community health. Fruita in Motion offered initial policies and actions for the City before health-related guiding principles, policies, and initiatives are fully developed here in the PHROST plan. Supporting community health in Fruita extends across many topics, such as walkability and education, which is covered in both plans.

GOAL #3

Enhance the City’s trail system to allow residents and visitors to walk and ride safely within the city and to surrounding trail systems.

Fruita residents value their access to outdoor recreation and the ability to walk and bike safely around the City. The City should act as a trailhead, where residents and visitors can easily walk/ride out of their door to surrounding trail systems or city destinations. This has been a key focus for the City with many connectivity enhancements in the past decade. However, further enhancements are essential to plan for and implement over the coming decade.

GOAL #4

Strengthen outdoor recreation in greater Fruita through partnerships, funding, and city facilities. The Fruita area is renowned for its outdoor recreation opportunities.

While most opportunities are outside the City limits, it is important for the City to support and maintain the opportunities for its residents, visitors, and economy. These efforts should not detract from Fruita’s community-first ethos.

GOAL #5

Ensure the City’s parks and recreational facilities are a well-maintained, accessible resource of active and passive recreation spaces for all residents.

Parks and recreational facilities are important spaces for Fruita residents to be active and gather. The City is below the national standards in terms of parkland, and existing facilities are overtaxed. As Fruita continues to develop and grow, providing sufficient parks and recreational facilities in addition to expanding existing facilities will be increasingly important.

GOAL #6

Preserve the natural features of the city and surrounding landscape through partnerships with local land managers and organizations.

Fruita has important natural features both within and beyond City limits. Preserving and protecting these natural features is a key responsibility of the City. Especially for the features beyond the City limits, working with partners is essential.

Mesa County Community Health Needs Assessment (2020)

Created by Mesa County Public Health in collaboration with local health providers between 2018-2020, *Community Health Needs Assessment* (CHNA) presents opportunities to understand “areas of concern.” These areas of concern highlight social and community factors that can be addressed by public health partners through prioritized efforts. An example of such an effort was the Fruita Youth Initiative (FYI). FYI recognized the opportunity for behaviors to be modified through positive opportunities that promote healthy lifestyles. As FPR is in the business of creating such activities and opportunities, CHNA helped inform many programming and infrastructure enhancement needs identified in this PHROST Master Plan.

North Fruita Desert Trails Master Plan (2019)

Having partnered and created the informal Fruita Trails Initiative with Bureau of Land Management (BLM) and Colorado Plateau Mountain Bike Trail Association (COPMOBA), Mesa County Public Health and several local businesses within the City of Fruita adopted the *North Fruita Desert Trails Master Plan* in May 2019. This plan provides actions for enhancing and sustaining recreational opportunities for the trail system, which is about seven miles north of Fruita along the base of the Bookcliffs and within the 11,600 acres of public land managed by BLM in the North Fruita Desert.

NORTH FRUITA DESERT TRAIL MASTER PLAN PRIORITIES

- More mountain bike trails, specifically 25 miles of new trail and 4.5 miles of trail reroutes
- Greater variety in trail difficulty while maintaining the area as family oriented
- Mitigation of crowding on trails
- Improving BLM campground services
- Trail maintenance and closures for sustainability

As it pertains to Fruita Parks and Recreation, this plan emphasized the City's desire for access to the strategically managed North Fruita Desert trail system given the economic benefits Fruita derives from visits to the area. The City of Fruita also views this area and other regional trails systems (Kokopelli, Rabbit Valley, McInnis Canyons NCA Front Country, etc.) as outdoor recreation playgrounds for residents.

Parks, Open Space, and Trails (POST) Master Plan (2009)

Facing population growth and related demands for recreational services, the City adopted the *Parks, Open Space, and Trails Master Plan* in December 2009, so future needs could be assessed and priorities could be established. The POST Master Plan delineated capital projects for the city to consider in addition to actions for implementing the community vision derived during the planning process. This plan proved to be useful as many of the projects, partnerships, and service improvements outlined were achieved.

2009 MISSION AND VISION

Mission

To provide stewardship of open space, parks, trails, and recreation facilities and experiences that promote a small-town atmosphere, develop partnerships with local agencies and businesses, and enhance the quality of life for our community members and visitors.

Vision

Provide a comprehensive system of open space, parks, recreation facilities, and trails.

Civic Center Memorial Park and Downtown Streetscape Improvements Master Plan (2013)

Recognizing Historic Downtown Fruita as the heart and soul of the community, this plan provides a vision for making the area a fun place to be. Naturally, the parks, trails, and open space system promotes tourism and economic development. Specifically, this plan establishes improvements to Civic Center Memorial Park and to other areas within Downtown which aim to create an inviting and pleasing setting for concerts, festivals, and events.

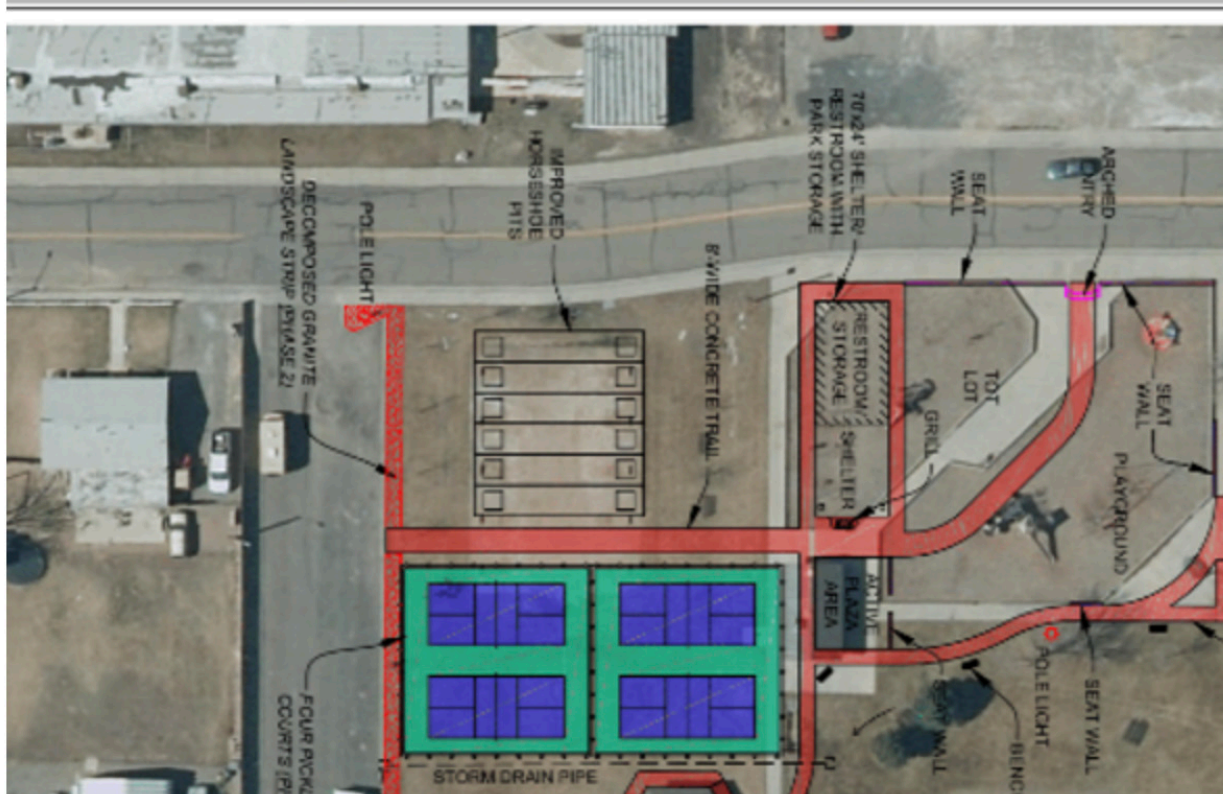
Lagoon Site Redevelopment Concept Plan (2017)

The 25-acre Lagoon Site Redevelopment parcel is a unique City asset that is located along the Colorado River. In 2017, a planning study was conducted to determine the best use of the property and develop a conceptual plan that could be implemented through a public-private partnership as opportunities for redevelopment arise. Adjacent to this parcel is 15 acres of jointly-owned public land that sits along Little Salt Wash. This plan identified several opportunities and ideas, including maintaining bodies of water for recreation and commercial uses; valuing the river and connecting over it to Snooks Bottom Open Space and McInnis Canyons National Conservation Area; and expanding recreation programming with activities and facilities such as a multipurpose fieldhouse and rectangular sports fields. This plan recognized that infrastructure would likely need to be built in the South prior to the North.

Reed Park Improvement/Renovation Project (2015)

In 2015, FPR submitted a Local Parks and Outdoor Recreation grant application to Great Outdoors Colorado (GOCO) to renovate Reed Park. Reed Park, established in 1984 and one block from Historic Downtown Fruita, experiences heavy usage and, in 2015, was out of compliance with American with Disabilities Act (ADA) standards. The project was designed to bring the park up to ADA standards and to meet increased recreational demands. In support of the grant application, an extensive planning process, which included adjacent residents, was undertaken to identify priority improvements. Project goals and outcomes were set and shared with community members at two public meetings. Concept plans and potential park amenities were discussed and a final park concept plan was determined. The history of the site was honored in the concept plan by incorporating a dairy farm theme. City of Fruita engineering staff developed the final design of the project.

Figure 7: Reed Park Improvement/Renovation 2015 Final Concept Plan



Pedestrian and Bicycle Circulation Study (2011)

This study examined the existing on-street pedestrian and bicycle network and made recommendations for improvements to problem areas identified through resident input. It also provided the City with a toolkit of potential solutions that could be applied as needed. Creating safe routes to schools was a primary outcome of the study but signing improvements and 40 capital improvement projects (CIP) were also identified. Interstate 70, the Colorado River, the railroad, and drainages were recognized as barriers to mobility.

Fruita Youth Initiative Resource Assessment Report (2018)

This report describes the results of the *Fruita Youth Initiative's (FYI) Resource Assessment*, which was the third phase implemented in the Communities That Care (CTC) model. The CTC process provides a way for members of a community to work together to promote positive youth development and, specifically in the Fruita area, reduce substance abuse and use in 6th–12th grade youth. The goal of implementing this process was to identify which risk factors, protective factors, and problem behaviors are prevalent in a community, and to implement evidence-based programs to address Fruita's recognized issues.

The report outlined community-level strategies to address these factors. The recommendations included:

- Implementing the mentoring program through Mesa County Partners,
- Recruiting and rewarding youth participation in community coalitions,
- Increasing opportunities for pro-social involvement, and
- Applying a Positive Youth Development philosophy in all FYI efforts.

Fruita Youth Initiative Community Action Plan (2019-2022)

Following the Resource Assessment Report in 2018, community partners drew together to outline strategies to address the factors previously identified. Strategies and programs relevant to FPR are:

- Recruit and Reward Youth Participation in Community Coalitions - By 2022, there will be an active and thriving youth council that is supported in the community and is engaged in creating positive opportunities for youth.

This strategy led to the implementation of the Fruita Youth Action Council in 2019. Members in this influential group are in grades 6th-12th and obtain input from Fruita area youth to improve overall quality of life for youth in the community.

- Strengthening Families - By 2022, there will be community buy-in and school support of the implementation of the evidence-based program focused on youth substance abuse prevention.

Pathways to Nature (2015)

Conducted for Mesa County Health Department by Colorado Mesa University, *Pathways to Nature* sought to understand county residents' perceptions and barriers regarding access to nature. The study, based on engagement with residents, found several challenges preventing people from connecting to nature.

CHALLENGES TO CONNECTING WITH NATURE

- Time it takes to go outdoors
- Cost of equipment, transportation, participation fees, etc.
- Transportation
- Lack of awareness
- Cultural barriers
- Safety at playgrounds
- Proximity to outdoor recreation sites
- Technology
- Lack of facilities such as bathrooms

Pathways to Nature provided suggestions for outdoor programs, reducing cultural barriers, park improvements, and ways to alleviate costs.



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B. WHO PLAYS HERE

1. Demographics and Community Profile

Understanding the characteristics of the Fruita population as it exists today and as it is expected to be in the future is important for determining strategies for delivering parks and recreation services. Looking at 2020 trends and considering the pandemic will help prepare FPR in understanding how the future of parks and recreation might look, and how they can be well-poised to serve future residents.

1. Demographics and Community Profile

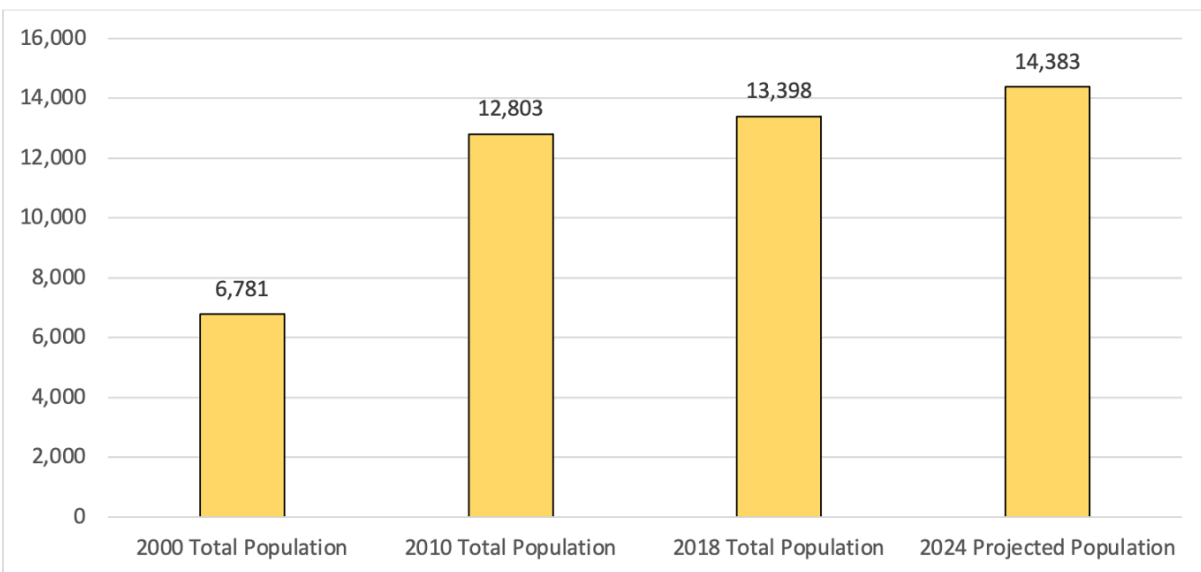
Population data referenced here was primarily sourced from *Fruita in Motion: Community Profile* (published in 2020). 2024 population projections, race and ethnicity data, and household income information was retrieved using Esri Business Analyst. T

Anticipating Growth

The City of Fruita is a community that captures many of Colorado’s unique attributes while still maintaining its small-town atmosphere. Fruita is located on Interstate 70 and is 10 miles northwest of Grand Junction and just 17 miles from the Utah border. Having a comfortable year-round climate, the Fruita area is enjoyed by everyone who lives in the community, as well as the hundreds of thousands that visit the area. Historically, Fruita has acted as a bedroom community to Grand Junction.

Today, Fruita is one of the fastest growing cities on the Western Slope of Colorado. Since 2000, the Fruita population has increased from 6,500 people to an estimated 13,398 people in 2018. Since 2010, The City of Fruita has averaged 50 new buildable lots per year, and in the current queue, there are over 400 new buildable lots. In 2018, there were 97 new business starts. Esri Business Analyst data shows population growth in Fruita has trended at a rate of 0.88 percent per year.

Figure 8: Population Trends in Fruita from 2000 to 2024



Source: 2000 – 2018 Fruita Community Profile; 2024 Projected Population Esri Business Analyst

Situated at the base of the Colorado National Monument (managed by the National Park Service), next to McInnis Canyons National Conservation Area (managed by the Bureau of Land Management), and with the Colorado River running through City boundaries, the Fruita area provides many outdoor recreational opportunities, including hiking, rafting, rock climbing, and biking.

RESIDENTS AND COMMUNITY

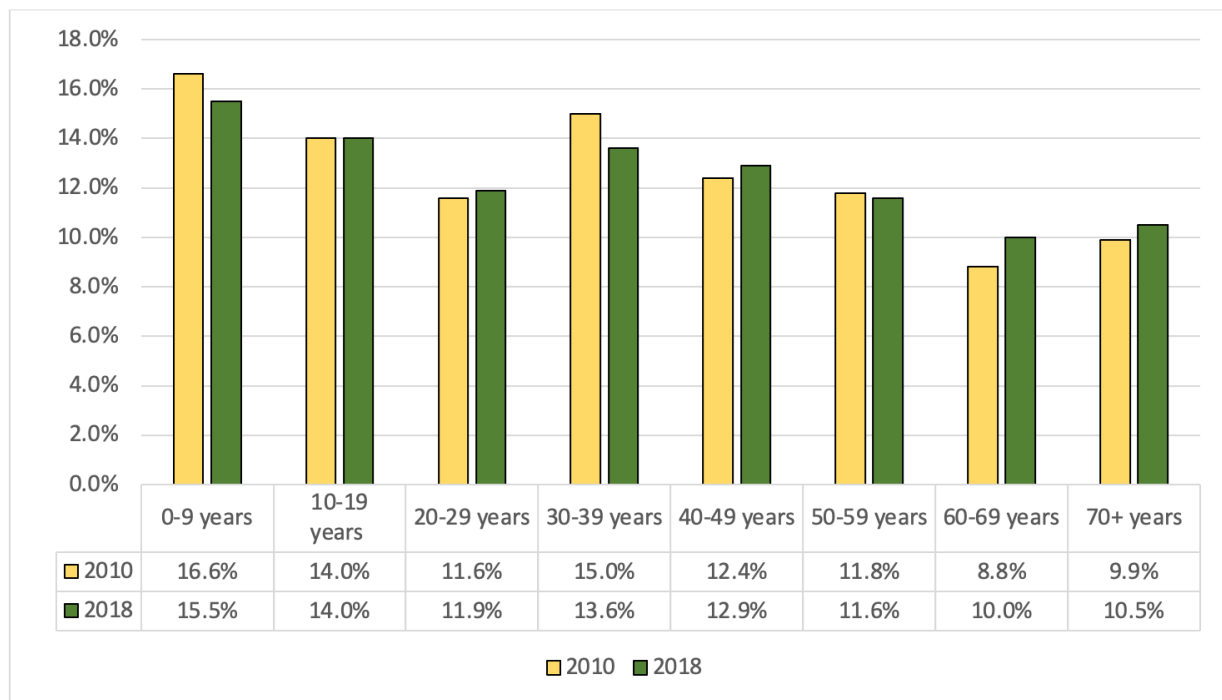
According to Esri Business Analyst, the median age in the City of Fruita in 2018 was 36.5 years old, which is younger than the median age in Mesa County (39 years old). Approximately 30.7 percent of families in the City of Fruita had children under 18 years old. Looking at age distribution in **Figure 9**, The City of Fruita had 17 percent of the population under nine years old.

30.7%
Families with
children under 18
years old

Source: Fruita
Community Profile, 2018

Fruita's small-town character, mild climate, and access to outdoor recreation make Fruita a desirable community for retirees, families, and migrants seeking to leave the hustle and bustle associated with urban communities. With an increasing number of families with young children at home, parks and recreation facilities and programs designed for this age group will be in demand.

Figure 9: 2010 - 2018 Age Distribution in City of Fruita



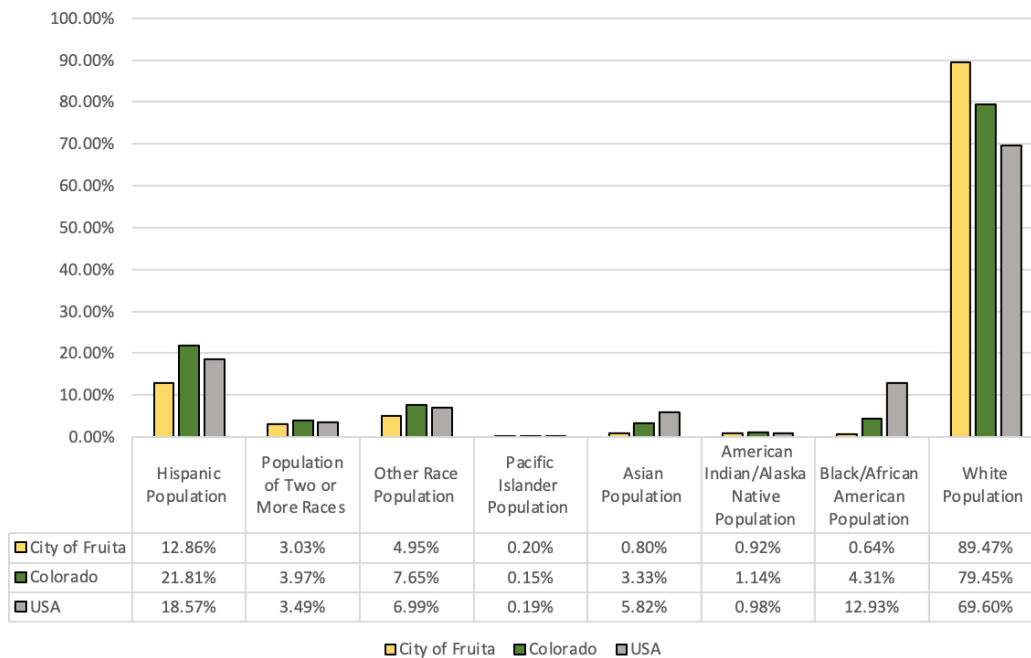
Source: Fruita Community Profile, 2018

- 23,714: 2018 total population including the City and surrounding area, Source: Mesa County Community Health Needs Assessment 2018-2020
 - 13,398: 2018 total population in City Limits and Fruita Service Area, Source: Fruita Community Profile, 2020
- 5,059: Total households, Source: 2019 Esri Business Analyst
- 30.7%: Families with children under 18 years old, Source: Fruita Community Profile, 2020
- 12.86%: Hispanic origin, Source: 2019 Esri Business Analyst
- 19.97%: Households have a resident living with some sort of hearing difficulty, vision difficulty, cognitive difficulty, ambulatory difficulty, self-care difficulty, and/or independent living difficulty, Source: 2019 Esri Business Analyst

- 36.6: Median age, Source: 2019 Esri Business Analyst
- 750: Household incomes are below the poverty level, Source: 2019 Esri Business Analyst
- 83: out of 5,059 Households are without a vehicle, Source: 2019 Esri Business Analyst
- 91%: Internet access at home, Source: 2019 Esri Business Analyst
- 17%: of the population is under the age of 9, Source: 2019 Esri Business Analyst

According to Esri Business Analyst, approximately 12.86 percent of Fruita residents identified as Hispanic in 2019. (The U.S. Census notes that Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person’s parents or ancestors before arrival in the United States.) This is lower than the State of Colorado’s Hispanic population percentage of 21.81 percent. Less than one percent of Fruita’s population is made up of African-Americans. Approximately five percent of residents identify as a race not identified in the U.S. Census.

Figure 10: 2019 Racial/Ethnic Diversity of the City of Fruita



Source: 2019 Esri Business Analyst

Mesa County Health Statistics

Between 2018-2020, Mesa County Public Health conducted a county-wide health needs assessment to establish a list of indicators that county communities, including Fruita, could use to improve health. Knowing the role parks and recreation play in contributing to healthy lifestyles, it is important to acknowledge the areas of concern that can be positively impacted by Fruita Parks and Recreation through recreation programs and access to physical recreation.

RELEVANT COUNTY-WIDE FACTORS AND INDICATORS

Health Behaviors

- 13% of high school students report trying marijuana for the first time before age 13
- 21% of adults (18+ years) currently use cigarettes
- Teen pregnancy in Mesa County is consistently higher than in Colorado (22.3 per 1,000 females ages 15 to 19)
- A majority of high school students report not getting the recommended amount of physical activity per week

Disease & Injury

- The highest rate of suicide attempts occurred in young people ages 10 to 19 years (533 per 100,000)
- 22% of county children (5 to 14 years) are overweight or obese
- 60% of county adults (18+ years) are overweight or obese

Local health leaders and other stakeholders developed strategies for improving health through community action. The Fruita Youth Initiative (FYI) is FPR's most obvious vehicle for creating actions that can reduce some of these factors. In tandem with its partners, FPR can implement evidence-based programs and strategies that address the factors and behaviors most important to residents.

Outdoor Recreation and Tourism Influenced Economy

The various lands and activities in the Fruita area attract many visitors to the area. The James M Robb Colorado River State Park in Fruita averages nearly 150,000 visitors in the park a year. The BLM reports that the nearby trailheads (Kokopelli, 18 Road, Rabbit Valley, and others) had 474,400 visits in 2018. The Colorado National Monument reported 722,744 total visitors in 2018, and the Colorado Welcome Center (the busiest welcome center in Colorado) had 150,058 visitors in 2018.

Fruita is one of the foremost mountain biking areas in the United States, and it is often highlighted in outdoor adventure and mountain biking publications. There are three mountain bike systems that Fruita claims as its own: the Kokopelli Trail System (4 miles west of Fruita); 18 Road, also known as the North Fruita Desert (10 miles north); and, Rabbit Valley (14 miles west). The internationally known Kokopelli Trail extends approximately 175 miles to Moab, Utah, and begins in the Kokopelli Trail System, which is now connected to Fruita via the Colorado Riverfront Trail, Kokopelli Section.

According to the Colorado Office of Outdoor Recreation, Colorado had 64.6 million visitors in 2013. These visitors spent \$17.3 billion touring sites, pursuing cultural activities, dining, and enjoying the outdoors. Fruita counts on a healthy outdoor recreation economy. Historically, Fruita has seen a 25 percent rise in sales- tax revenue in the spring and fall seasons due to tourism. Sales-tax revenue has continued to increase 12 percent year over year for the past few years.

The COVID-19 Pandemic of 2020 impacted the City's operations by forcing facilities such as Fruita Community Center to shut down. While sales and use tax increases have been realized, the Lodger's Tax has not seen anticipated revenues being collected. Human responses to the pandemic have shown that outdoor recreation, while a driver for tourism and a workforce to support the industry, is vulnerable to consumer behavior and the economic market.



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C. PLAY IN FRUITA TODAY

1. Recent Parks and Recreation Accomplishments (since 2009 POST MP)
2. Fruita Parks and Recreation Today
3. Our Partners and Collaborators
4. Recreation Programs Inventory
5. National and Local Recreation Trends
6. Health Initiatives & Factors
7. Facilities Inventory and Descriptions
8. Current Levels of Service

An extensive system of recreation programs, health initiatives, parks, trails, and open space facilities are available to Fruita area residents. Many of the parks and recreation services offered within Fruita's city limits are solely provided by the Department; however, partnerships with like-minded agencies and organizations allow the Department to expand its reach beyond its boundaries. This section describes the accomplishments and current conditions within the Department, its existing programs and initiatives, parklands, and the levels of service these public places provide.

1. Recent Parks and Recreation Accomplishments (since 2009 POST MP)

The 2009 POST Master Plan provided FPR with a solid framework for improving parks and recreation services in Fruita. Staff took an active approach to accomplishing the tasks set out in the plan.

POST-inspired Accomplishments

- Implementation of a POST Impact Fee
- Development of Partnerships with Federal Agencies, State Agencies, Mesa County, School District 51, Local Agencies, and other organizations
- Completion of the Little Salt Wash Park Resulting in a Higher Level of Service for Baseball, Softball, Soccer, and Flag Football
- Development of the Fruita Riverfront Park
- Development of the Fruita Bike Park
- Acquisition of the Wills Property
- Acquisition of Etchart Property (16 and L) with D51
- Acquisition of Compton Property to develop the Lower Little Salt Wash Trail
- Development of the Lower Little Salt Wash Trail
- Development of the Kokopelli Section of the Colorado Riverfront Trail
- Installation of Pedestrian Bridge at Little Salt Wash Park to Improve Accessibility
- Partnered to Develop the Monument View Section of the Colorado Riverfront Trail
- Working Toward Development of the Lagoon property with the Inclusion of a Public Space
- New Pavilion at Civic Center Park
- Improvements to Heritage Park including a Shelter, an Expansion to the East and Additional Tree Plantings
- Enhancements to Downtown with Planters and Additional Power Outlets for Special Events
- Additional Mountain Bike Trails on Bureau of Land Management Lands
- Creation of the NFD Master Plan

Other Achievements since the Adoption of the 2009 POST MP

- Built and Opened Fruita Community Center
- Increased Program Opportunities in Youth Sports, Senior, Aquatics, and Fitness and Wellness Programs
- Increase Special Events by Growing and Expanding Event Offerings

2. Fruita Parks and Recreation Today

The purpose of FPR is to provide opportunities for residents of the community to maintain, enhance, and improve their physical, mental, and social well-being. The department protects and maintains parks and natural areas, provides trails, and offers a variety of sports, recreation, educational, and dance programs, events, and aquatic activities for the benefit of residents and visitors. In the 10 years since the 2009 Parks, Open Space, and Trails (POST) Master Plan was adopted, the City of Fruita has experienced significant growth in Parks and Recreation facilities, as well as with programs and events.

New facilities in Fruita include: Fruita Community Center, Monument View and Kokopelli Sections of the Colorado Riverfront Trail, Lower Little Salt Wash Trail, completion of Little Salt Wash Park, Fruita Bike Park, and Fruita Riverfront Park and Disc Golf Course. The City acquired the Etchart (16 and L) and the Wills Properties (adjacent to the Little Salt Wash Park) for future parkland as well.

Youth and Adult Sports leagues have since been developed and are either self-sustaining (within Fruita) or are inter-leagued with other local parks and recreation agencies. Youth activities offers state-certified day camps during the summer and on non-school days. Senior programs have grown to include educational classes, meal programs, and trips. Aquatics offers approximately 1,500 swim lessons per year and a multitude of other programs such as water aerobics, swim team, youth swim conditioning, etc. In addition, there are more than 60 fitness and wellness classes offered per week at Fruita Community Center.

Community special events have also either grown or new events have been added for the community to attend. Community special events hosted by FPR include: Sweetheart 5/10K Run in February, the Evening of Art Stroll and Gala in March, Youth Scholarship Golf Tournament in April, Mike the Headless Chicken Festival in June (now attracts over 20,000 visitors), July 3rd Fireworks in July, Thursday Night Concert Series during the summer, Truck-n-Treat in October, and others. In addition to the events hosted by FPR, there are a multitude of other events hosted and coordinated by external groups and permitted by the City of Fruita through a Special Event application process administered by FPR.

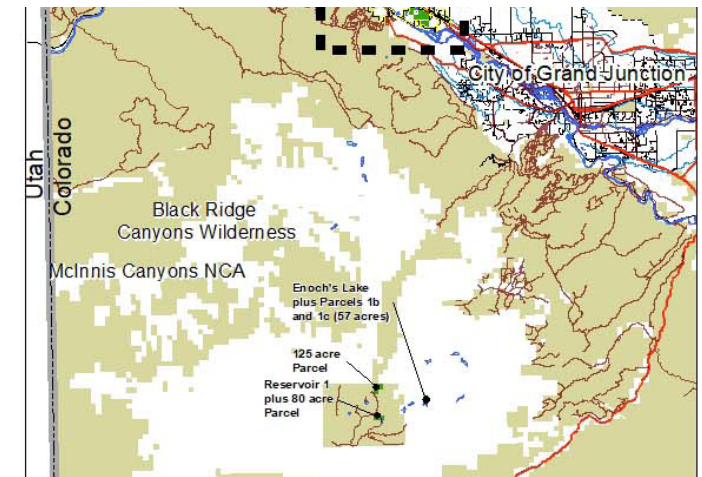
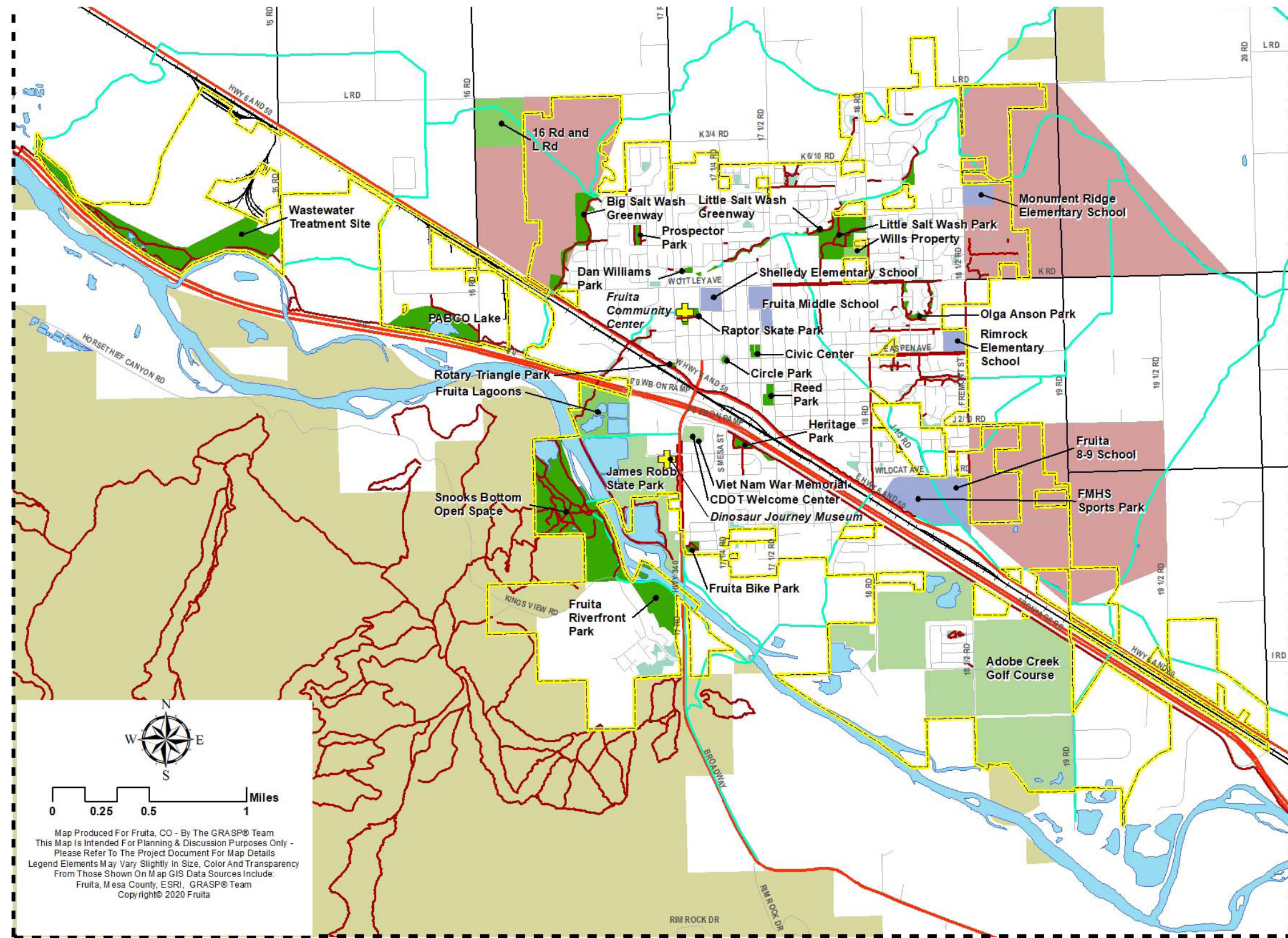
The City and FPR are seen today as a lead partner in providing and enhancing regional recreational opportunities, as well as working on local health initiatives within the community. The Fruita Trails Initiative, a partnership with the Bureau of Land Management (BLM), Colorado Plateau Mountain Bike Association (COPMOBA), and local businesses, is in place to develop and maintain trails on BLM managed lands. Another focused collaborative effort, the Fruita Youth Initiative, is a partnership with Mesa County Public Health, local schools and other interested community members to address substance abuse and use by youth in sixth through 12th grades.

FPR manages one community park, four neighborhood parks, three pocket parks, four special purpose parks, 181 acres of open space lands, and 172 acres of undeveloped parkland. Fruita also has 26.5 miles of trails within the City limits. Approximately 262 acres of mountain property with four reservoirs and associated water rights approximately 30 miles to the south (located within National Forest Service managed lands) are owned and managed by the City. Privately-owned parks managed by various homeowners' associations also provide 39 acres of parkland. The Fruita Community Center is currently the only recreation center in Mesa County and the Grand Valley.

FPR also oversees the rental of spaces at the Fruita Community Center. Available for rent are two outdoor shelters, 1,860 feet of meeting room space that can be rented whole or in part, a gymnasium, an indoor pool, an outdoor pool, and a pool party room. The capacity for the entire meeting room space is 93 people, and the pool party room can hold up to 28. The gym and two pools can only be rented after-hours and with the permission of the Recreation Superintendent.

Fields and shelters at Little Salt Wash Park can also be rented. Shelters at Reed Park, Fruita Bike Park, Circle Park, and Heritage Park can be rented as well. The rental fee for each rental site is \$25/hour. Parks are an additional \$10/hour after the first two hours.

Figure 11: Current Parks and Recreation System Map



- Legend**
- Areas for Future Parkland
 - ⊕ Indoor Facility
 - ~ Existing Trail
 - ~ Proposed Trails
 - ~ River and Lakes
 - ~ Canals and Streams
 - Interstate and Highways
 - Major Roads
 - Other Roads
 - Railroad
 - Fruita Outdoor Recreation Location
 - Other Provider
 - School
 - Fruita - Future Park
 - Private Provider Location
 - Other Federal and State Lands
 - ⊕ FruitaCityLimits

Map Produced For Fruita, CO - By The GRASP® Team
 This Map Is Intended For Planning & Discussion Purposes Only -
 Please Refer To The Project Document For Map Details
 Legend Elements May Vary Slightly In Size, Color And Transparency
 From Those Shown On Map GIS Data Sources Include:
 Fruita, Mesa County, ESRI, GRASP® Team
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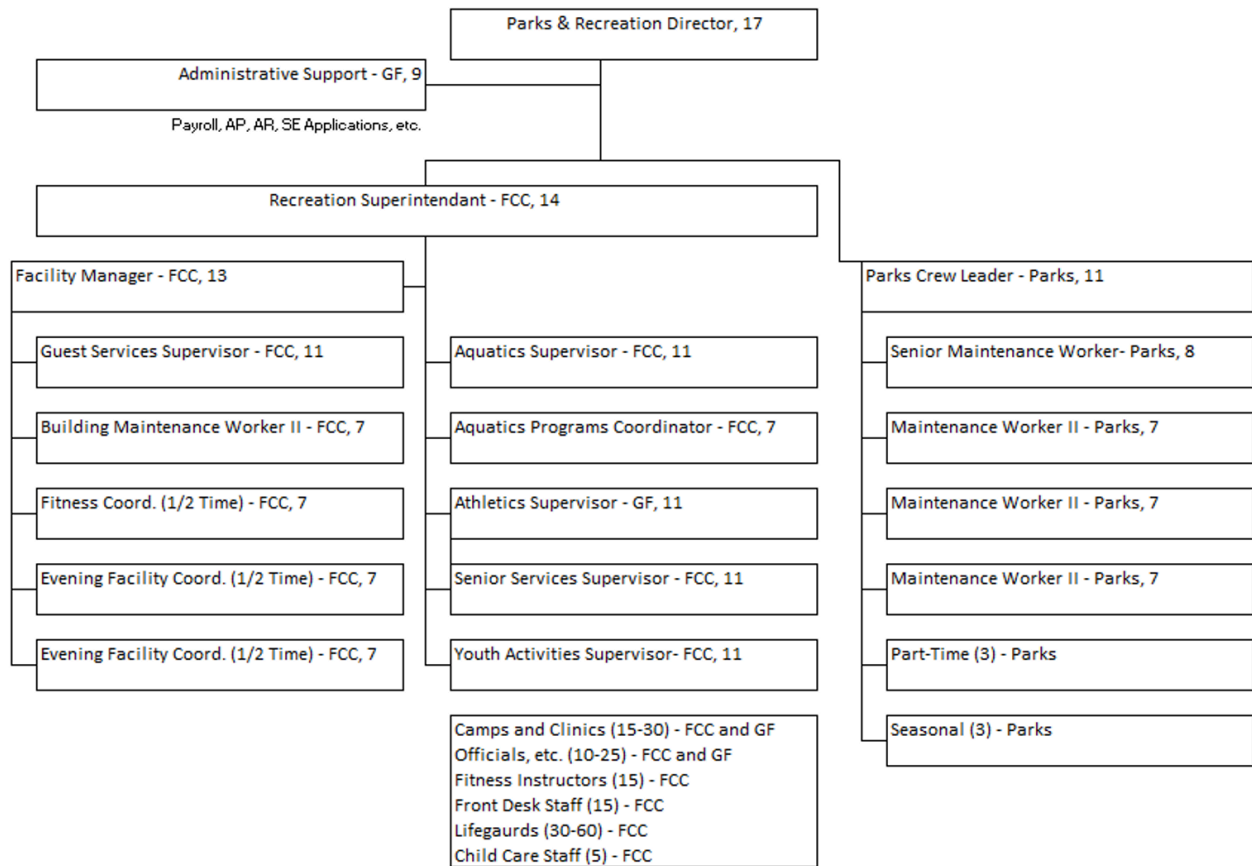
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Current Organizational Structure

It is well understood that FPR services are utilized by many people living outside of the City’s limits. In fact, the 2018 estimated population for Fruita and its surrounding area was 23,714. This surrounding area includes the Mesa County Unincorporated communities of Mack, Loma, and Redlands. City leadership understands that these communities cannot support their own parks and recreation services. For the purposes of this plan, the service area is comprised of the area within City Limits and these three unincorporated communities. In addition to providing services beyond City Limits, it is also understood that visitors to Fruita also add to the demand on program and facilities.

In the 2020 City of Fruita Budget, FPR has 49.3 full-time equivalent (FTE) positions to address parks and recreation programs and facilities to those in the service area. 13.52 FTEs are budgeted in the General Fund and 35.74 FTEs are budgeted in the Community Center Fund.

Figure 12: Current Fruita Parks and Recreation Organizational Chart



3. Our Partners and Collaborators

The City of Fruita acts as a lead partner in providing and enhancing regional recreation opportunities in addition to working on local health initiatives. Fortunately, there are a great number of strong partnerships and collaborations in place. These partner organizations and agencies were more than ready to participate in helping the City (specifically FPR) develop a clear direction for the future.

- Mesa County School District 51 (D51)
- Mesa County Public Health
- Bureau of Land Management
- Colorado Parks and Wildlife
- Colorado National Monument (NPS)
- Colorado West Land Trust
- One Riverfront Commission
- Colorado Welcome Center
- Museum of Western Colorado
- Grand Junction Parks and Recreation
- Urban Trails Committee
- Fruita Little League
- Western Slope Pickleball Club
- Grand Valley Lacrosse Association
- Grand Valley Disc Golf Association
- Adobe Creek Golf Course
- Western Slope Special Olympics of Colorado
- Greater Grand Junction Sports Commission
- Colorado Canyons Association
- Cavalcade
- Hot Tomato
- Over the Edge
- Colorado Backcountry Biker
- Canfield Bikes
- Imondi Wake Zone
- Rimrock Adventures
- Aspen Street Coffee
- Bestseslope Coffee Company
- Fruita Monument High School
- Fruita 8/9 School
- Fruita Middle School
- Shelledy Elementary School
- Rim Rock Elementary School
- Monument Ridge Elementary
- Mesa County Public Library
- National Forest Service
- Fruita Chamber of Commerce
- Colorado Plateau Mountain Bike Trail Association
- Lower Valley Fire Department
- Grand Valley Drainage District
- Colorado Department of Public Safety
- Family Health West
- Colorado Canyons Hospital
- Red Canyon Family Medicine
- Strive
- Hilltop
- MindSprings Health
- Fruita Municipal Judge
- Mesa County Human Services Active Parents
- Area Agency on Aging



4. Recreation Programs Inventory

Fruita is celebrated as a place where many locals embrace healthy, active lifestyles. Whether by attending the family-friendly Truck-N-Treat annual City event, fishing at Snooks Bottom Open Space, or exercising at the Fruita Community Center, the Parks and Recreation Department purposefully seeks to provide safe, welcoming environments for all residents.

Programs offered are organized into various categories. Programs of various types fall under each category. Varying age groups (youth, teen, adult, senior) are serviced by each program type.

Table 2: Sample Program Types and Age Group Served by Category

Program Category	Sample Program Types	Age Group
Youth Programs & Events	Dinomites Summer Camp Dinomites Days Off Night at the FCC	Youth Teen
Youth Athletics	Basketball Skills Camp/Clinics Karate Soccer Flag Football Volleyball	Youth Teen
Aquatics	Private Swim Lessons Lifeguard Training Water aerobics	Youth Teen Adult Senior
Adult Athletics	Basketball Volleyball	Adult Senior
Adult 55+	Potluck Senior Center Activities SilverSneakers	Senior
Fitness & Wellness	Personal Training Drop-in Fitness Classes Use of Fitness Equipment	Teen Adult Senior
Special Events	Mike the Headless Chicken Festival Sweet Heart 5K/10K Truck-N-Treat	Youth Teen Adult Senior

Programs and Events

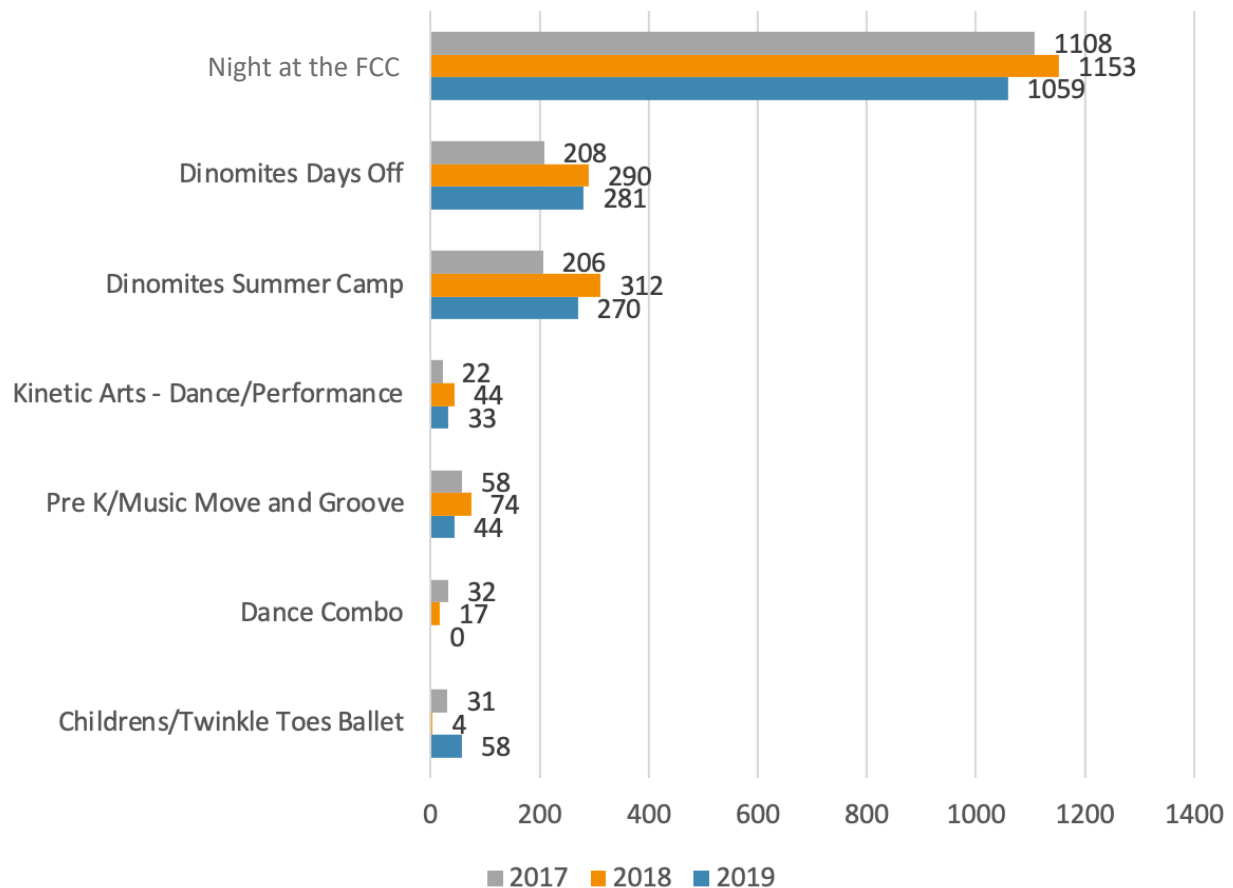
Descriptions of each program category and 2017, 2018, and 2019 participation rates are summarized as follows, with key observations provided at the end of the description.

YOUTH PROGRAMS & ACTIVITIES

These are geared toward participants under the age of 18 and include activities such as foundational dance classes, day camps for “no school” weekdays, and craft programs. Dinomites Summer Camp and Dinomites Days Off are highly popular, and participation in these activities are impacted by limited programming space. Community input revealed a need for these programs to be expanded.

Participation rates for youth dance classes, as seen in the Fruita 2020 Annual Budget, are mixed and should be evaluated annually for continuation, modification, or discontinuation using a service assessment approach. This methodical approach of one-off, event activities should also be conducted as participation rates are mixed as well. Customer satisfaction evaluations should be a part of a service assessment and input should be collected digitally for customer ease use and staff reporting.

Figure 13: Youth Programs and Events Enrollments

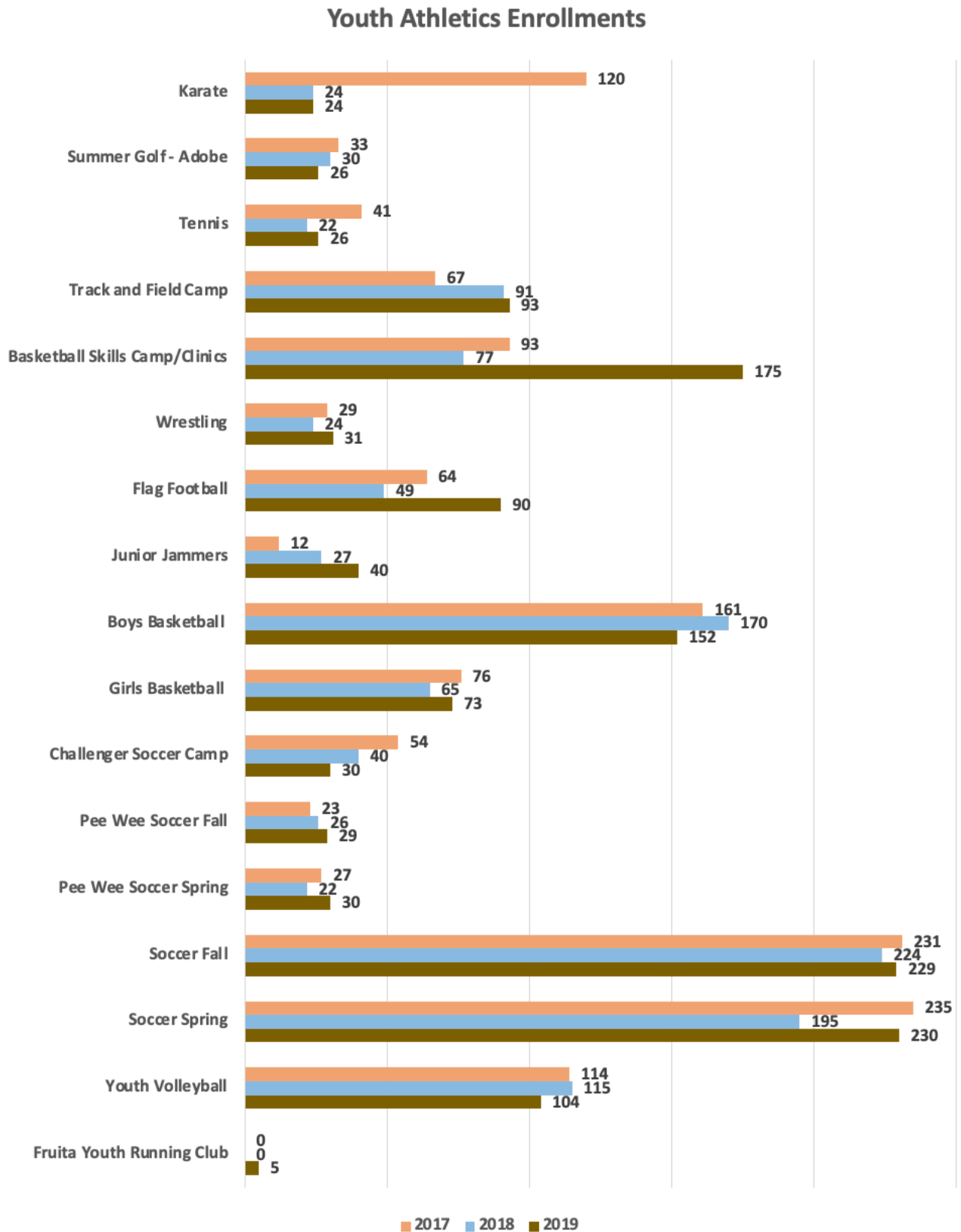


YOUTH ATHLETICS

The Youth Athletics category focuses on providing community members with organized sports that are affordable. These opportunities promote overall health and well-being while allowing community members to develop relationships amongst participants and staff. Example program types in this category are a basketball league for third- through seventh-graders and co-ed volleyball for third through sixth graders. Basketball skill development clinics are also within this category. This category also includes multi-age programs that are comprised of self-defense classes and karate sessions. Over the past three years, all youth athletic programs have seen an increase in participation, which is an indication of community need for youth activities. Soccer (Spring and Fall) have the highest enrollments with over 450 youth registered for these two offerings. Like Youth Programs & Activities, this category is impacted by limited programming space and therefore cannot be expanded until programmable facilities are available.



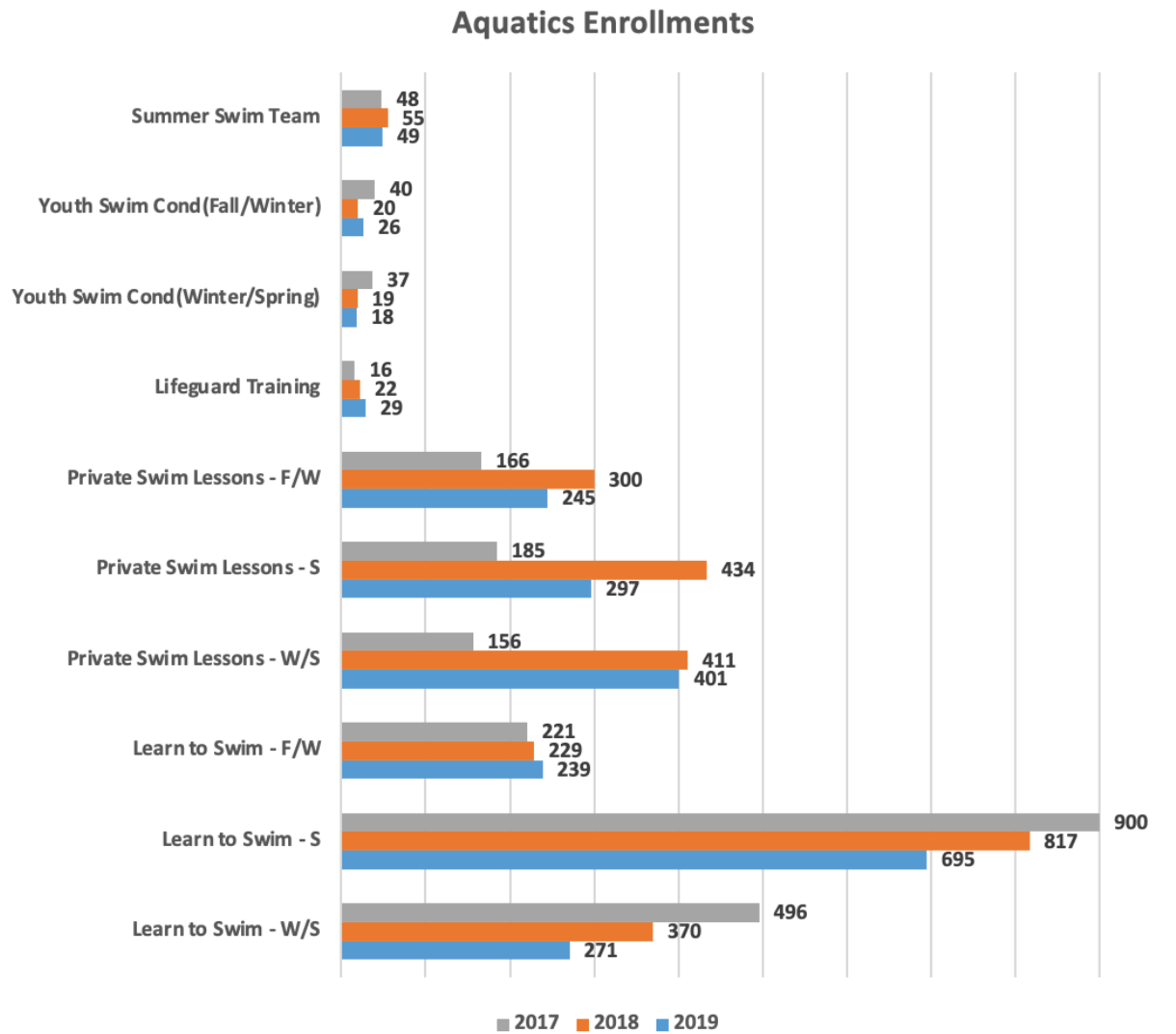
Figure 14: Youth Athletics Enrollments



AQUATICS

The aquatics category covers group, semi-private, and private American Red Cross Program swim lessons. It also includes lifeguard training and a summer swim team. Aquatics programs are held at Fruita Community Center. Performance measures provided by staff show that enrollment in this category area more than doubled between 2012 and 2019. Private swim lessons have experienced the most growth. Given the importance of aquatics programming to the community as expressed in the Needs Assessment, efforts should be made to increase both private lessons and group lessons Fruita.

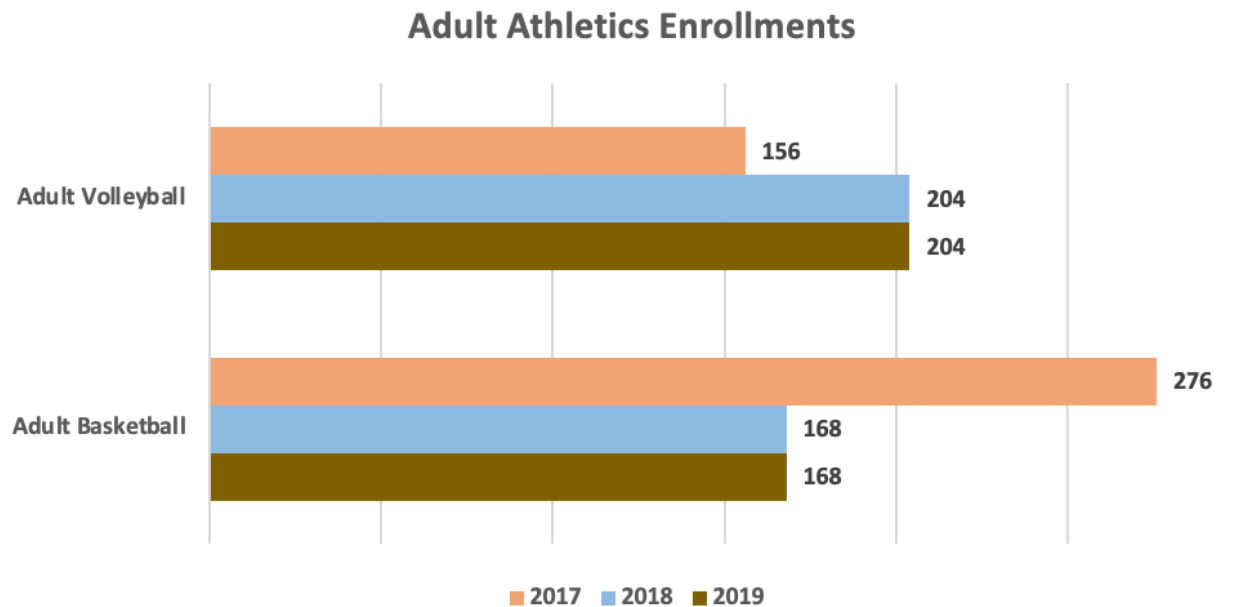
Figure 15: Aquatics Enrollments



ADULT ATHLETICS

Basketball and volleyball leagues presently make up the adult athletics portfolio. Teams with 10-12 participants on each team enroll in these leagues. Adult Basketball enrollment dropped by 39 percent from 2017 to 2018 due to three leagues being offered in 2017 and two being offered in 2018.

Figure 16: Adult Athletics Enrollments

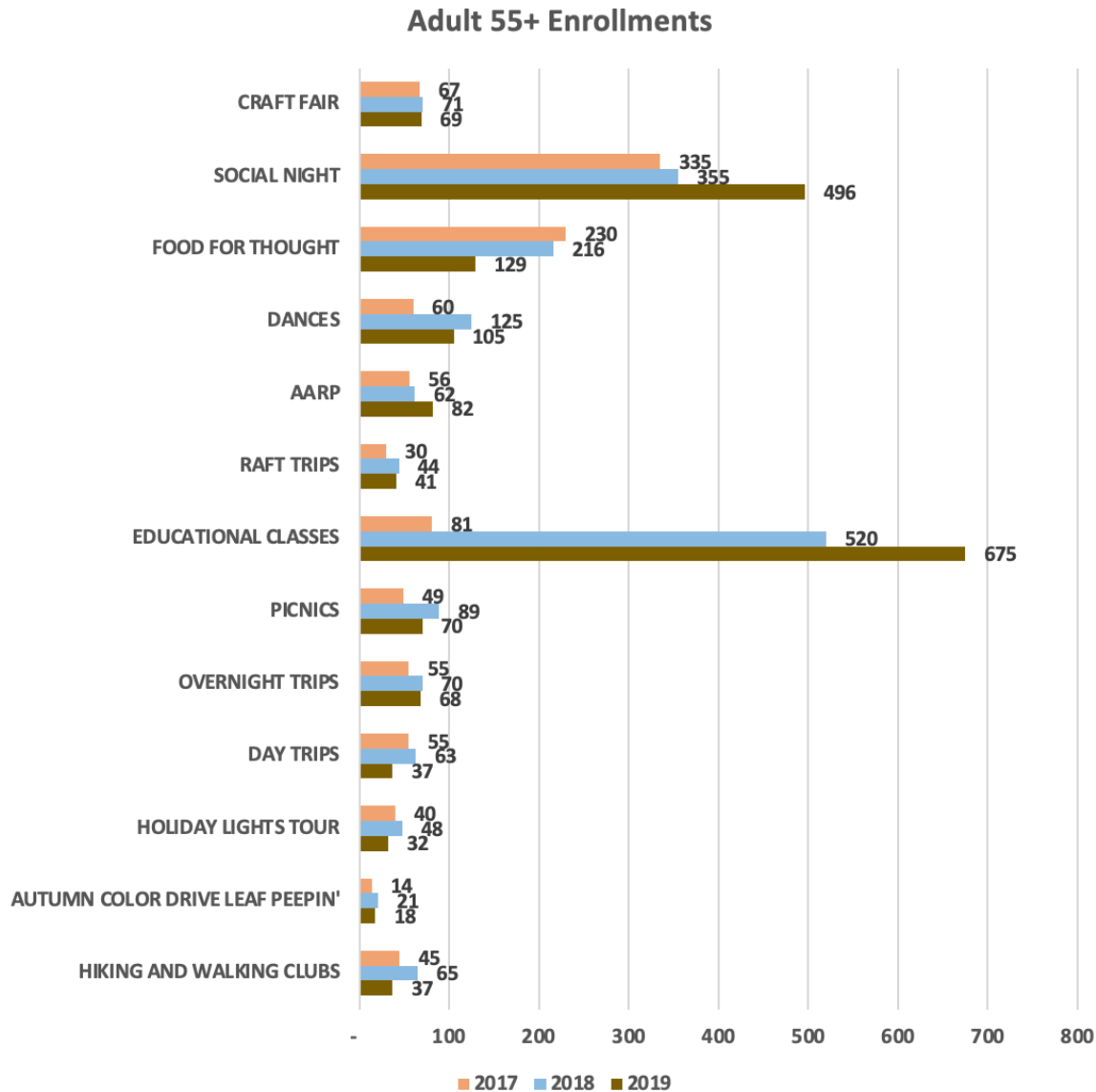


ADULT 55+

Fruita area residents aged 55 and over are able to participate in a variety of activities. A hiking club, day trips, regularly served hot lunches, health and wellness classes, drop-in use of the senior center, social engagements, nutrition classes, and educational classes are available to those looking for activities to keep them social and active. Enrollment data provided by staff indicate that an estimated 11,841 enrollments occurred in 2018 and 10,870 in 2019 for this program category. It should be noted that potluck, Gray Gourmet Meals on Wheels, and drop-in activities at the Senior Center accounted for nearly 9,000 enrollments each year. Fruita senior services help promote Mesa County services for seniors by acting as a conduit to services that may otherwise remain unknown to the Fruita community.

As with all program categories, this category should be evaluated on a regular basis using service assessment criteria to determine the best portfolio of offerings to appeal to an increasingly differing participant group. Classes and support groups focused on living and coping with various disabilities have been offered to seniors. In recent years, these have included fall prevention classes, creative activities for people with dementia, and Exercise and You classes. Day and overnight trips provide opportunities for social interaction, and some excursions require physical activity. While opportunities for social interaction are provided with day and overnight trips, they should be evaluated, like all programs, on quantity of participants involved and cost recovery.

Figure 17: Adult 55+ Enrollments



FITNESS & WELLNESS

This program category includes types of activities typically done while using the Fruita Community Center. Fitness & Wellness covers using facility equipment such as the indoor track, joining group fitness classes led by instructors, or signing up for personal training sessions. Based on community needs and interests, this program category has room for expansion in future years. Embracing non-traditional sports and entry-level skill development clinics as offerings can be a way to reach users with varied interests.

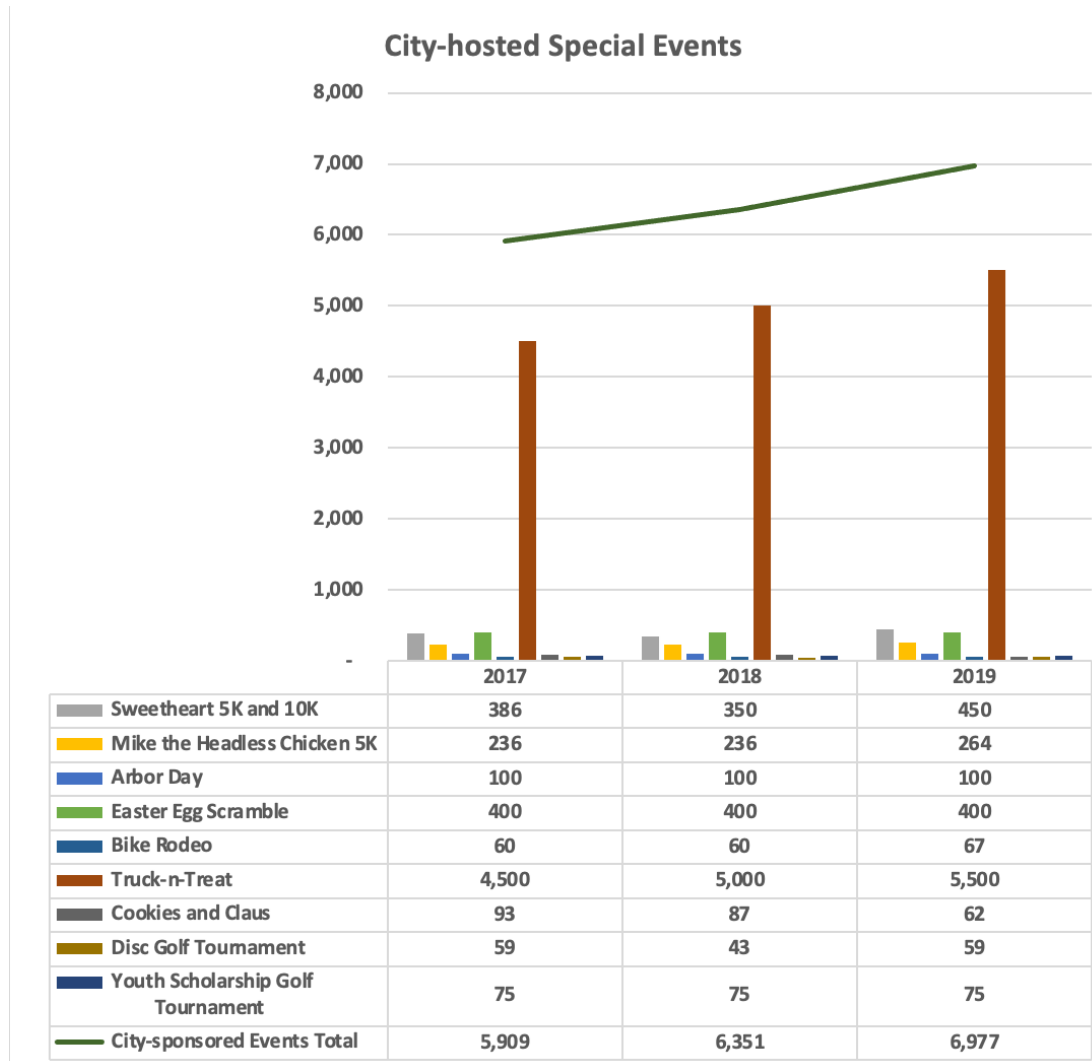
CITY-HOSTED SPECIAL EVENTS

Events that draw the community together in a fun, active, and affordable manner fall under the Special Events category. For the purposes of this analysis, only events coordinated, or managed and hosted by Fruita are reviewed in this section. It is estimated that anywhere from 10,000 to 20,000 people in 2019 participated in Fruita’s special events. Special events are open to the public and attendance in the past has not been tracked with accuracy. However, recently staff has begun to track attendance using a tool called Livepage.

2019 City-hosted Events:

- Sweetheart 5K/10K Run – February
- Art Stroll at the Evening of Art – March
- Easter Egg Scramble – Spring
- Arbor Day Celebration – April
- Bike to Work Day – May
- Mike the Headless Chicken Festival – First weekend in June
- Thursday Night Concert Series – Summer
- City Council Ice Cream Social – June
- 3rd of July Fireworks Show – July
- Youth Scholarship Golf Tournament - October
- Fishing Derby – October
- Arts and Crafts Fair – December
- Cookies and Claus – December

Figure 18: City-hosted Special Events



Sponsorships are used as a tool to financially support many of these events. In fact, in 2019, more than \$40,000 in sponsorship revenue was generated. Other events leverage partnerships thereby lessening any sole administrative responsibility Fruita would have to operate an event. For example, the 9 Health Fair is a Family Health West partner event where the FCC is used as the event location, which staff helps facilitate.

Currently, Fruita-coordinated events are administered by various Recreation Staff and supported by Parks Maintenance Staff. The coordination of special events requires a significant amount of staff resources. Planning begins months in advance of an event, as the coordination of vendors, volunteers, and staff takes many hours. Event preparation, day-of operations, and tear-down also requires hours of staff time. Currently, the actual staff hours contributed to the overall production of City-hosted special events are not, however, tracked.

NON-CITY-HOSTED SPECIAL EVENTS

In addition to City-hosted events, FPR coordinates permitting of non-City-hosted special events, which are held on City-owned and managed lands, or have an impact on the Fruita community. If an event is held within City limits, has road closures, or uses City of Fruita parks or trails, a Special Event Permit is required. Special Event Permit applications are turned in 90 days prior to an event and a \$25.00 non-refundable submittal fee is paid. Once the permit application is received, FPR coordinates with the Public Works Department, Lower Valley Fire Department, the Fruita Police Department, and other City Departments that may be affected to ensure all concerns are addressed and all permits are properly processed. If the applicant requests services from the City of Fruita (traffic control, electrical needs), the applicant is provided with an estimate of costs and billed for these services. (It should be noted that this practice has not consistently been implemented, although policy does allow for this practice.) Also, depending on the size and community impact of the event, a clean-up/damage deposit is sometimes requested. Non-city hosted special events do not require a park rental fee be paid.

However, there is no set criteria on when this clean-up/damage deposit is required or how much it costs. Overall, there is inconsistency in how this process is applied, which results in applications being processed and fees being set on an ad hoc basis.

ADAPTIVE AND THERAPEUTIC PROGRAMS

FPR does not specifically provide adaptive or therapeutic recreation programming, but it works with partners and other specialists to offer classes to seniors and to provide access to facilities for adaptive and therapeutic programming. The therapy-providing organizations below are offered use of the Fruita Community Center pool and other areas at reduced rates or for free.

MESA COUNTY AREA THERAPEUTIC PROVIDERS

- Ariel
- Bookcliff Manor
- FHW Therapy
- Mesa County School District 51
- Mosaic
- Special Olympics Western Colorado
- Strive
- VA Hospital

In the past, a Strive individual was employed at the Fruita Community Center for two hours per day, several days a week. This relationship enabled this individual to experience dignity and to meet their full potential.

5. National and Local Recreation Trends

Anticipating a population growth of 0.88 percent annually has implications for FPR. It means a growth in demand for programs and facilities can be expected. In order to prepare for this increased demand, the Department should be aware of national park and recreation trends in preparation of expressed community needs. Pertinent information from national databases on recreation participation levels and data from the *2019 Colorado State Comprehensive Outdoor Recreation Plan (SCORP)* have also been considered.

National Trends

National trend information was mined from National Recreation and Park Association (NRPA), the American College of Sports Medicine (ACSM), and the Outdoor Industry Association (OIA). Insights into how people are recreating today, in addition to management and recreation trends, tell a story about what might impact how people physically recreate and use facilities in the future.

OUTDOOR RECREATION

- Drives commerce to the tune of \$2 billion in state and local tax revenue annually in the State of Colorado
- Generates \$28 billion in State of Colorado consumer spending annually through trips, travel, recreation products, and employment
- Creates healthy communities and positive experiences
- Appeals to people of all races and ethnicities, increasingly including Hispanic and Asian community members
- Provides opportunities for mentoring and skill development

COMMUNITY EVENTS AND FESTIVALS

- Events and festivals designed for the local population often align with the social, educational, and participative values of most community members and, therefore, do much to generate civic pride
- Events and festivals are economic drivers and urban brand builders
- Innovation-focused conferences can spur short-term tourism and inspire long-term industry

CONSERVATION

- Greenspaces provide social, environmental, economic, and health benefits
- Restoring the environment and reestablishing habitat can be accomplished while connecting people to nature using green infrastructure design principles
- Providing local parks, open spaces, and natural areas is essential in forming future environmental stewards who will advocate for and protect public resources – land, water, trees, and wildlife
- Environmental programs such as NRPA's Wildlife Explorers inspire nature discovery

CYCLING

- Bicycling and walking projects create 8 to 12 jobs per \$1 million spent, compared to just 7 jobs created per \$1 million spent on highway projects
- E-bikes are increasingly becoming popular with a variety of e-bike classes and types available for rent or purchase at retail shops
- Bike tours serve as a way for travelers to stay active, lessen environmental impacts, and see landscapes and cityscapes at a close level

HOMELESSNESS

- According to the United States Interagency Council on Homelessness, 9,619 people (1.7% of Colorado's total population) experienced homelessness in 2019
 - Of these, 545 were unaccompanied young adults (aged 18-24)
- According to the January 2017 Point in Time Study of Homelessness, 1 in 5 homeless persons in Mesa County are younger than 18 years and 1 in 3 homeless persons in the county are female
- Cities' efforts to mitigate homelessness involve a citywide, cross-agency, cross-sector strategy, incorporating governmental agencies, non-profits, and faith-based and community organizations
- 3 in 4 park and recreation agencies are using, or are considering the inclusion of, design and infrastructure elements that discourage people from staying overnight in parks

RACQUET SPORTS

- According to 2020 Sports and Fitness Industry Association Topline Report, tennis is the most popular racquet sport, and pickleball trends as the fastest growing racquet sport at a rate of 7.1% annually between 2014 and 2019
- USA Pickleball Association memberships reached almost 40,000 in 2019 (a 1,000% growth rate since 2013)

SKATEPARKS

- Casual participation in skateboarding increased 6.9% between 2018 and 2019 according to 2020 Sports and Fitness Industry Association Topline Report
- Skateparks serve people of all ages using skateboards, scooters, rollerblades, and BMX bikes.
 - Skate parks with an inclusive design can offer adaptive recreation opportunities to individuals in wheelchairs or other assistive devices.
- Research published in the January 2020 Journal of Adolescent Research illustrated that unstructured youth leisure activities such as those activities that occur within the unstructured context of a skate park offer considerable potential for positive youth development including civic responsibility, personal adjustment and social integration
- Users receive a cardio workout and often experience more physical activity than provided by organized sports such as baseball.

"The immediate response to our park was overwhelming. Both the youth of our town, and visitors alike bombarded our new park each and every day. This was a huge economic boost for our town, and continues to be as this contest has put Carbondale and our skate park on the map. Never underestimate the draw that a skatepark will have on your town.

Our town has been very pleased with the economic impact that the new skatepark has brought to Carbondale. With many visitors staying here over the Summer months just to skate our park, with large contests being held here and the free advertisements that skaters pass on to each other about Carbondale, our skatepark has been exceptional for town business."

*Carbondale Recreation Coordinator
Chris Woods – Carbondale, Colorado*

Local Participation Trends

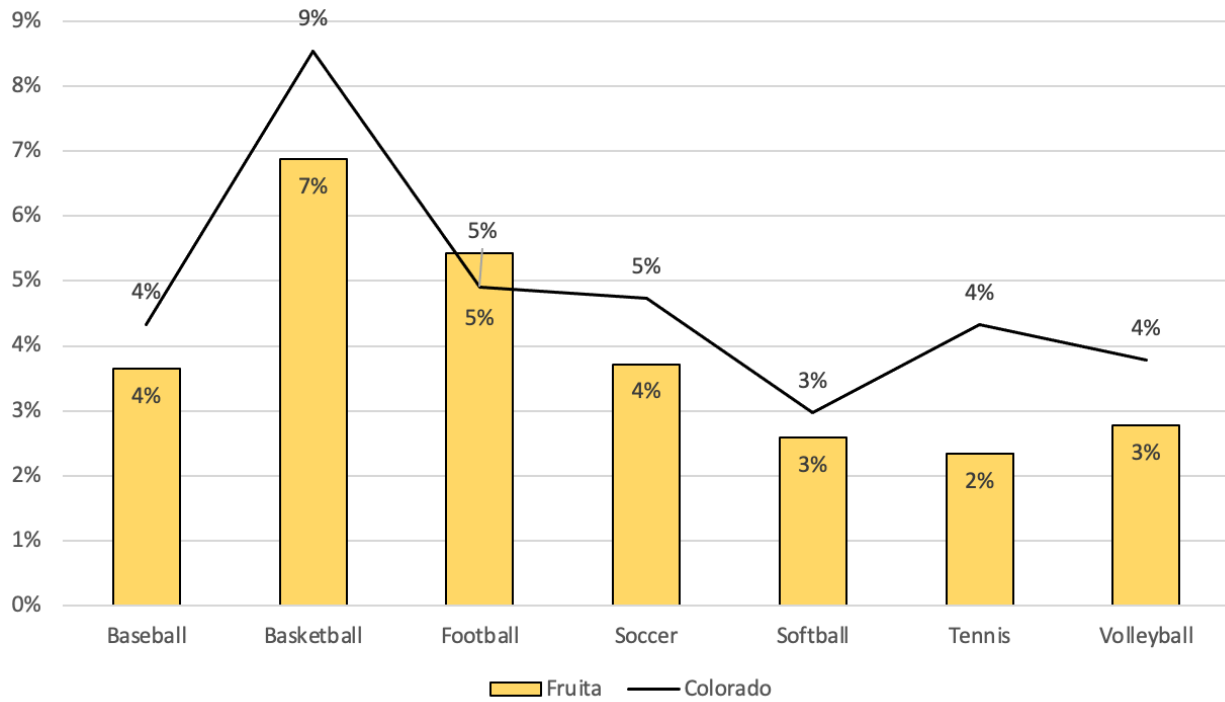
Local participation data sourced from Esri Business Analyst, as well as community input generated from the engagement process, can help determine the relevant trends directly related to Fruita. This information is intended to provide a foundational context for potential recommendations discussed later in this report.

FRUITA HOUSEHOLD RECREATION PARTICIPATION TODAY IN...

Team Sports	Fitness & Wellness	Outdoor Activities
7% Basketball	22% Walking for exercise	14% Camping
5% Football	15% Swimming	12% Fishing (fresh water)
4% Soccer	11% Weight lifting	12% Hiking
4% Baseball	8% Yoga	12% Jogging or Running
3% Softball	7% Aerobics	9% Golf
3% Volleyball	4% Zumba	8% Bicycling
2% Tennis	2% Pilates	7% Canoeing or kayaking

According to census data, households in Fruita had high levels of participation in basketball (7%), football (5%), soccer (4%), and baseball (4%).

Figure 19: Team Sport Household Participation

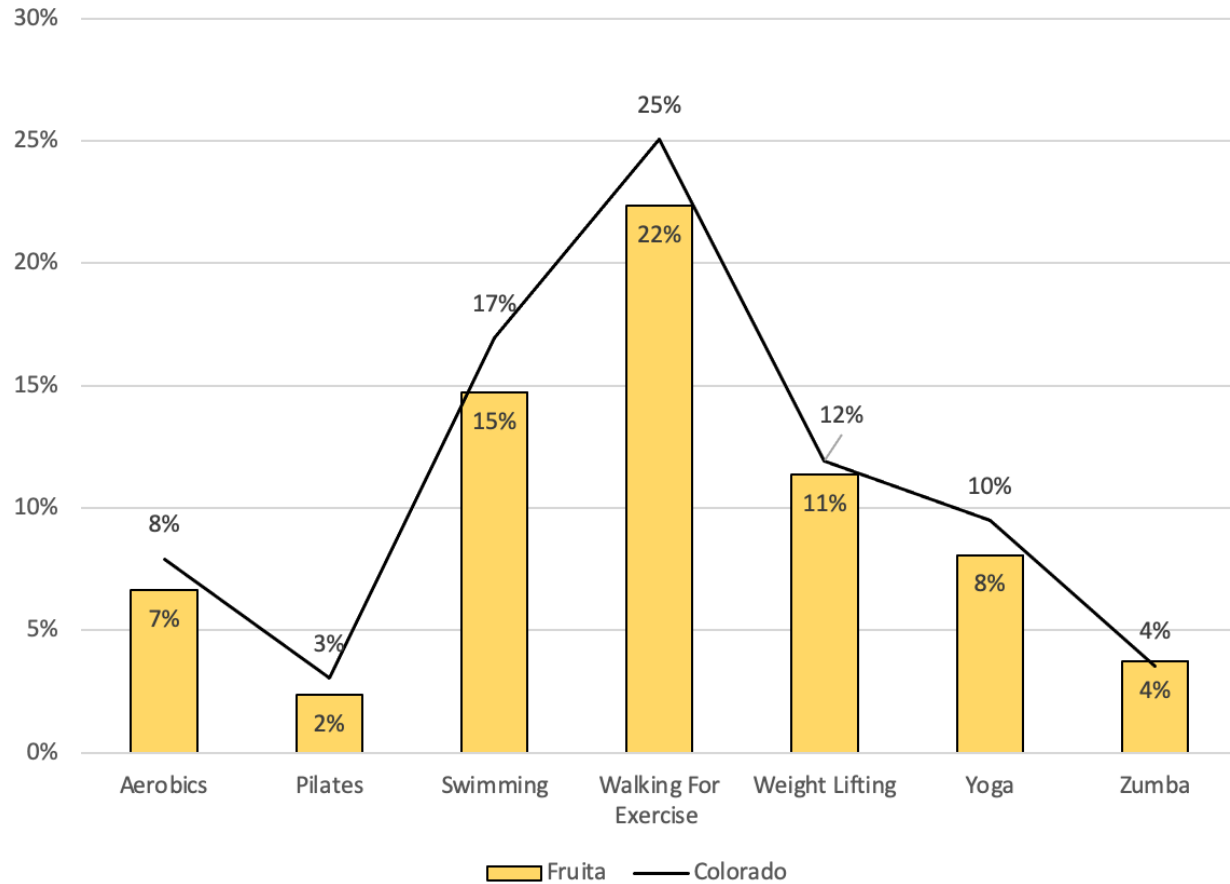


Source: 2019 Esri Business Analyst

The figure below shows household participation in various fitness activities in Fruita. Participation was highest for the following activities:

- Walking for exercise (22%)
- Swimming (15%)
- Weightlifting (11%)

Figure 20: Fitness and Wellness Participation

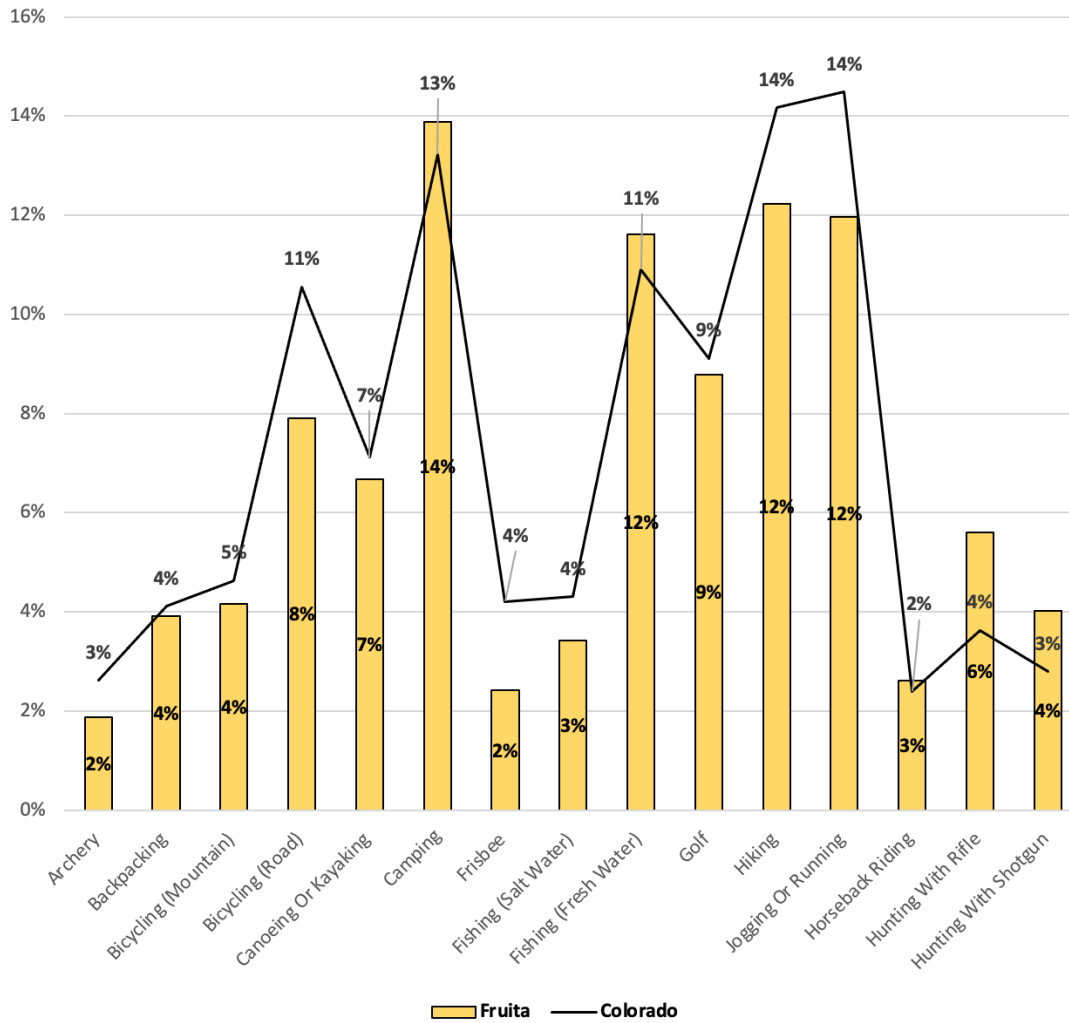


Source: 2019 Esri Business Analyst

Figure 21 shows household participation in various outdoor activities in Fruita. Participation was highest for the following activities:

- Camping (14%)
- Fresh water fishing (12%)
- Hiking (12%)
- Jogging or Running (12%)

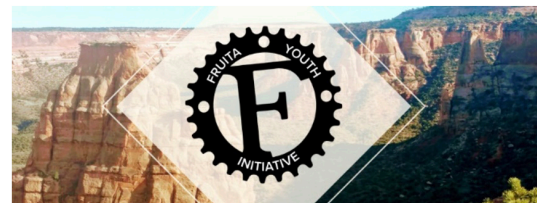
Figure 21: Outdoor Recreation Participation



Source: 2019 Esri Business Analyst

6. Health Initiatives & Factors

Various health initiatives contribute to and inform the work that FPR is doing, and inform this PHROST plan. Previously named Communities that Care (CTC), the Fruita Youth Initiative actively looks for ways to engage youth in positive, healthy opportunities that provide youth with the skills needed to be successful while also recognizing young people in Fruita for the skills they possess. This framework was previously funded through the Colorado Department of Public Health and Environment using the marijuana tax cash fund. Today, the Fruita Youth Initiative is championed by the Fruita Youth Action Council and FPR. This initiative supports programs and strategies to promote child and youth well-being and prevent health and behavior challenges.



Specifically, FYI identified two risk factors and one protective factor as priorities deserving community attention. These are:

<u>Risk Factors</u>	
	Availability of substances and favorable laws and norms towards substance abuse
	Low commitment to school
<u>Protective Factor</u>	
	Community opportunities for pro-social involvement

Supporting community health through programming initiatives, partnerships, and infrastructure will continue to create positive impacts within the Fruita community. Developing actions that are of interest to targeted groups and the public will be critical to the success of future health initiatives. An understanding of the importance of various factors, or variables, to respondents’ households was obtained through the Community Survey results, which can be seen in **Figure 22**.

Figure 22: Importance of Health Factors, Overall Results

Q 6: Fruita has a focus on performing as a Healthy Community. As a part of these efforts, a variety of health factors have been identified. Using the 1 to 5 scale below, please rate how important you feel each of these areas of focus are for you and your family.

Rating Category	Avg.	n=	1 & 2		Neutral (3)	4 & 5	
Physical activity	4.5	422	2%		8%	23%	67%
Increase access to natural environments	4.4	422	3%		15%	23%	59%
Mental health	4.1	420	7%		20%	24%	48%
Safety and perception of safety	4.1	421	10%		15%	28%	47%
Nutrition	4.0	421	9%		22%	25%	44%
Social interaction and engagement	4.0	421	8%		21%	31%	39%
Transportation and access to amenities and nature	3.9	422	12%		22%	25%	41%
Reduce smoking and vaping	3.6	422	25%		13%	19%	43%
Address various types of drug use	3.6	421	24%		21%	39%	55%
Reduce alcohol consumption	3.3	421	30%		28%	27%	43%
Reduce gambling	2.5	421	37%	55%	21%	24%	

Source: RRC Associates and GreenPlay

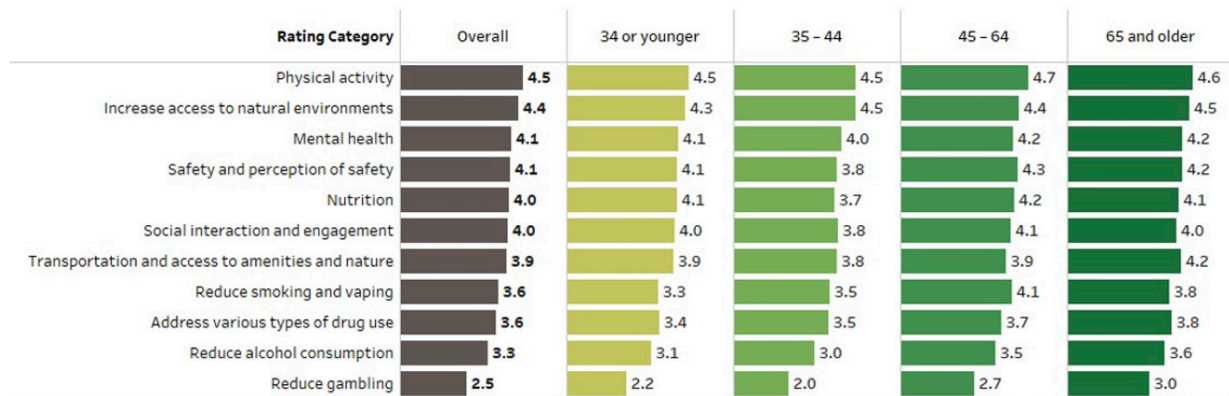
As with general programming needs, the study of Community Survey responses by age and ethnicity were reviewed to see if any discrepancies exist between demographic characteristics. In general, statistical differences were not significant between characteristics. On average, all factors except “reduce gambling” ranked between neutral and very important to respondents.

DIFFERENCES IN IMPORTANCE OF HEALTH FACTORS BASED ON AGE AND/OR ETHNICITY

- Transportation and access to amenities and nature is important to those aged 65 and above.
- Hispanic, Latino, and Spanish origin results show that most of the health factors are, on average, more important to their household than those of other ethnicities.

Figure 23: Importance of Health Factors by Age

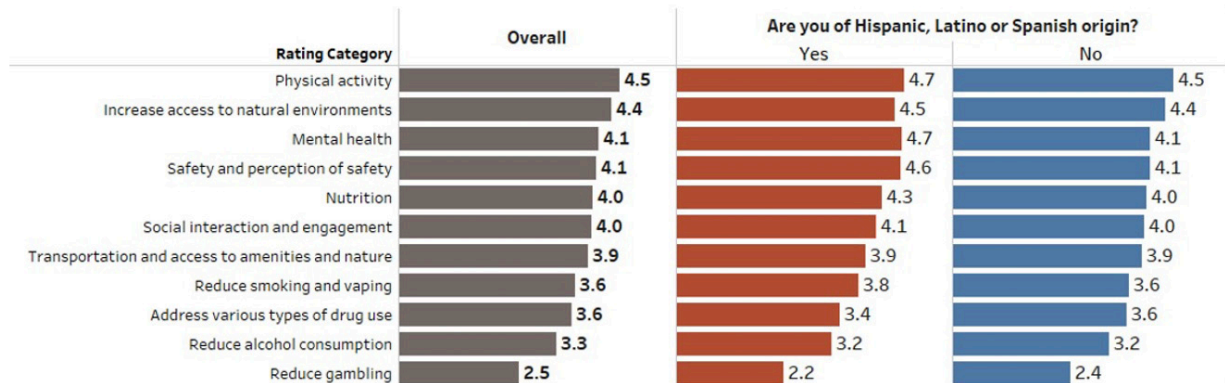
Q 6: Fruita has a focus on performing as a Healthy Community. As a part of these efforts, a variety of health factors have been identified. Using the 1 to 5 scale below, please rate how important you feel each of these areas of focus are for you and your family.



Source: RRC Associates and GreenPlay

Figure 24: Importance of Health Factors by Ethnicity

Q 6: Fruita has a focus on performing as a Healthy Community. As a part of these efforts, a variety of health factors have been identified. Using the 1 to 5 scale below, please rate how important you feel each of these areas of focus are for you and your family.



Source: RRC Associates and GreenPlay

7. Facilities Inventory and Descriptions

While it is well known that recreation programs contribute to a community’s physical and mental well-being, it is often less considered that the places where these activities occur – parks, community centers, greenways, and other infrastructure – must be healthy themselves in order to provide maximum community benefits. Caring for the physical assets that make up a parks and recreation system is an ongoing requirement that, particularly as a system grows, requires continual monitoring, maintenance, and dedication of financial resources. Sustaining a well-maintained system ensures that all community members have access to parks and recreation facilities that are of consistent quality throughout the system.

The City of Fruita owns, operates, and maintains a variety of types of parks within the community. The classification and a brief description of each are listed below. Detailed definitions of each classification and their subsequent standards are provided in **Appendix B**. Details of individual park sites are described in the following subsection.

Table 3: Parklands Inventory Summary

Classification	Total GIS Acres	Quantity of Type
<i>Community Park</i>	23	1
<i>Neighborhood Park</i>	15	4
<i>Pocket Park</i>	3	4
<i>Special Purpose Park</i>	41	4
<i>Open space/natural areas</i>	183	4
<i>Mountain Properties</i>	262	1
<i>Undeveloped Parkland</i>	172	4
City-Owned Parklands Total	699	22
<i>School District Resources</i>	100	6
<i>Other Public Parkland Resources</i>	534	4
Other Parklands Total	634	10
Total Parklands	1,333	32

Parkland Descriptions

COMMUNITY PARKS (20+ ACRES)

Community parks are larger parks that serve the entire community. They should be equitably distributed throughout the city and easily accessible by all residents. Ideally, they should also be connected via the core commuter off-street (primary) trail system to reduce the need to drive to the park. Sport complexes are also often associated with community parks. These are typically parks or areas of community parks that have dedicated sport facilities available for use by the entire community. While many community parks contain sports complexes, not all sports complexes are part of a community park or contain park-like facilities.

LITTLE SALT WASH PARK

Little Salt Wash Park is currently the only developed community park within the City of Fruita. Little Salt Wash Park is located in north-central Fruita along Little Salt Wash. Access to the park is provided from Pine Street, north of Ottley Avenue; access from the neighborhoods to the West and North can be made

via a pedestrian bridge over Little Salt Wash. Little Salt Wash Park is a total of 22.8 acres. Currently, amenities in the park include one diamond field complex comprised of four diamond fields; one disc golf course; one loop walk; two playgrounds; one large rectangular field; one large shelter and three small shelters; and one multi-use path. Parking at this site is challenged when the park is being used near or at capacity. The Wills Property was acquired to expand Little Salt Wash Park and, when developed, will provide increased parking, a display garden, and pickleball courts.

NEIGHBORHOOD PARKS (2-5 ACRES)

Neighborhood Parks serve a residential neighborhood. Neighborhood Parks are the backbone of the current FPR parks system, and serve as critical elements of healthy neighborhoods and places that provide relief from the built environment. They are primarily located in developed residential areas, and typically have landscaping and walking surfaces that can withstand high levels of use. They also often contain restrooms and parking as well. They are spaces where neighbors can gather, children can play, and people can socialize as well as engage in recreational activities. Generally, Neighborhood Parks provided by the City of Fruita are in good condition; however, some may require minor improvements, such as additional amenities, updated facilities, and landscaping enhancements when resources become available.

HERITAGE PARK

Heritage Park is located in south-central Fruita on Frontage Road, between South Mesa Street and South Maple Street. Heritage Park is 3.5 acres in size and contains one basketball practice court, open turf, one playground, one small shelter with picnic tables, a trailhead, restrooms, and an off-street parking lot. Heritage Park is in generally good condition. An opportunity for this park is the establishment of future trailhead amenities and the paving of the trail within the park which could lead to this site serving as a regional trailhead. Other opportunities to improve Level of Service (LOS) in this area are to expand the provision of basketball courts by adding full-size courts and by providing horseshoe pits here (particularly in light of the possibility of horseshoe pits being displaced by a renovation of Reed Park). Find more information about LOS in later in this chapter and in **Appendix B**.

OLGA ANSON PARK

Olga Anson Park is located in east-central Fruita along Ottley Avenue, between Pine Street and Fremont Street. Olga Anson Park is seven acres in size with one fitness course; one loop walk; open turf; one playground; and one shelter. Olga Anson has a linear shape with varying topography, preventing it from accommodating a full-size multi-use field. Olga Anson Park is not currently listed on the City's park sites webpage and should be added to increase awareness of this park's amenities.

PROSPECTOR PARK

Prospector Park is located in northwest Fruita along Pioneer Drive, between Comstock Drive and Silver Plume Drive. Prospector Park is 2.4 acres in size and contains 1 loop walk; open turf, one playground, and one shelter. Prospect Park is generally in good condition although the playground is in need of replacement.

REED PARK

Reed Park is located in central Fruita at the corner of Maple Street and McCune Avenue. Reed Park is 3.3 acres in size and contains the most amenities of any other City-owned Neighborhood Park. It hosts open turf, one basketball court, one playground, one shelter, drinking fountains, barbecues, five horseshoe pits, restrooms, and an off-street parking lot. Overall, Reed Park is aged and community support exists for making improvements to this park. Reed Park's proximity to Historic Downtown positively lends itself to addressing community needs for larger gathering spaces and for a skatepark that is accessible by a large percent of Fruita households. Improvements to this park would positively affect level of service and

reduce gaps in access to recreation in this area of town. Specific improvements recommended at Reed Park are discussed in **Section D – Key Issues and Recommendations**.

POCKET PARKS (FEWER THAN 2 ACRES)

While both public and private pocket parks are provided within the City of Fruita, only those that are publicly provided are described in detail in this plan. Most private pocket parks in the City of Fruita have been provided by developers through land dedications associated with a residential housing development and are maintained by the HOA for that particular development. Most private HOA pocket parks within the City of Fruita are open to the general public. The city maintains a policy requiring privately provided pocket parks, if used to satisfy park development requirements, to have a public access agreement allowing the general public use of these facilities.

CIRCLE PARK

Circle Park is located in downtown Fruita at the intersection of Mesa Street and Aspen Avenue. Circle Park is approximately 0.84 acre in size and contains four passive nodes, a shelter referred to as “the Gazebo,” which can be reserved for festival use, and public art. Circle Park is the center of the roundabout, which loops through downtown Fruita. It has a unique character and is a popular tourist destination due to Grrreta the Large Green Dinosaur’s presence. Circle Park is in good condition and is well used by residents and visitors alike, but safety concerns for pedestrians remains an issue of concern. Improvements to Park Square, the area surrounding Circle Park, alleviating safety concerns have been outlined in the *2013 Civic Center Memorial Park and Downtown Streetscape Improvements Master Plan*. These improvements, along with landscape improvements and adding electrical outlets, should be considered as short-term priorities in order to improve safe access to this popular park site.

DAN WILLIAMS PARK

Dan Williams Park is located north of downtown near Little Salt Wash, at the corner of Coulson Street and Roberson Avenue. Dan Williams Park is 1.33 acres in size and contains limited amenities, including open turf and two horseshoe pits. Overall, Dan Williams Park is in good condition, but could be better used for its trail access potential to Little Salt Wash. Given its proximity to both Fruita Community Center and Shelledy Elementary School, there is a great opportunity for outdoor education improvements. Such improvements could include providing unstructured nature play that includes water access, interpretive signage, public art, and community gardens.

ORR PARK

Orr Park is located adjacent to the Fruita Community Center and is 0.53 acres. It is home to the Raptor Skate Park, which is in need of removal due to users’ safety concerns. The skate park is also inadequately sized and constructed for the types of uses Fruita’s skate community desires. It is recommended that this site be declassified as a pocket park and that this space be utilized to accommodate the expansion needs of the Fruita Community Center.

ROTARY TRIANGLE PARK

The 0.40-acre Triangle Park is located just west of downtown along SH6/50, between Aspen Avenue and Coulson Street. There are few amenities at Rotary Triangle Park, including open turf, a few picnic tables, and barbecues. Several trees also provide ample shade in this small park.

SPECIAL PURPOSE PARKS (2 TO 4 ACRES)

CIVIC CENTER MEMORIAL PARK

Civic Center Memorial Park is located downtown along Aspen Avenue between Peach and Elm Streets, and is at the site of the Fruita Civic Center. The park site is approximately 1.9 acres in size and includes an event space (amphitheater), educational experiences, open turf, public art, and an off-street parking lot.

Drinking fountains and restrooms are located inside the civic center building. Civic Center Memorial Park is primarily used to host community special events, such as the City-hosted Mike the Headless Chicken Festival, the City-permitted Fruita Fat Tire Festival, and the City-hosted annual summer concert series. Due to the popularity of special events, the park site has consequently incurred poor turf conditions. Additionally, the attendance of special events at Civic Center Memorial Park out-size the park's capacity.

Improvements to Civic Center Memorial Park were conceptualized in the *2013 Civic Center Memorial Park and Downtown Fruita Master Plan*. The concepts include relocating the arbor structure from the southwest corner to the east side of the park and making infrastructure and landscape enhancements to create better flow at events and to better honor the existing Veterans memorials.

FRUITA COMMUNITY CENTER

The Fruita Community Center site is four acres and is the region's only community center. It is home to Fruita's only outdoor pool, which is a lap pool. This site also provides an open turf area, known as the FCC "backyard," which is occasionally used for holding fitness classes, the Easter Egg Scramble, Pee Wee Soccer, and other activities.

FRUITA BIKE PARK

Fruita Bike Park is FPR's newest park. Located at 280 Clements Way, south of Interstate 70 and east of Highway 340, this park is 2.4 acres. The park's name is deceptive as it hosts one playground and has traditional park amenities including two shelters. In addition, it has a Xeric Demonstration Garden so anyone can see what plants are native to the area. The bike park portion of the park has dirt jumps, beginning and intermediate pump tracks, and a bike repair work station. Maintenance and upkeep of this park has proven to be challenging due to its unique features.

OPEN SPACES AND NATURAL AREAS

BIG SALT WASH GREENWAY

Big Salt Wash Greenway is a linear natural area located along Big Salt Wash and consists of approximately 19.7 total acres. Big Salt Wash Greenway exists in several pieces, generally between SH6/50 on the south and Celestite Drive on the north. A paved multi-use trail runs the length of the greenway totaling approximately 0.83 mile. There is a developed trailhead on the southern terminus of the trail at SH6/50, which can accommodate a few cars. There are no other developed facilities along the trail. The wash is heavily infested with non-native, invasive plant species such as Tamarisk and Russian Olive.

If FPR is contacted by Comstock West Homeowners Association, the Department should work with them to develop a community garden on the northern end of the greenway and/or where land is available. Management of the garden should be assumed by volunteers interested in developing this space.

FRUITA RIVERFRONT PARK

Fruita Riverfront Park was previously named Kingsview Open Space. This parcel is located adjacent to Snooks Bottom along the Colorado River and SH340. Fruita Riverfront Park is approximately 37 acres in size. This park provides a high-quality open space resource for the Fruita community and is an important riparian location. Fruita Riverfront Park contains a disc golf course, social trails, and natural, undeveloped river access. It does not have formal vehicle access and is otherwise accessed by the pedestrian or bike travel along the shoulder of Highway 340. Although it is in close proximity to the Snooks Bottom Open Space parking lot, the significant grade differential and challenging topography make connecting the two parcels with a road difficult and costly. However, this parcel does provide the opportunity to create the eastern end of a Lagoon Development Area, Snooks Bottom Open Space, Fruita Riverfront Park, and/or James Robb State Park trail loop.

Unlike Snooks Bottom, no conservation agreement exists on the property, allowing for some level of development to occur if so desired. Similar to Snooks Bottom Open Space, this parcel's name infers it is a park, but it is classified as a natural area due to its valuable riparian resource.

Like Snooks Bottom Open Space, this property is in need of a planning effort to determine how it should be managed and what activities, if any, should be allowed. If future development is considered for the Riverfront parcel, access from Highway 340 may require significant infrastructure in the Colorado Department of Transportation right-of-way, such as turning lane(s), and a new point of access south of the existing utility access would likely be necessary. Future planning efforts should also consider this property's role in conjunction with Snooks Bottom Open Space and Lagoon Development Area. In the short term, basic maintenance of the disc golf course will keep that amenity functional.

LITTLE SALT WASH GREENWAY A

Little Salt Wash Greenway A is a linear natural area located along Little Salt Wash and consists of approximately 11.5 total acres. (Little Salt Wash Greenway exists in several separate pieces between Coulson Street on the West and Fremont Street on the East.) While there are no developed facilities associated with Little Salt Wash Greenway, three sections of paved, multi-use trail traverse along it, totaling 0.85 mile. The longest section of this trail exists in Little Salt Wash Park and includes a pedestrian bridge increasing access for the neighborhoods to the west and north of the park. This wash is heavily infested with non-native, invasive plant species such as Tamarisk and Russian Olive. These greenway spaces often back up to private residences and the City has had to restore areas of erosion along the wash. A plan should be developed on how to mitigate erosion and potentially provide public access to these greenway areas.

FRUITA MOUNTAIN PROPERTIES

The City of Fruita owns and maintains approximately 262 acres of land surrounding its four water storage reservoirs in Grand Mesa National Forest, roughly 30 miles south of the city and 4,500 vertical feet above downtown Fruita. Collectively, the Mountain Properties are a unique asset in Fruita's land portfolio. These properties are accessed by traveling through the Colorado National Monument and Glade Park, passing through canyon, montane, and into the subalpine ecosystems within an hour's drive.

The properties include six distinct assets, including land holdings, water rights, and infrastructure:

- Enoch's Lake, approximately 51 acres surrounded by private ownership. Includes day-use areas, pit toilets, an open-water lake, and a dam and water diversion structure, and water rights.
- 125 acres of undeveloped land at 16.5 Rd and North East Creek (east of the Fruita Picnic Day Use Area), bounded largely by GMUG National Forest lands and adjoining the Grand Mesa NFS Fruita Division. Includes aqueduct infrastructure and a water diversion structure.
- Fruita Reservoir #1, approximately 80 acres within the Grand Mesa NFS Fruita Division. Includes approximately half of the reservoir, a dam and water diversion, aqueduct infrastructure, a gravel parking lot, and forested acreage.
- Fruita Reservoir #2, water rights only. This reservoir is empty as the dam is in need of critical repairs. The reservoir has a USFS day-use area with a gravel parking lot, restroom, and trail to the reservoir.
- Fruita Reservoir #3, water rights only. The reservoir has a day-use area, gravel parking lot, and trail to the reservoir.
- Aqueduct infrastructure. Historically, the aqueduct system delivered raw water through the Monument to the City of Fruita. The infrastructure is non-functional through the Monument and the water is currently licensed to private members of the system between north Glade Park and the reservoirs.

The Mountain Properties provide an opportunity for the public to access water, trail, and open lands recreation during the summer months, when escape from the heat of the Grand Valley is desirable. Currently, the city has an arrangement with the U.S. Forest Service (USFS) whereby they share management and maintenance of the lands. Current recreational opportunities at the Mountain Water properties include mountain biking, hiking, fishing, and camping. ATV use and hunting also occur at the area. Recreational amenities include pit toilets, picnic tables, dispersed campsites, and fire rings. There are also formal and informal trails in the area that cross between City of Fruita lands and USFS lands. Turkey Flats runs through this property and onto National Forest Service land. Potential for further developing mountain bike and hiking trails exists. Use of the Mountain Water properties occurs primarily in the spring, summer, and fall, and visitation is heaviest on weekends. Res 1 and Enochs Lake are located in the Mountain Properties.

These holdings also create an equally unique set of challenges for operations, maintenance (daily/weekly and capital/infrastructure) and monitoring of use due to their remoteness from the City. Accessing the properties over 30 miles of winding and unpaved roads takes about an hour, and the properties are inaccessible by car or truck once the roads are snow-covered, as access is not maintained in the winter. Additionally, the reservoirs, dams, and waterworks associated with the aqueducts and diversion structures require ongoing maintenance, with deferred maintenance on the dams requiring significant financial investments.

SNOOKS BOTTOM OPEN SPACE

Snooks Bottom Open Space is located along the Colorado River in south-central Fruita at the end of Kingsview Road and acts as a valuable open space resource for the community. The property is approximately 113 acres in size and contains an educational experience, natural areas, water access, a lake, and a short section of a paved walking path with a trailhead. A small fishing pier is in the pond and a portable toilet is provided.

The property was acquired in 2003 with the assistance of GOCO Legacy Grant funds. There is a conservation easement on the property, which stipulates how the property is to be managed. The property should be maintained in a natural state and managed as important riparian wildlife habitat, and for nonmotorized, natural recreation uses, such as hiking and fishing. Only limited improvements are allowed, such as a paved trail and a parking lot.

This site is heavily used by walkers, angler, swimmers, boaters, and dog owners as a largely un-managed passive park. Regulations allow dogs at the property, although they must be kept under control. Nonetheless, Snooks Bottom Open Space acts as a defacto dog park and user conflicts do occasionally occur at the site, some of which lead to police officers being dispatched.

Although its name suggests that it is different from other parklands in the FRP system, from a regulatory perspective it is no different from more active parks. Like Fruita Riverfront Park, this property is in need of a planning effort to determine how it should be managed and what activities should be permitted. Future planning efforts should also consider this property's role in conjunction with Fruita Riverfront Park and Lagoon Development Area.

UNDEVELOPED PARKLAND 16 RD AND L RD (ETCHART PARK)

The City of Fruita and Mesa County School District purchased a 40-acre parcel of land located at the intersection of 16 Road and L Road in 2008. It is intended that 13 acres of this site will be developed for a future school and the 27 available acres will be set aside for a future needed community park,

potentially housing a sports complex. This property would also connect to the multi-use trail network via a primary trail connection to the Big Salt Wash Greenway. Future connections to the south of Etchart would connect to Colorado Riverfront Trail via Big Salt Wash Greenway.

LAGOON DEVELOPMENT AREA

The *2017 Fruita Lagoon Site Redevelopment Concept Plan* provides a full description of the historic use and existing condition of the property. Broadly, the property is used for City storage and the western ponds are being filled as material is available. An access to Colorado Riverfront Trail exists along the southern property line, just within the boundary of the James Robb State Park property. The Little Salt Wash Trail crosses the northwest area of the property, providing pedestrian access from downtown, under the railroad and interstate. The property is largely a brownfield, with significant disturbance and substantial man-made features – specifically, the lagoons. As such, redevelopment of the already-disturbed acreage of the parcel would represent little impact to natural systems.

The value of the size and location of this property was also recognized in the 2017 concept plan document. This parcel can serve as a connector to Snooks Bottom Open Space and can also fulfill the community’s expressed needs for a larger event venue, open turf, river and trail access, off-leash dog park, and a fieldhouse. The addition of this property to the City’s portfolio will create a new alignment opportunity to connect with a pedestrian bridge across the Colorado River, creating the western end of a trail loop connecting the Lagoon Development Area, Snooks Bottom Open Space, Fruita Riverfront Park, and the existing boat ramp at Highway 340 and the Colorado River. Beyond the programming of the property, views to the south of McInnis Canyons NCA and the Colorado National Monument, over the foreground of the Colorado River, are spectacular and unique in the City’s portfolio.

The sheer size and infrastructure costs of redeveloping this property require a long-term approach. In the short term, the southwest corner of the property should be developed as an off-leash dog park; this can be achieved with relatively low-cost irrigation, lawn, shade, and fencing improvements. The overall concept plan developed in 2017 remains the basis for planning and evaluation of public-private partnership opportunities. As the parcel is redeveloped, the dog park should be located in the northwest corner of the parcel, where more than two acres of space are available for a contained off-leash zone. Additionally, the pond area, once redeveloped, could relieve pressure on Snooks Bottom Open Space related to swimming, flat-water paddle boarding, kayak lessons, etc.

It is recommended that the City continue to pursue a public-private partnership and consider opportunities with the medical community. While opportunities are explored, it is suggested that the City supports the development of the parkland acreages – beginning with infrastructure improvements.

WASTEWATER TREATMENT SITE

The City of Fruita owns a large tract of land along the north side of I-70, approximately two miles west of the city, which is the location of the city’s wastewater treatment facility. A large portion of the site will remain undeveloped, allowing for potential construction of a future park, such as a sports complex. The site is linear, with the eastern half of the site being the widest, ranging in width from 500’ to 750’ based on GIS parcel data. From a natural resource perspective, the site has already been disturbed, so new construction here would present minimal impact to natural systems compared to other locations. After development of the wastewater treatment facility, there will be approximately 55 acres available for park development. In the meanwhile, improvements that can be made include signage and wayfinding, as well as providing a restroom along the trail. Weed abatement of Tamarisk, Russian Olive, and other non-native, invasive plant species is also needed.

WILLS PROPERTY

The acquisition of the Wills Property, a parcel more than five acres at the southeast corner of Little Salt Wash Park, will create the opportunity to increase parking, recreation, and operational capacity of the park. Connecting the existing parking lot to an expanded parking area and new access point to the park (aligned with Sunflower Avenue) will also reduce the traffic pressure on the existing park entry. A buffering zone between the new amenities and the “inholding” property will contain additional irrigation water storage and pumping infrastructure, while an expanded paved concourse and pavilion(s) will connect the existing entry plaza to the new park space. Pickleball courts can also be provided using this extended park area.

Any expansion of Little Salt Wash Park should acknowledge the historic homesite located on the Wills Property. This house is thought to have been home to some of the first homesteaders in the Fruita area, Mr. and Mrs. Albert Lapham. Adding an edible garden with fruit trees, such as pear or apple, to the park site can play up the farming origins of the homesteaders’ lives and can provide today’s residents a place to connect and learn about food sources. This site has a Land and Water Conservation Fund (LWCF) easement on it and will need to be developed with outdoor recreation amenities in the immediate future to meet LWCF requirements. Until this undeveloped parcel is designed and constructed, it is suggested that a temporary trail be created that connects 18 Rd and the west side of the Wills Property.

Table 4: Outdoor Recreation Inventory

Current Classification	Location	Ownership	GIS Acres	Amusement Ride	Aquatics, Lap Pool	Basketball Court	Basketball, Practice	Bike Course	Camping, Defined	Diamond Field	Diamond Field, Complex	Diamond Field, Practice	Disc Golf	Educational Experience	Event Space	Fitness Course	Game Court	Garden, Display	Golf	Golf, Practice	Horseshoe Court	Loop Walk	Natural Area	Open Turf	Other	Passive Node	Picnic Ground	Playground, Local	Public Art	Rectangular Field, Large	Shelter, Large	Shelter, Small	Skate Park	Tennis Court	Track, Athletic	Trail, Multi-use	Trailhead	Volleyball Court	Water Access, Developed	Water Access, General	Water, Open	Total Components in Park	Total Unique Components in Park			
Community Park (23 acres)	Little Salt Wash Park	Fruita	23							4	1		1									1					2		1	1	3											15	9			
Neighborhood Parks (15 acres)	Heritage Park	Fruita	4				1																2				1			1													6	5		
	Olga Anson Park	Fruita	5												1							1	1				1			1													5	5		
	Prospector Park	Fruita	2																				1	1			1				1												4	4		
	Reed Park	Fruita	3			1																5		1			1			1													9	5		
Open Space (214 acres)	Big Salt Wash Greenway	Fruita	20																				1												1						1	3	3			
	Fruita Riverfront Park	Fruita	37										1										1			2											1					5	4			
	Little Salt Wash Greenway A	Fruita	11																				1																			1	1			
	Snooks Bottom Open Space	Fruita	113											1									1											1		1					1	5	5			
	PABCO Lake	Fruita	33	2																						1																3	2			
Pocket Park, Publicly Owned (3.4 acres)	Circle Park	Fruita	1																							4		1			1													6	3	
	Dan Williams Park	Fruita	1																		2			1																		1	4	3		
	Orr Park	Fruita	1																												1												1	1		
	Rotary Triangle Park	Fruita	0.4																					1																			1	1		
Special Purpose Parks (8 acres)	Civic Center	Fruita	2											1	1									1				1															4	4		
	Fruita Community Center	Fruita	4		1																			1																			2	2		
	Fruita Bike Park	Fruita	2					2										1									1	1			2												7	5		
Mountain Properties (262 acres)	Enochs Lake (including Parcels 1b & 1c)	Fruita	57																								1	1													1	1	3	3		
	Res 1 (including North Parcel)	Fruita	205																																							1	1	1		
	Res 2 & 3	Fruita	NA																																								0	0		
Undeveloped Parkland (172 acres)	16 Rd and L Rd	Fruita	41																																										0	0
	Fruita Lagoons	Fruita	41											1																														1	1	
	Wastewater Treatment Site	Fruita	85											1												1																	3	3		
	Wills Property	Fruita	5																																								0	0		
Other Public Parkland Resources (534 acres)	Adobe Creek Golf Course	Other	410																1	1																									2	2
	CDOT Welcome Center	Other	5											1										1					1															8	4	
	Viet Nam War Memorial	Other	0											1																													1	1		
	James M. Robb Colorado River State Park	Other	119						57						1													1								1	1	1	2				69	8		
	FMHS Sports Park	Schools	36							2														1	1				3														8	5		
School District Resources (100 acres)	Fruita 8 9 School	Schools	22								1													1					1														8	5		
	Fruita Middle School	Schools	13			2											1							1					1														7	5		
	Monument Ridge Elementary School	Schools	11			1											1							1																		4	4			
	Rimrock Elementary School	Schools	9			2																		1					1														5	4		
	Shelley Elementary School	Schools	8			3						2	1			1	2											2															11	6		
Totals:			1,331	2	1	9	1	2	57	6	1	3	3	6	2	2	4	1	1	1	7	3	4	15	1	8	1	12	4	6	2	19	1	6	2	1	5	1	2	3	7					
% of Locations with Component				3%	3%	15%	3%	3%	3%	6%	3%	6%	9%	18%	6%	6%	9%	3%	3%	3%	6%	9%	12%	42%	3%	12%	3%	30%	12%	12%	6%	24%	3%	6%	6%	3%	15%	3%	6%	9%	18%					



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TRAILS

Trail connections and trail networks are an important component of the overall quality of recreation infrastructure; access to trails is a key indicator of community health and community desirability. Distinct from City sidewalks within road rights-of-way, the implementation of multi-use trails has been a priority in the City and broader Grand Valley, with many of the planned trail improvements in the 2009 POST Plan partially or fully completed. In total, FPR maintains 20.4 linear miles of trails. The priorities moving forward include completing the primary trail connections, filling gaps as development occurs, and targeting new alignments in areas of the City not well served by the trail network.

FPR maintains 15 miles of primary paved, off-street multi-purpose trails. Primary multi-purpose trails often form the major trail spines throughout cities, counties, and neighboring communities and are intended to accommodate all trail users, including walkers, joggers, wheelchair cruisers, in-line skaters, recreational and commute bicyclists, and equestrian users within the same trail corridor on separated trails. FPR also maintains 2.2 linear miles of secondary paved trails and 3.2 linear miles of soft-surface (unpaved) trails.

Currently, most of these primary trails exist as separate segments and this trail system is not fully connected. The primary trail segments are Big Salt Wash (1.0 mile); Little Salt Wash (1.05 miles); SH6/50 (2.2 miles); SH340 (0.55 mile); Riverfront Trail – Kokopelli Section (4.5 miles); Riverfront Trail – Monument View Section (8.0 miles of which only a portion is within City limits); Snooks Bottom (0.3 mile); and Sycamore Street (0.12 mile).

There are numerous trails throughout the City that serve as neighborhood connections. Secondary trails function as off-street sidewalks to promote connectivity within residential or commercial developments, or parks and open space. These are often provided privately as residential housing is developed throughout the City. They are not necessarily built to the same standards as the primary off-street trails, but provide essential connections between neighborhoods and to parks and primary trails. In total, there are approximately 21 miles of paved local trails (includes FPR maintained trails and privately maintained trails).

Across the country, wash and canal alignments and easements are increasingly used for trail connections. They often provide direct routes through developed areas with relatively few traffic crossings and are generally separated from busy road corridors, creating a more enjoyable recreation experience. The future trails map indicates use of canal corridors for trail connections; the City of Fruita remains committed to open dialogue about the potential use of canal routes for trails, including building and maintaining piped infrastructure where needed to create a safe platform for a trail. Utilization of waterways – washes and canals – as water trails should also be considered in the future.

COLORADO RIVERFRONT TRAIL

This is a primary multi-purpose trail that intermittently runs adjacent to I-70 and the Colorado River through the City of Fruita. The Colorado Riverfront Trail connects Loma and Kokopelli Trailheads Area in the west to Palisade in the east. This concept for this trail has evolved over the years, with active participation by the Colorado Riverfront Commission, Mesa County, and Colorado State Parks, among others. An illustrative Fruita-Kokopelli Greenway Link Colorado River Management Plan was created in 1996. The plan shows suggested alternative routes for a riverfront trail on either side of the river. Mesa County has also created a map with a general proposed alignment on the north side of the river.

Monument View Section

In 2014, Fruita opened this 8-mile section of the trail known as the Monument View Section. This paved trail connects to the other sections of the Colorado Riverfront Trail in Grand Junction at Redlands Parkway near the Junior Service League Park and the Redlands Parkway Boat Ramp. From this location, the Monument View Trail heads along the Colorado River to Walter Walker State Wildlife Area. The trail then parallels I-70 and runs adjacent to the river for a stretch. It then follows alongside I-70 Frontage Road to Heritage Park. Heritage Park provides trailhead access to Riverfront Trail through this section.

Kokopelli Section

The Kokopelli Section extends the Colorado Riverfront Trail from the Fruita Visitors Center to Loma and Kokopelli Trails Area in the McInnis Canyons National Conservation Area west of Fruita 4.5 miles. The Kokopelli Trails Area is a destination for mountain bikers, hikers, equestrian users, and trail runners, and it connects to Moab, Utah, via the Kokopelli Trail.

LITTLE SALT WASH TRAIL

Segments of trail exist along Little Salt Wash, north of Ottley Avenue between 17 Road (Coulson) and 18½ Road (Freemont), and through Little Salt Wash Park. Dedicated in 2016, a key segment connecting the west end of the trail was added that crosses underneath I-70 along the wash using drainage culverts, which existed under US6/50, the railroad, and I-70. This segment accommodates Little Salt Wash Trail's safe connection to the Colorado River. Missing trail segments should be connected to complete the system and extend the system through the community. Near the Fruita Community Center, the trail may need to be accommodated by a widened sidewalk along Coulson. Road crossings should be clearly delineated, with special paving at crosswalks and warning flashers with signs. Extension of the Little Salt Wash to the north to connect to land managed by BLM should be coordinated with Mesa County. A pedestrian bridge exists across Little Salt Wash from the park to the existing portion of the Little Salt Wash trail.

BIG SALT WASH TRAIL

A segment of the Big Salt Wash Trail has already been constructed from a trailhead near US6/50 on Ottley Avenue to Celestite Drive. A connection from this trailhead south to the Riverfront Trail should be constructed. The trail should also be constructed north along Big Salt Wash to a point where it would connect with a proposed trail along the Grand Valley Canal near 17½ Road, north of L Road. A trail could also eventually be extended north along the wash with the intent of connecting to the North Fruita Desert land managed by BLM, a popular mountain biking destination. Extension of the trail past the Grand Valley Canal should be coordinated with Mesa County, as it would be outside the city's urban growth area. The most feasible connection at this time to the land managed by BLM may be via widened shoulders on the county roads to the north.

OTHER REGIONAL RECREATION RESOURCES

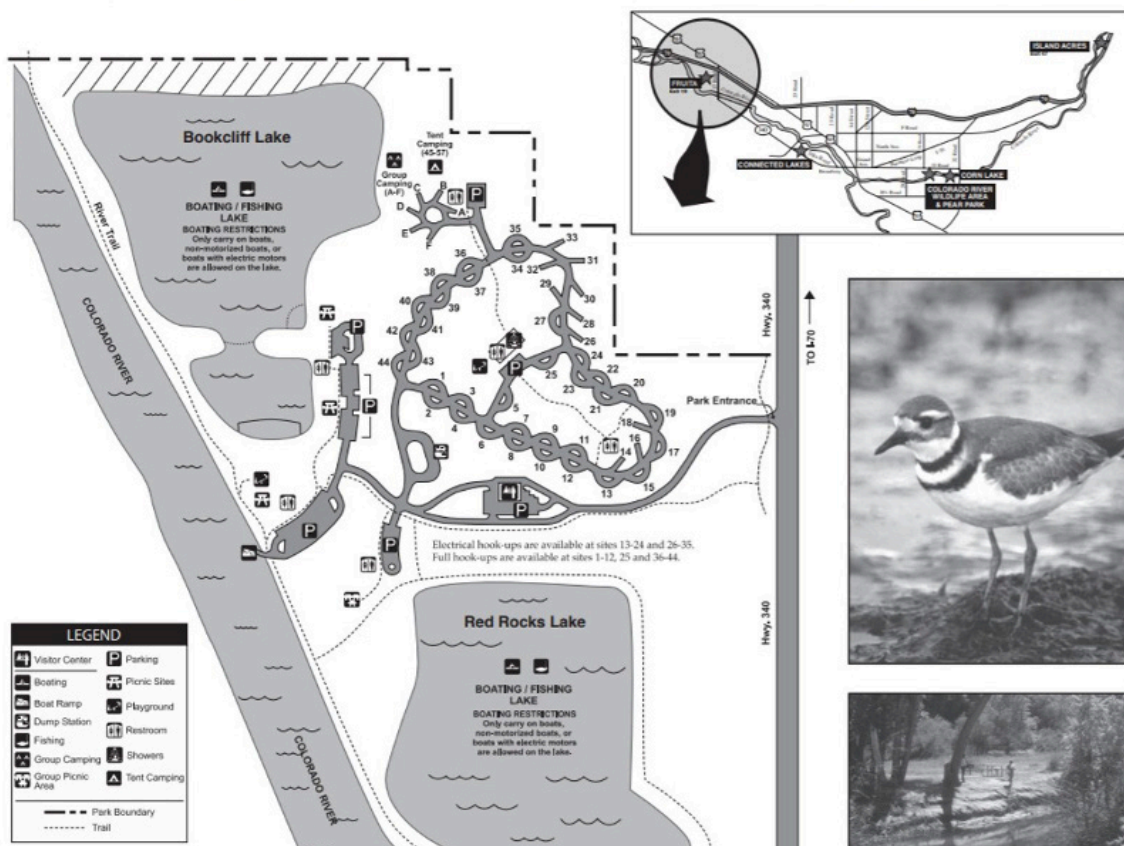
The abundance of federal public land and world-class recreational opportunities surrounding Fruita help create an international draw for recreationalists from around the world. The Colorado National Monument and the BLM McInnis Canyons NCA provide natural landscapes that attract recreationalists who enjoy hiking, biking, and nature viewing, among other things. The City of Fruita recognizes the critical role these lands have and recognizes the tremendous benefits they bestow on the city. The role of these federal lands in the community are critical and clearly help supplement the parks needs of the community.

These numerous other public recreational resources available to residents and visitors have helped give Fruita the natural resource recreation playground reputation it has today. These resources include the James M. Robb Colorado River State Park, the Colorado National Monument, the BLM McInnis Canyons NCA, the BLM Rabbit Valley, and the BLM North Fruita Desert. The City of Fruita should maintain an active partnership and even be a lead partner in the development of recreation opportunities on nearby lands managed by federal agencies.

James M. Robb Colorado River State Park

The James M. Robb Colorado River State Park is one park split into five sections. The Fruita section lies on the west end, followed by Connected Lakes, the Colorado River Wildlife Area, Corn Lake, and Island Acres sections moving east. The Fruita section (the only section within the City of Fruita) is open year-round for camping and day use activities. This state park is a great asset to the community and is enjoyed by Grand Valley residents and tourists alike, as it is the first state park travelers can visit coming from the west into Colorado on I-70. With magnificent views of both Colorado National Monument and the Book Cliffs area, the Fruita section is open year-round and provides camping facilities, lake fishing, swimming, boating, picnic sites, seasonal birding, a multi-use off-street trail along the Colorado River, boat launch, and a large visitor center. The Fruita section has a concrete trail linking the park with the newest sections of the Riverfront Trail, traveling north to Fruita and west towards Loma. Fruita also has a one-mile gravel trail around Red Rocks Lake.

Figure 25: James M. Robb - Colorado River State Park



Source: <https://cpw.state.co.us/placestogo/parks/JamesMRobbColoradoRiver/Documents/JMR-CORiverBrochure.pdf>

Colorado National Monument

Colorado National Monument is located south of Fruita and west of Grand Junction, lying almost parallel to I-70. A winding road connects through the park from Fruita to Grand Junction and is often used for road bicycling and running competitions. The monument preserves 32 square miles of incredibly scenic canyons, rock formations, and mesas, and it provides a variety of activities for a wide range of people. Facilities include a visitor center, day use areas, campgrounds, and numerous trails. Common activities in the park include scenic driving, nature/wildlife viewing, photography, hiking, horseback riding, picnicking, road cycling, and rock climbing. The park also hosts a variety of interpretive activities for families and kids.

BLM - McInnis Canyons National Conservation Area

The BLM manages the McInnis Canyons National Conservation Area (NCA), which is located adjacent to the southwest part of the city. McInnis Canyons contains many nationally significant resources, including outstanding scenery, cultural and paleontological values, naturalness, recreation values, wildlife, and geologic and scientific values. McInnis Canyons encompasses a diverse landscape ranging from salt bush desert to the deep canyons of the Black Ridge Canyons Wilderness. This landscape supports an equally diverse range of uses, including boating on the Colorado River; big-game hunting for mule deer, elk, mountain lion, and waterfowl; off-highway vehicle (OHV) use in Rabbit Valley; domestic livestock grazing; fossil viewing; sightseeing; wildlife photography; hiking; horseback riding; dispersed camping; as well as the internationally known Mary's Loop Trail and the Kokopelli Trail.

Table 5: 2020 McInnis Canyons Front Country Visitation Counts

2020 McInnis Canyons Front Country Visitation Counts	
Devils Canyon Trailhead	34,290
Fruita Paleo Area Trailhead	11,037
Pollock Bench Trailhead	26,001
Dinosaur Hill Trailhead	27,261
Opall Hill Trailhead	2,743
Opall Hill Equestrian Trailhead	2,743
TOTAL	104075

Source: Bureau of Land Management, Grand Junction Field Office

The Fruita Front Country provides opportunities for visitors to enjoy easy urban access to back country settings on foot or by horse. This area of the NCA transitions from the urban, Fruita area setting of Devil's Canyon (within Fruita city limits) into a progressively more remote backcountry experience deeper inside the Black Ridge Canyons Wilderness.

BLM - Rabbit Valley Motorized Area

Located in the McInnis Canyons NCA, the primary activities at Rabbit Valley are motorcycle and all-terrain vehicle (ATV) riding, and camping, while there are also opportunities for mountain biking. Western Rim Trail and Rabbit Valley 2 Trail are the two trails within this area. There are three campgrounds: Joufflas, Castle Rocks, and Knowles Overlook. BLM has finalized a plan to expand camping in Rabbit Valley and will construct new campgrounds and expand existing campgrounds.

BLM - North Fruita Desert

North Fruita Desert is located approximately eight miles north of the City of Fruita. North Fruita Desert offers a wide range of recreational opportunities, including a large and diverse trail system that is a

popular destination for mountain biking and OHV use. The area’s close proximity to the community of Fruita makes the North Fruita Desert an increasingly valuable resource for dispersed recreation opportunities. The area has traditionally been used by residents of Mesa County, but in recent years has experienced increased visitation from visitors from both Colorado and out of state as recreational opportunities in the region are becoming increasingly popular. *North Fruita Desert Trails Master Plan* provides actions for enhancing and sustaining recreational opportunities for the trail system about seven miles north of Fruita along the base of the Bookcliffs within the 11,600 acres of land managed by BLM in the North Fruita Desert.

Indoor Recreation Facilities

Indoor facilities were also inventoried and cataloged based on the following table. Currently, Fruita has two indoor facilities. It should be noted that Dinosaur Journey Museum is a City-owned facility, but is leased to Museums of Western Colorado.

Table 6: FPR Indoor Facility Locations and Components

LOCATION	Aquatics, Lap Pool	Aquatics, Leisure Pool	Aquatics, Therapy Pool	Auditorium/Theater	Childcare/Preschool	Educational Experience	Fitness/Dance	Food- Vending	Gallery/Exhibit	Kitchen - Kitchenette	Lobby/ Entryway	Multipurpose Room	Patio/outdoor seating	Retail/Pro-Shop	Specialty Training	Sport Court	Track, Indoor	Weight/Cardio Equipment
Dinosaur Journey Museum				1		1												
Fruita Community Center	1	1	1		1	1	1	1	1	1	1	3	1	1	1	1	1	1

FRUITA COMMUNITY CENTER

The 55,000 square feet Fruita Community Center (FCC) is the region’s only public recreational facility and services not only City of Fruita residents, but also patrons from the surrounding area – Loma, Mack, Redlands, and Grand Junction. FCC enhances and improves the quantity and quality of programs, activities and numerous special events. The center consists of the following components: senior center, indoor leisure/lap pool, outdoor pool, small fitness and wellness areas, fitness studio, multi-purpose meeting rooms, catering kitchen, one and half court gymnasium, child sitting, staff offices, lobby space, and landscape and parking lot areas. Mesa County Public Library also has a branch library in the FCC. The community center is available for drop-in use and has space programmed for classes and activities. The facility has rooms available for rent by the community for birthday parties, classes, meetings, weddings, and other community events. Since its opening in 2011, pass rates have increased once.

The Community Center is managed based on the following principle: provide a safe, clean, and customer service-oriented atmosphere for its patrons and the general public. The success of the Fruita Community Center is clear. In 2019, there was an average of 16,400 visits per month. Multi-purpose rooms are often booked at maximum capacity for use either by private individuals or groups for meetings and events, or they are utilized as overflow programming spaces for FPR activities such as fitness and wellness classes, Dinomites Summer Camp, and Senior Potluck.

CITY OPERATIONAL FACILITIES

Two City of Fruita properties were included in the inventory process. These are:

- Fruita City Shops at 900 Kiefer Ave are 4.8 acres
- Fruita Chamber of Commerce, at 432 E Aspen St. is .3 acres

While these two facilities are important to include for operational impact purposes, they do not offer any recreation opportunities so were not included in the level of service analysis.

8. Current Levels of Service

Level of Service (LOS) measurements evaluate how parks, open spaces, and facilities in Fruita serve the community. They may be used to benchmark current conditions and to direct future planning efforts.

Why Look at Level of Service?

LOS describes how a recreation system provides residents' access to recreational assets and amenities. It indicates the ability of people to connect with nature and pursue active lifestyles. It can have implications for health and wellness, the local economy, and the quality of life. Further, LOS for a park and recreation system tends to reflect community values. It is often representative of people's connection to their communities and lifestyles focused on outdoor recreation and healthy living.

An analytical technique known as GRASP® (Geo-Referenced Amenities Standard Process) was used to analyze Level of Service provided by assets in Fruita. This proprietary process, used exclusively by GreenPlay, is considered the "gold standard" for this type of analysis which yield analytical maps and data that may be used to examine access to recreation across a study area. A detailed history and description of GRASP® Methodology may be found in **Appendix B**.

GRASP® Analysis

GRASP® (Geo-referenced Amenities Standards Process) has been applied in many communities across the country to evaluate LOS for park and recreation systems. With GRASP®, information from the inventory, combined with Geographic Information Systems (GIS) software, produces analytic maps and data that show the quality and distribution of park and recreation services across the City.

Perspectives

Perspectives are analysis maps and data produced using the GRASP® methodology. Each analysis shows service across the study area. Data analysis also incorporates statistics, diagrams, tables, and charts that provide benchmarks or insights useful in determining community success in delivering services. Find further discussion on perspectives and other GRASP® terminology in **Appendix B**.

The LOS offered by a park or other feature is a function of two main variables: what is available at a specific location and how easy it is for a user to get to it. The inventory performed with the GRASP®-IT tool provides a detailed accounting of what is available at any given location, and GIS analysis uses the data to measure its accessibility to residents. People use a variety of ways to reach a recreation destination: on foot, on a bike, in a car, via public transportation, or some combination. In GRASP® Perspectives, this variability is accounted for by analyzing multiple travel distances (referred to as catchment areas). These service areas produce two distinct types of perspectives for examining the park system:

1. Neighborhood Access
2. Walkable Access

GRASP® Perspectives

GRASP® Perspectives maps evaluate LOS throughout an area from various points of view. These maps reveal gaps in service and provide a metric to use in understanding a recreation system. However, it is not necessarily beneficial for all parts of the community to score equally in the analyses. The desired LOS for a location depends on the type of service being provided, the characteristics of the site, and other factors such as community need, population growth forecasts, and land use issues. For example, commercial, institutional, and industrial areas might reasonably have lower Levels of Service for parks and recreation opportunities than residential areas. In general, GRASP® Perspectives maps focus attention on gap areas.

Perspectives can determine if current LOS is appropriate when used in conjunction with other assessment tools such as needs assessment surveys and a public input process. Future planning efforts can use existing LOS data when reviewing new parkland requirements in developing neighborhoods or different LOS expectations can be established in an effort to increase LOS.

A **neighborhood access perspective** uses a travel distance of one mile to the inventory and is assumed to be a suitable distance for a bike ride or short drive in a car, or perhaps a longer walk. This catchment captures users traveling from home or elsewhere to a park or facility by way of a bike, bus, or automobile.

A **walkable access perspective** uses a shorter catchment distance intended to capture users within a ten-minute walk or ½ mile. This is in-step with the Trust for Public Lands 10-Minute Walk Campaign.

For each perspective, combining the service area for each component, including the assigned GRASP® value into one overlay, creates a shaded map representing the cumulative value of all features. GRASP® LOS perspectives use overlapping catchment areas to yield a “heat map” that provides a measurement of LOS for any location within a study area. Orange shades represent the variation in LOS values across the map.

Figure 26: GRASP® LOS perspectives



Assumptions

1. Proximity relates to access. A feature within a specified distance of a given location is considered “accessible” from that location.” “Access” in this analysis does not refer to access as defined in the Americans with Disabilities Act (ADA).
2. Neighborhood access relates to one-mile proximity, a reasonable distance for a drive in a car, or by bicycle.
3. Walkable access relates to ½-mile proximity, a reasonable ten-minute walk.
4. Walkable access is affected by barriers, obstacles to free, and comfortable foot travel.
5. The LOS value of a map point is the cumulative value of all features accessible at that location.

Neighborhood Access to Outdoor Recreation

A series of “heat maps” were created to examine neighborhood access to recreation opportunities. Darker gradient areas on the **Figure 27** indicate where there are more and higher quality recreation assets available based on a one-mile service area. In general, these figures also show that Fruita has an excellent distribution of parks and facilities, especially as it relates to current residential development.

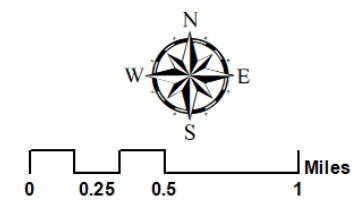
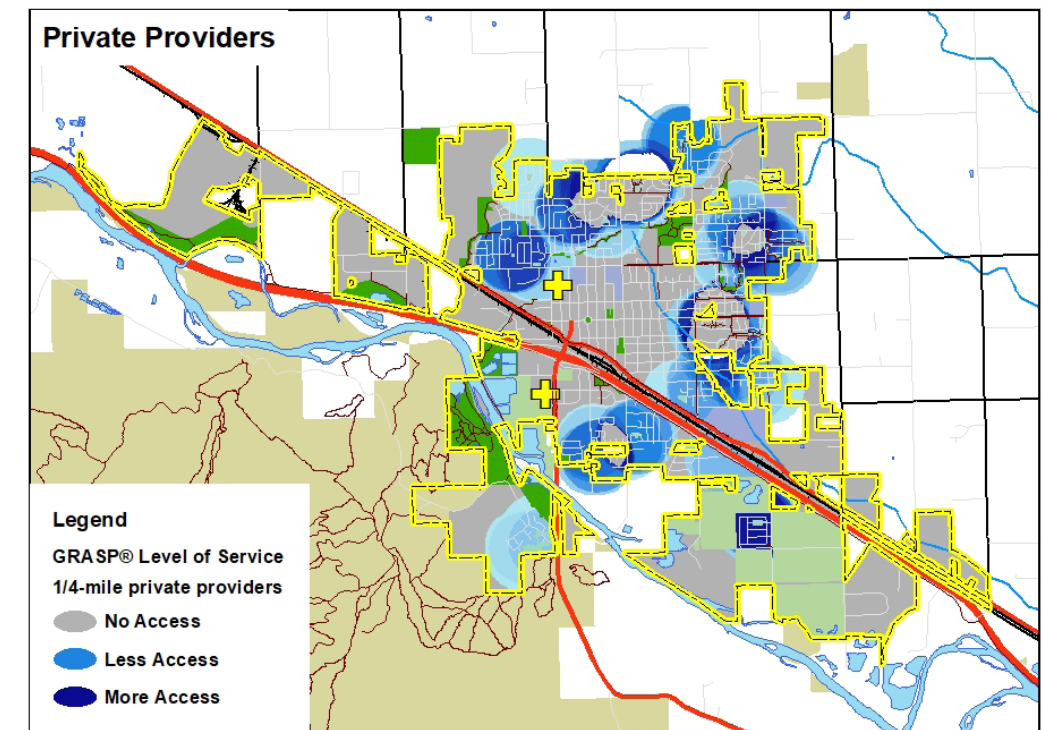
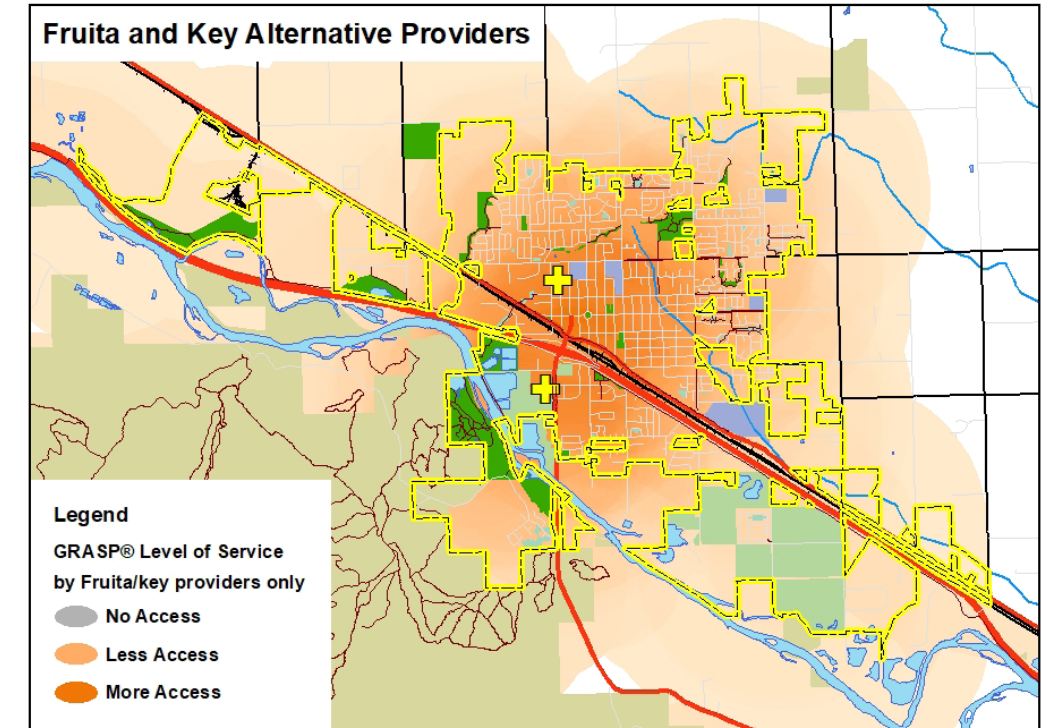
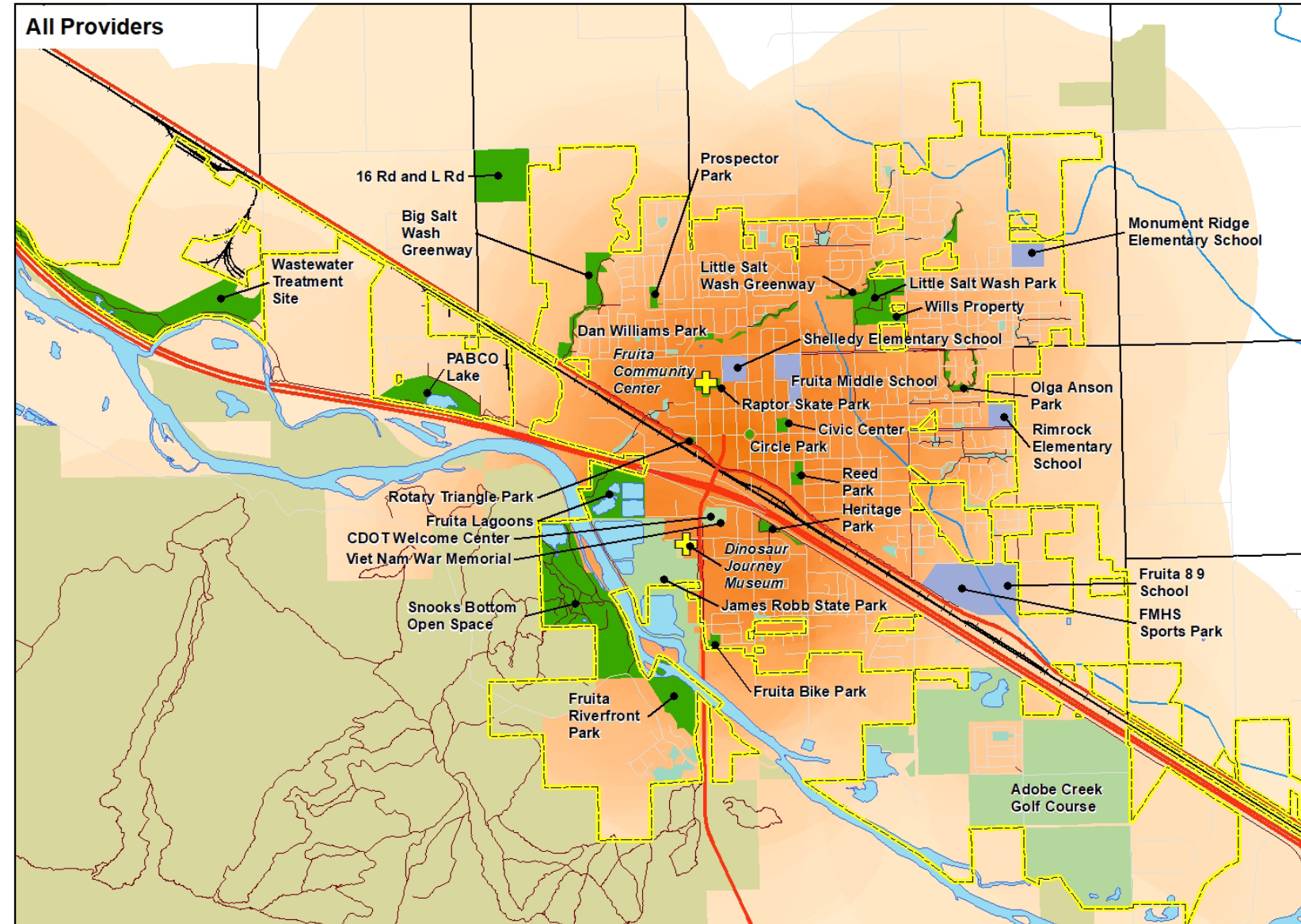
Gray areas indicate that recreation opportunities do exist but are beyond a one-mile service area. The analysis shows a progression from all providers in the main map window to only Fruita and key providers such as schools and the state park in the upper right-hand pane. The third window shows the LOS provided by private HOA parks with a blue gradient. This LOS analysis reveals that Fruita has, in the past, invested in a park development and LOS model, which has led to the abundance of neighborhood parks.

Figure 27: Fruita Neighborhood Access to Outdoor Recreation



Neighborhood Access to Outdoor Recreation

Fruita, CO



- Legend**
- GRASP® Level of Service Range: 0 - 577
- No Service within 1-mile
 - Less Access
 - More Access
- Indoor Facility
 - Existing Trail
 - Canals and Streams
 - Interstate and Highways
 - Major Roads
 - Other Roads
 - Railroad
- Fruita Outdoor Recreation Location
 - Other Key Provider
 - School
 - Private Provider Location
 - River and Lakes
 - Other Federal and State Lands
 - FruitaCityLimits

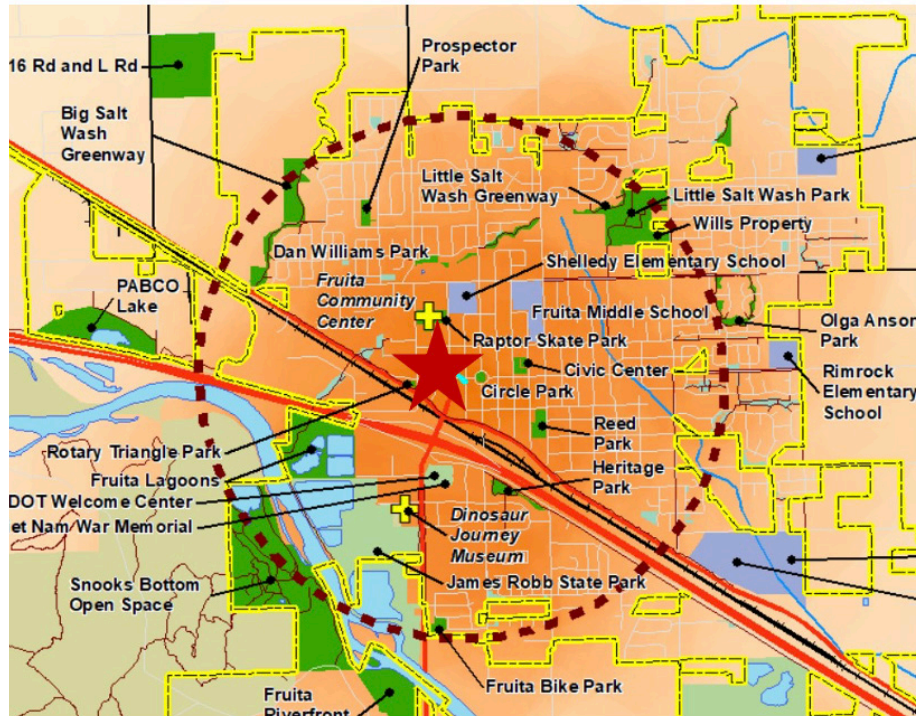
Map Produced For Fruita, CO - By The GRASP® Team
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An area of higher concentration is notable in the middle of Fruita. As an example, the dashed red line indicates a one-mile radius from the high-value area just west of Circle Park. A red star indicates the most significant GRASP® value area (577).

Figure 28: Highest Value Area



From the red star, a resident has access to 159 outdoor recreation components in 21 different parks or locations. Many city trails are also accessible from this location. Also, 27 private park components in 15 HOA parks fall within a one mile of this point.

Walkable Access to Recreation

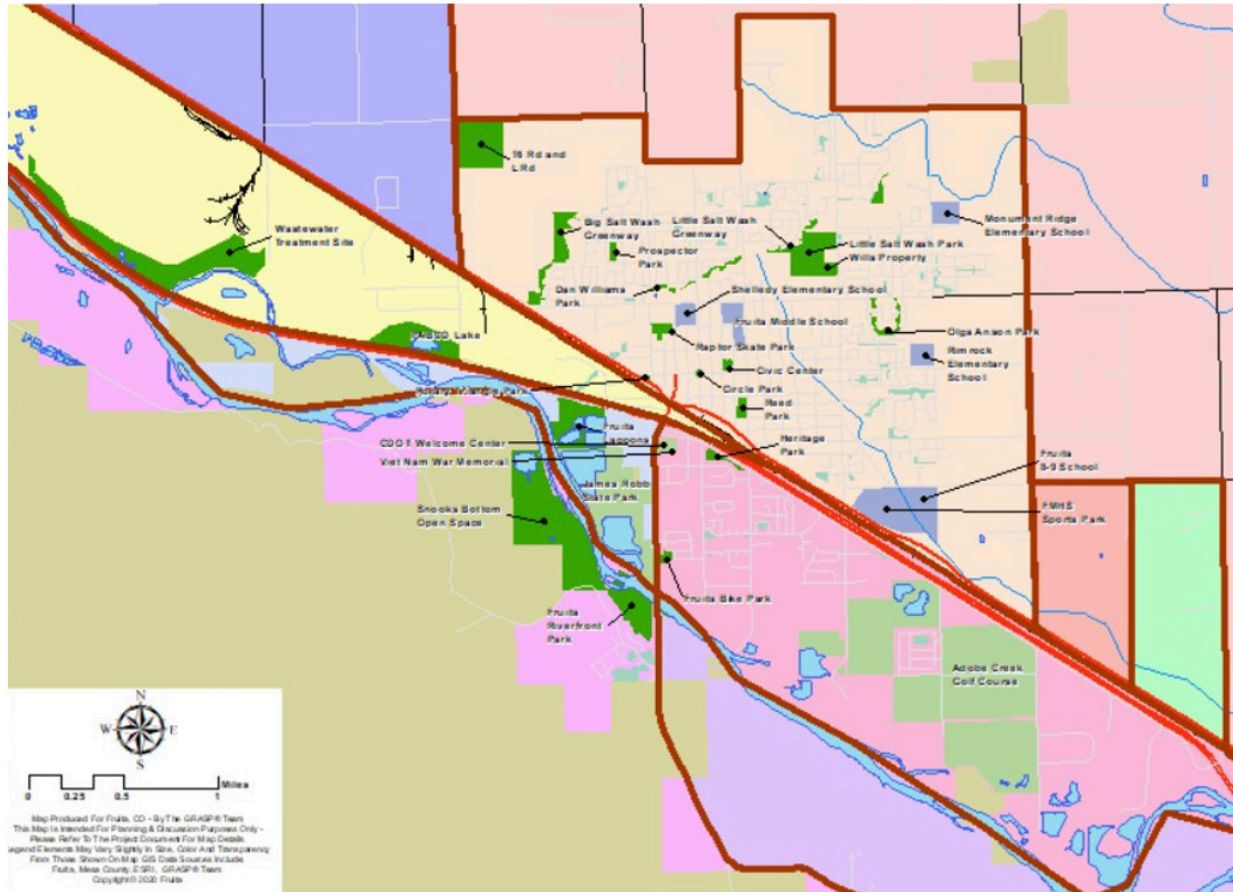
Walkability analysis measures access to recreation by walking. One-half mile catchment radii have been placed around each component and shaded according to the GRASP® score. Scores are doubled within this catchment to reflect the added value of walkable proximity, allowing direct comparisons between neighborhood access and walkable access.

PEDESTRIAN BARRIERS

Environmental barriers can limit walkability. The LOS in this analysis has been “cut-off” by identified barriers where applicable. Pedestrian barriers in Fruita, such as major streets, highways, and rivers, significantly impact the analysis. Zones created by identified barriers, displayed as dark red lines, serve as discrete areas that are accessible without crossing a major street or another obstacle. Green parcels in **Figure 29** represent parks and open space; purple plots indicate schools.

Walkability is a measure of how user-friendly an area is to people traveling on foot and benefits a community in many ways related to public health, social equity, and the local economy. Many factors influence walkability including the quality of footpaths, sidewalks or other pedestrian rights-of-way, traffic and road conditions, land use patterns, and public safety considerations among others.

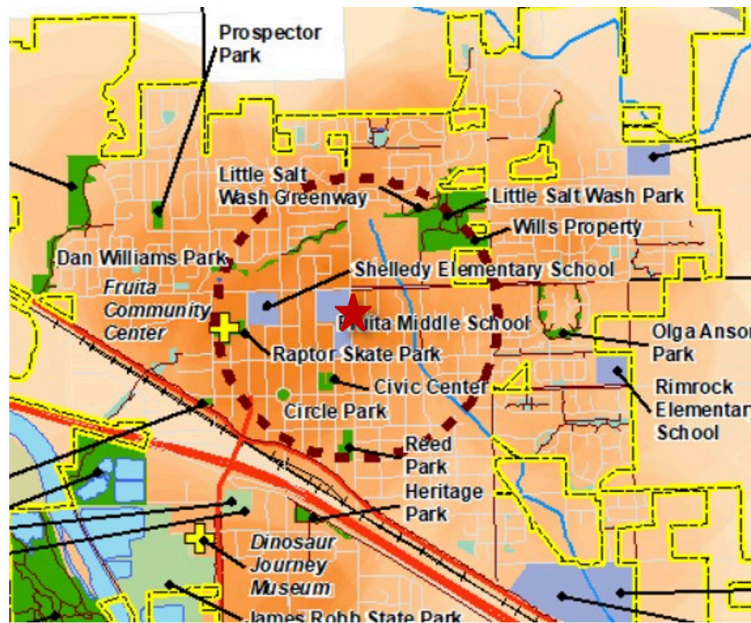
Figure 29: Walkability Barriers



LOS Additional Observations

Areas of higher concentration are notable within the central part of Fruita with the highest value near Fruita Middle School. The red star indicates the maximum GRASP® value area (362) in the Figure below. From the red star, a resident has access to 50 outdoor recreation components located in nine parks, the Fruita Community Center, two schools, and many trails.

Figure 30: Maximum Value Location



The following table shows the statistical information derived from perspective *Walkable Access to Recreation* analysis.

Table 7: Statistics for Maximum Value Location (Figure 33)

	A	B	C	D
	Percent of Total with LOS	GRASP® Value Range	Average LOS per Acre Served	Avg. LOS Per Acre / Population per acre
Fruita	96%	0 to 352	109	42

The numbers in each column are derived as described in neighborhood access. The GRASP® Index does not apply to the walkability analysis. The LOS value for a person who must walk to assets is about half (109 v. 223) of that for someone who can drive for areas that have some access to recreation opportunities.

The orange shading in the maps allowed for a quick understanding of LOS distribution across the City. Showing where LOS is adequate or inadequate is an advantage of using GIS analysis. An appropriate LOS for Fruita residents was determined by looking at the current LOS provided by neighborhood parks given the assessment data.



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Table 8: Neighborhood and Pocket Park Averages and Target Score Calculation

Location	GIS Acres	Ownership	Neighborhood GRASP® Score	Current Classification	Basketball Court	Basketball, Practice	Fitness Course	Horseshoe Court	Loop Walk	Open Turf	Passive Node	Playground, Local	Public Art	Shelter, Large	Shelter, Small	Skate Park	Trailhead	Water, Open	Total Components in Park	Total Unique Components in Park
Circle Park	0.8	Fruita	19.2	Pocket Park, Publicly Owned							4		1		1				6	3
Dan Williams Park	1.3	Fruita	16.8	Pocket Park, Publicly Owned				2		1								1	4	3
Heritage Park	3.5	Fruita	28.8	Neighborhood Parks		1				2		1			1		1		6	5
Olga Anson Park	5.4	Fruita	24.2	Neighborhood Parks			1		1	1		1			1				5	5
Orr Park	1.0	Fruita	3.6	Pocket Park, Publicly Owned												1			1	1
Prospector Park	2.4	Fruita	19.8	Neighborhood Parks					1	1		1			1				4	4
Reed Park	3.3	Fruita	24	Neighborhood Parks	1			5		1		1		1					9	5
Rotary Triangle Park	0.4	Fruita	4.4	Pocket Park, Publicly Owned						1									1	1
Totals:	2.3		19.6		1	1	1	7	2	7	4	4	1	1	4	1	1	1	4.5	3
% of Parks with Component					14%	14%	14%	29%	29%	86%	14%	57%	14%	14%	57%	14%	14%	14%		

Yellow shade indicates average

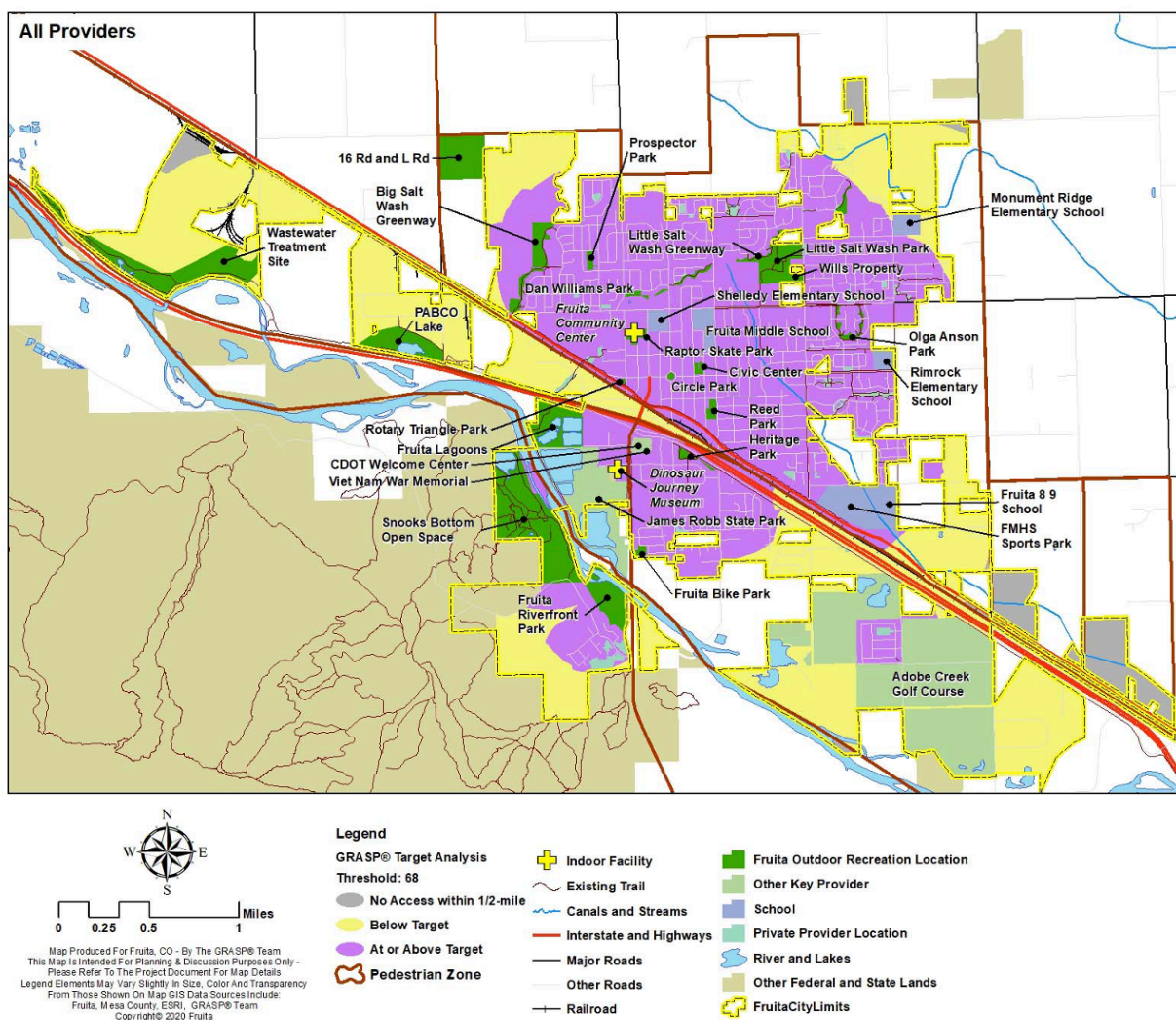


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Neighborhood Parks have between three and five unique components (except for Rotary Triangle Park and Orr Park which have only one component each). Open turf, a playground, small shelter, horseshoe courts, and loop walks are the most common amenities at Neighborhood Parks. These parks and components likely attract users from a walkable distance. The following maps bracket the LOS to areas that are below or above the **target score** for Fruita.

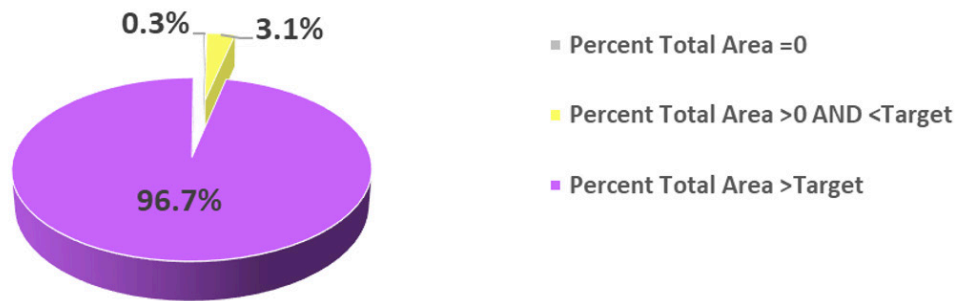
GIS analysis shows where LOS is above or below the threshold value. Purple areas indicated where walkable LOS values meet or exceed the target. Areas shown in yellow on the map are considered areas of opportunity. These are areas where land and assets are currently available but do not provide the target value. LOS values in these areas can be increased by enhancing the quantity and quality of features in existing parks without the need to acquire new lands or develop new parks. Another option is to address pedestrian barriers in areas where walkability is impacted.

Figure 31: Walkable Access Gap Identification



The chart in **Figure 32** displays LOS based on where people live. Using the walkable LOS data as compared to census data provided by Esri GIS data enrichment techniques, the analysis indicates that parks are generally well placed in or close to residential areas and capture a higher percentage of the population than land area. With over 96 percent of residents within walking distance of some outdoor recreation opportunities, Fruita is better positioned than the previous analysis indicated.

Figure 32: Percent of Population with Walkable Access to Outdoor Recreation Facilities



Other Types of LOS Analysis

GRASP® ACTIVE ANALYSIS

“The concept of parks and greenspace as policy elements with which governments promote the health and well-being of citizens emerged nearly 200 years ago. The importance of this function for parks has varied over the years. Still, recent concerns for public health has sparked heightened interest in the capacity of parks and other public green spaces within the built environment to encourage and facilitate healthy lifestyles. While there is ample evidence correlating greenspace with five dimensions of health, a decision was made to focus on the single dimension of physical health, particularly concerning physical activity” (Layton, 2016).

Building on the exploratory study, analysis in Fruita combines the GRASP® component-based level of service analysis explained in detail earlier in this document, with component energy expenditure. The overall goal of such study is to identify potential gaps in the current level of service based on equitable distribution across the system. Recent research has found evidence that “park proximity is associated with higher levels of park use and physical activity, particularly among youth.” (Active Living Research, 2010) Research also suggests that more parks and more park acreage correlate with higher physical activity levels.

Park Components, Physical Activity and Average Energy Expenditure Rankings

The contribution of individual features of physical activity varies. Cohen, et al. (2010)¹ found that gymnasiums and baseball fields were the busiest areas, while areas most frequently used were dog parks, walking paths, water features, and multipurpose fields. Building on this study, the North Carolina State Cooperative Extension Service (Floyd, et al., 2016)² provides a listing of features commonly found in parks and a rating of the total energy expenditure within each element by all participants. This list of features equates to the set of GRASP® components described earlier. Using the list and a simplified low, medium, and high rating for energy expenditure, each GRASP® component “has a relative value in terms of its effectiveness at generating physical activity within the population” (Layton, 2016).

Like the exploratory study, the metric applied in Fruita derived from the GRASP® inventory and with energy expenditure ratings. By assigning an energy expenditure rating to each component in the list and “applying the modifiers found at the site, it is possible to determine a total physical activity value for that site.” (Layton, 2016) Find a complete list of component definitions and their energy expenditure rating in **Appendix B**. The images to the right represent a few of the components and values as examples.

The value for each component and each site can serve a “variety of purposes. Comparing the performance of one site to another in terms of its contribution to physical health is an example. Assessing the total value of all sites within a community or park system, or evaluation of the distribution of assets across a jurisdiction are other examples. These examples may serve as important environmental justice considerations, especially if an equitable allocation of assets or the targeting of assets to populations of highest need or risk is a goal.” (Layton, 2016) Combining of GRASP® inventory scoring and the energy expenditure ratings will be referenced as GRASP®Active for the remainder of this document.

Similar to earlier park rankings, they can also be sorted based on their GRASP®Active values. In this case, Little Salt Wash Park ranks highest in GRASP®Active value. While James Robb State Park still ranks high overall, it is significantly less than its traditional GRASP® score.



1 Cohen, D.A., Marsh, T., Williamson, S., Derose, K.P., Martinez, H., Setodji, C., McKenzie, T. (2010). Parks and physical activity: Why are some parks used more than others? *Preventive Medicine* (50). S9-S12.

2 Floyd, M., Suau, L.J., Layton, R., Maddock, J.E., Bitsura-Meszáros, K. (2015). *Cost analysis for improving park facilities to promote park-based physical activity*. North Carolina Cooperative Extension.



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Table 9: GRASP® Active Park Rankings

Location	GRASP® Active Score/Rank	Location (cont)	GRASP® Active Score/Rank (cont)	Location (cont 2)	GRASP® Active Score/Rank (cont 2)
Little Salt Wash Park	96.0	Fruita Middle School	22.0	Holly Park A	4.4
James Robb State Park	86.4	Monument Ridge Elementary School	21.6	Liberty Glen	4.4
Olga Anson Park	44.0	Fruita Community Center	19.2	Elmwood Heights	4.4
Vintners Farm	39.6	Echo Canyon	17.6	Orchard Valley	4.4
Fruita Bike Park	38.4	Brandon Estates	17.6	River Glen	4.4
Heritage Park	38.4	The Queens	17.6	Cottonwoods	4.4
Snooks Bottom Open Space	36.0	Dan Williams Park	16.8	Monument Glen	4.4
Civic Center	36.0	Circle Park	14.4	Holly Park B	4.4
Reed Park	33.6	Big Salt Wash Greenway	13.2	Holly Park C	4.4
Adobe Falls Open Space	33.0	Stone Mountain	13.2	Raptor Skate Park	3.6
Shelley Elementary School	31.9	Fruita Riverfront Park	11.0	Kingsview Open Space	3.3
Prospector Park	30.8	Santa Ana	8.8	Elmwood Estates	2.2
Adobe Creek Golf Course	28.8	Viet Nam War Memorial	7.2	Fruita Lagoons	2.2
Windsor Park	28.8	Rimrock Elementary School	7.2	Legacy PUD A	2.2
FMHS Sports Park	27.5	Cottonwoods PUD	6.6	Little Salt Wash Greenway A	2.2
CDOT Welcome Center	26.0	Comstock	4.4	Grand Valley Estates	2.2
Fruita 8 9 School	22.8	Canterbury Park	4.4	Legacy PUD B	1.1
Orchard Valley West	22.0	Rotary Triangle Park	4.4		

Walkable Proximity to Active Parks

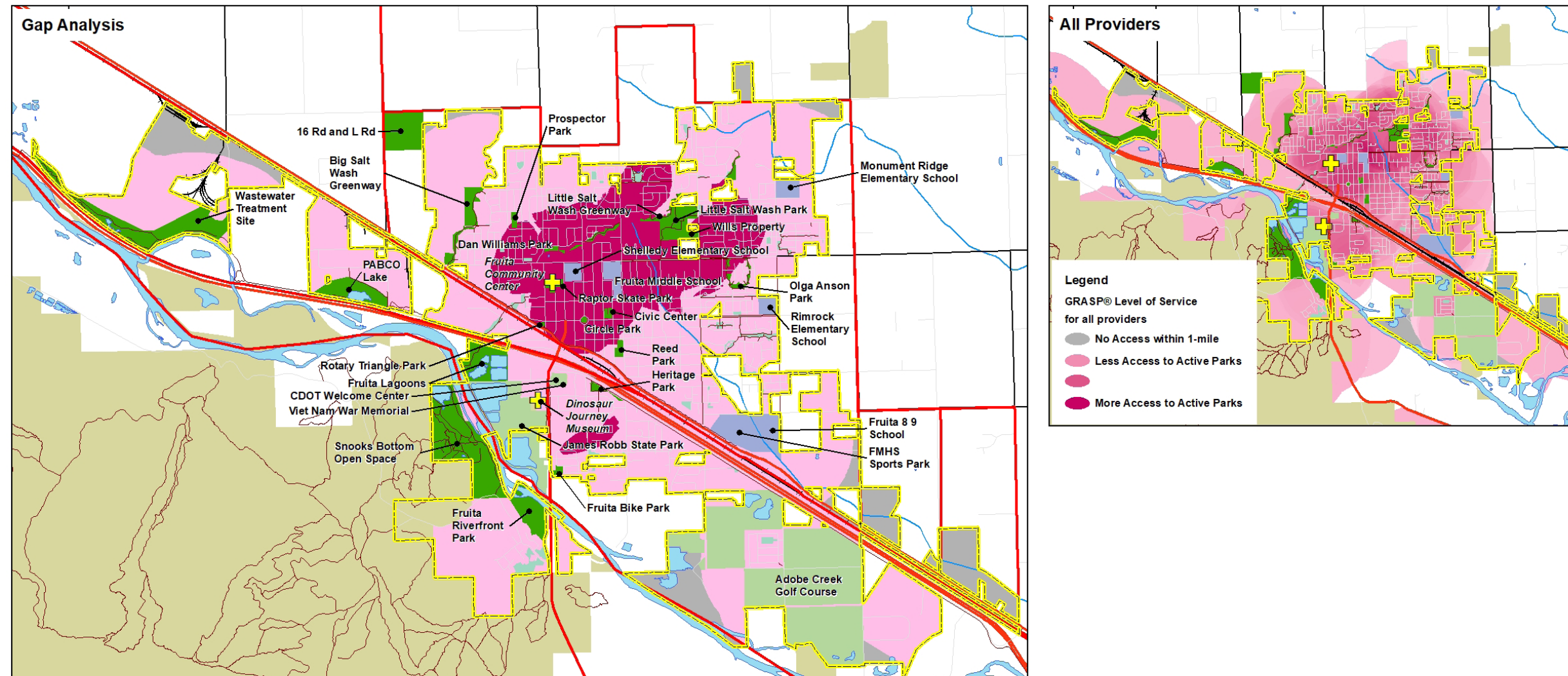
As previously described, a series of “heat maps” were created to examine walkable access to active recreation. This type of map showed areas of greater quantity or quality of more active components available in a walkable service area. The larger map brackets the analysis into areas that meet the target value, areas below the target value, and areas without service. Areas of higher concentration are notable in the central part of the City, where numerous developed parks and facilities exist.

Figure 33: Walkable Proximity to Active Parks

Walkable Access to Active Park Components



Fruita, CO

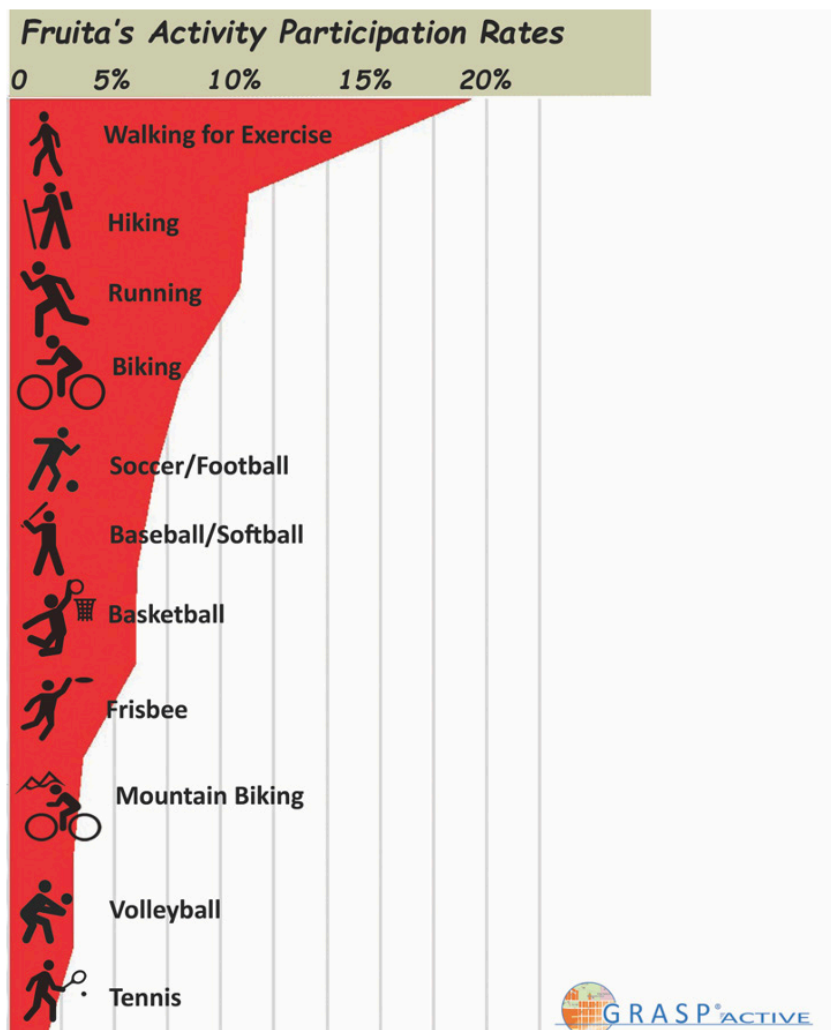


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 From Those Shown On Map GIS Data Sources Include:
 Fruita, Mesa County, ESRI, GRASP® Team
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GRASP®Active Findings

While the previous analysis and data concentrated on parks assets provided by City, it is also informative to look at how residents participate in activities associated with park and recreation assets. Using data enrichment made available by Esri, a data-rich mapping software, overall activity participation rates for ten common activities often related to parks were determined. The following graphic represents total participation rates by Fruita residents for each activity. Walking for exercise had the highest participation rate at about 17 percent of residents. Tennis had the lowest participation rate at about 1.4 percent.

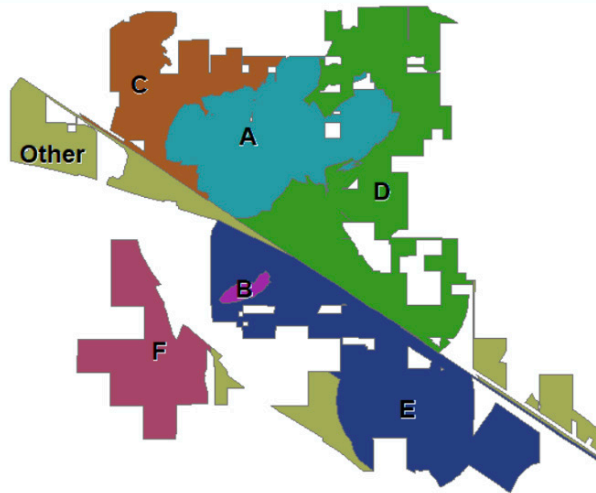
Figure 34: Fruita Baseline Participation Rates for Common Activities



In Fruita, walking for exercise rates are lower than the national average; however, hiking, running, and biking are higher on average.

Using subareas associated with areas that meet the target, fall below the target, and areas without service, comparisons of participation rates were made for each of these areas to overall city participation rates. The following image identified these areas by color and labeling. Areas with 20 or fewer residents are not part of the table and have been labeled as “other” on **Figure 35**.

Figure 35: Participation Subareas



Three subareas (C, E, and F) that fell below the target for access to active parks exceeded the City averages in over 80% of the activities. Subarea A, which had the best access to active parks, only exceeded the average in over 80% of the activities. Subarea D, which has the second-highest total population, had the lowest participation (18%) of all subareas.

Table 10: Comparison of Subarea Participation Rates to Fruita Total Participation Rates

	City of Fruita	A	B	C	D	E	F
2019 Total Population	13,776	5064	116	1896	4778	1647	223
% Baseball/softball	4.8%	4.9%	5.2%	5.1%	4.6%	5.0%	4.0%
% Basketball	4.8%	4.5%	6.9%	4.6%	4.6%	5.9%	6.7%
% Mtn Bike	2.5%	2.3%	2.6%	2.4%	2.5%	2.6%	5.4%
% Bike	6.5%	6.5%	6.9%	6.8%	6.4%	6.6%	6.7%
% Football/Softball	5.5%	5.3%	5.2%	5.5%	5.6%	5.6%	5.8%
% Frisbee	2.8%	3.0%	1.7%	3.2%	2.7%	2.3%	1.8%
% Hike	9.0%	9.1%	9.5%	9.5%	8.6%	9.0%	15.2%
% Jog	8.7%	8.6%	9.5%	8.9%	8.6%	8.7%	11.7%
% Tennis	1.4%	1.3%	1.7%	1.4%	1.2%	1.6%	3.1%
% Volleyball	2.5%	2.6%	2.6%	2.7%	2.2%	2.4%	3.1%
% Walk	17.4%	18.1%	17.2%	18.9%	15.7%	17.4%	23.3%
		55%	73%	82%	18%	82%	82%

Other factors that may influence participation may be demographics of the subareas. The GRASP® Active analysis looked at several different demographic profiles of the identified areas as well. There is no clear correlation between participation in the above activities and median age, average household income, or racial diversity.



D. KEY THEMES AND RECOMMENDATIONS

1. Parklands and Facilities Infrastructure and Improvements Recommendations
2. Recreation Programs and Special Events
3. Organizational Improvements

Community input and analysis of FPR’s operations and facilities led to the development of several themes. As such, these themes directly tie to the PHROST Master Plan goals and recommendations as they represent the collective community vision for parks and recreation in the future.

Figure 36: Key Themes



Accomplishing these ideas in the face of growth will be challenging. Moving forward, it will be important that FPR prepare itself so it can provide well-maintained public recreation facilities. Equally important will be the Department’s ability to provide adequate levels of access to traditional and outdoor recreation programming. Protecting lands with valuable natural resources and operating using best practices will also be key as the City faces increased demand for services and facilities.

This section describes specific capital projects including improvements, acquisitions, and planning efforts which have been identified through the planning process. Additionally, recommendations on FPR’s recreation program portfolio and potential health initiatives are detailed. Recommendations relating to the organization and to operations are also outlined. Collectively, these descriptions are intended to support the goals, policies and actions found in *Chapter E, Progressing Play – an Action Plan*.

1. Parklands and Facilities, Infrastructure, and Improvements Recommendations

This section describes parkland and facility infrastructure projects and improvements which, when accomplished, will provide the spaces necessary for Fruita area residents to engage in healthy activities. High priority projects should be commenced and/or completed in the next 1-3 years. Medium priority projects should begin and/or be completed within 4-6 years; low priority projects should be started and/or completed within the next 7+ years.

Parks

Based on LOS guidelines, current and projected park needs expected through 2030 are as follows:

Table 11: Current and Projected Park Needs through 2030

HIGH PRIORITY

Site	Improvements	Trigger	Capital Estimate	Estimated O&M Impact
Reed Park	Gathering space, open turf, skatepark, basketball courts, parking	Community need and LOS gap reduction	\$900,000 to \$1,000,000	Reduction in O&M
Little Salt Wash Park Expansion (Wills Property)	Parking, pickleball courts, edible garden, pathway, restrooms, storage facilities, irrigation pump station, additional open turf	LWCF easement requires action	\$1,000,000 to \$1,200,000	40,000 per year

Medium Priority

Site	Improvements	Trigger	Capital Estimate	Estimated O&M Impact
Lagoon Development Area (planning phase)	Plan for pavilion, parking, fieldhouse, with courts, infrastructure, off-leash dog park, synthetic turf fields	Community need, economic development, and public-private partnership opportunity	\$60,000 to \$75,000	None
Circle Park	Park Square pedestrian and landscape improvements	Safety is prioritized	\$2,600,000 to \$2,700,000	None
Civic Center Memorial Park	Infrastructure and landscape improvements (CCMP and Downtown Fruita MP)	Community and maintenance needs	\$550,000-600,000	Reductions in O&M

Fruita Community Center Expansion & Orr Park Renovation Feasibility Study	Further determine specific needs and possibilities for expansion of FCC to accommodate capacity needs	Service area of FCC between 25,000-30,000; annual visitor use consistently exceeds 175,000	\$50,000	-
Fruita Community Center Expansion & Orr Park Renovation Design & Construction	Expand for chemical & supply storage and pump room; add outdoor spray park, parking expansion	Feasibility Study demonstrates need	Dependent upon Feasibility Study and community input outcomes	Dependent upon improvements
Parkland acquisition in the City's southeast	Acreage for a large neighborhood or community park	Population growth exceeds 200 people in southeast area of the UDB	Dependent on market value	-
Design and construction of parkland in City's southeast	Public process for park development	Land is acquired	\$40,000 to \$60,000 for design, \$217,000/acre for development	\$140,000 to \$286,000 per year, depending on developed acreage

LOW PRIORITY

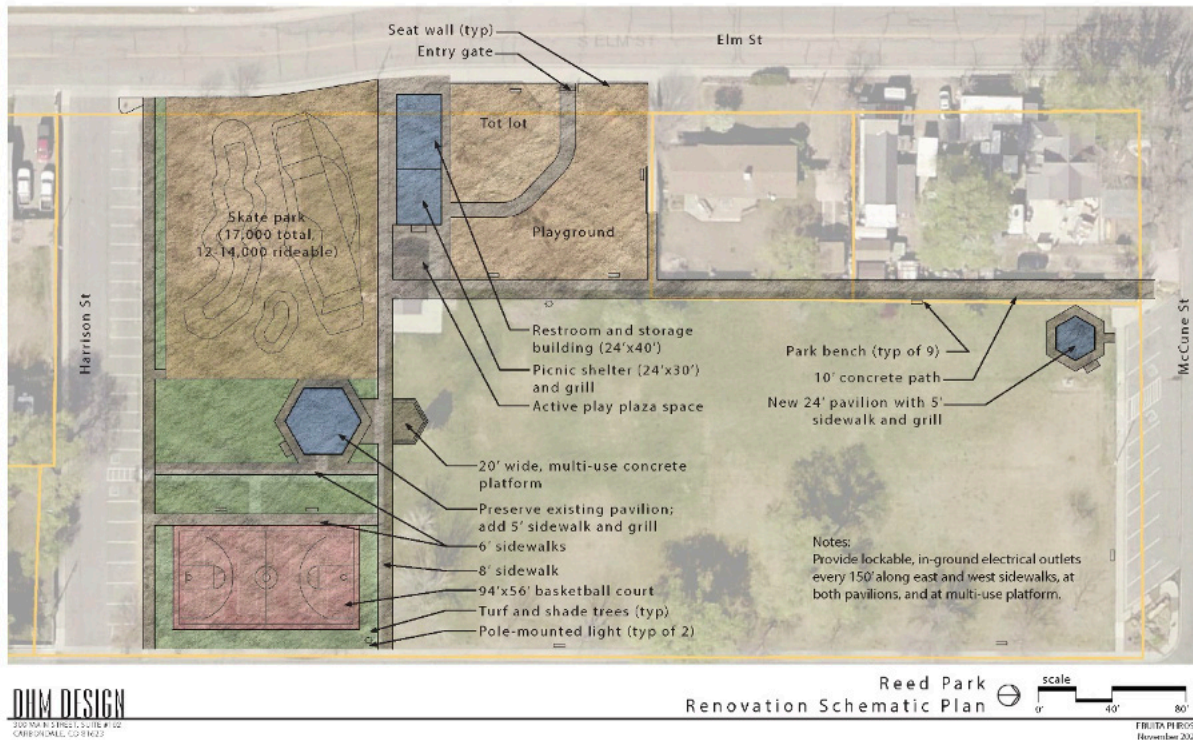
Site	Improvements	Trigger	Capital Estimate	Estimated O&M Impact
Lagoon Development Area (design and construction phase)	Infrastructure, off-leash dog park, synthetic turf/open turf, fieldhouse with courts, pavilion, parking	Community need and public-private partnership opportunity	\$6,156,000	\$180,000 per year but dependent upon partnership arrangement
16 Rd and L Rd (Etchart Park)	Sports complex; additional land may also be required	Growth in the northwest UDB and in the county's URR area	\$1.3 million/acre	\$290,000 per year

CONCEPT PLAN FOR REED PARK

The location of Reed Park and the aged condition of many of the existing amenities creates an opportunity for a valuable upgrade to the parks portfolio while keeping the overall organization of the park generally intact. Replacing the existing basketball court with a multi-use slab, maintaining the existing pavilion and improving it with new paving and a grill, replacing the playground with a modern and more accessible set of equipment and surfacing, and adding a small picnic pavilion at the north end of the park will bring the facility up to current standards and provide a high-quality park experience in the southeast downtown area while maintaining the flexibility of the park for downtown events. Additionally, Reed Park is an ideal location for a locally serving in-ground skate park. A prime location for the skatepark is at the southwest corner of the park, in proximity to the playground and picnic pavilion.

With a total area available of around 17,000 square feet, this location will support a skatepark facility of around 12,000 square feet of skate-able surface. Parking and stormwater management improvements should also be considered as design of this site is embarked upon with the community. Because of the many positive health, economic, and access impacts the renovation of this park will make, its renovation should be prioritized.

Figure 37: Reed Park Renovation Schematic Plan



LITTLE SALT WASH PARK EXPANSION CONCEPT

This park currently is home to four formal ball diamonds – including a competitive high-school baseball diamond – an open turf area for unprogrammed use, youth soccer, and T-ball, a nine-hole disc golf course, an informal trail network used for recreational off-road biking and cyclocross events, and a stretch of Little Salt Wash. Supporting facilities include bathrooms, shaded playgrounds, pavilions, and paved parking. The park is irrigated by a raw water system located at the northwest corner of the park. The ball fields were found to be well-maintained and adequate for supporting youth and high school programming at a high level of quality. The shade pavilions, covered playgrounds, trails, and restrooms support neighborhood-level family activities and event staging. The trail zone is a unique asset for passive/non-programmed recreational use and create a buffer zone between the heavy activity of the active park zone and the natural character of the wash.

Little Salt Wash Park is heavily programmed for organized sports and the existing parking capacity is exceeded routinely during these times of use. Parking often spills onto 18 Road and into the surrounding residential neighborhoods to the east. A gravel parking lot has been developed on the adjoining property to the south and has reduced parking capacity issues partially, and temporarily. The demand pressures on the flexible open turf space in the southwest corner of the park are increasing, with FPR flag football and youth soccer, Fruita Little League, and Fruita Monument High School using the space heavily. As growth occurs, the participation rates for each of these uses increases.

The recent acquisition of the Wills Property, 5+ acres at the southeast corner of the site, creates the opportunity to increase much needed parking, recreation, and operational capacity of the park. Connecting the existing parking lot to an expanded parking area and new access point to the park (aligned with Sunflower Avenue) will also reduce the traffic pressure on the existing park entry. A buffering zone between the new amenities and the inholding property will contain additional irrigation water storage and pumping infrastructure, while an expanded paved concourse and pavilion(s) will connect the existing entry plaza to the new park space. Pickleball courts, additional multi-purpose field space, a trail connection between 18 Rd and the west end of the parcel, and an edible, learning garden will also be added to the site addressing the proven need for permanent pickleball courts and opportunities for nutrition-based, hands-on outdoor experiences.

Figure 38: Little Salt Wash Park – Wills Property Extension Concept Plan



DHM DESIGN Little Salt Wash - Wills Property Expansion Concept Plan
PO BOX 111, 300 S. 1ST ST. CO. CARBONDALE, CO 81412 FRUITA PHIBOST November 2020

CONCEPT PLAN FOR LAGOON DEVELOPMENT AREA

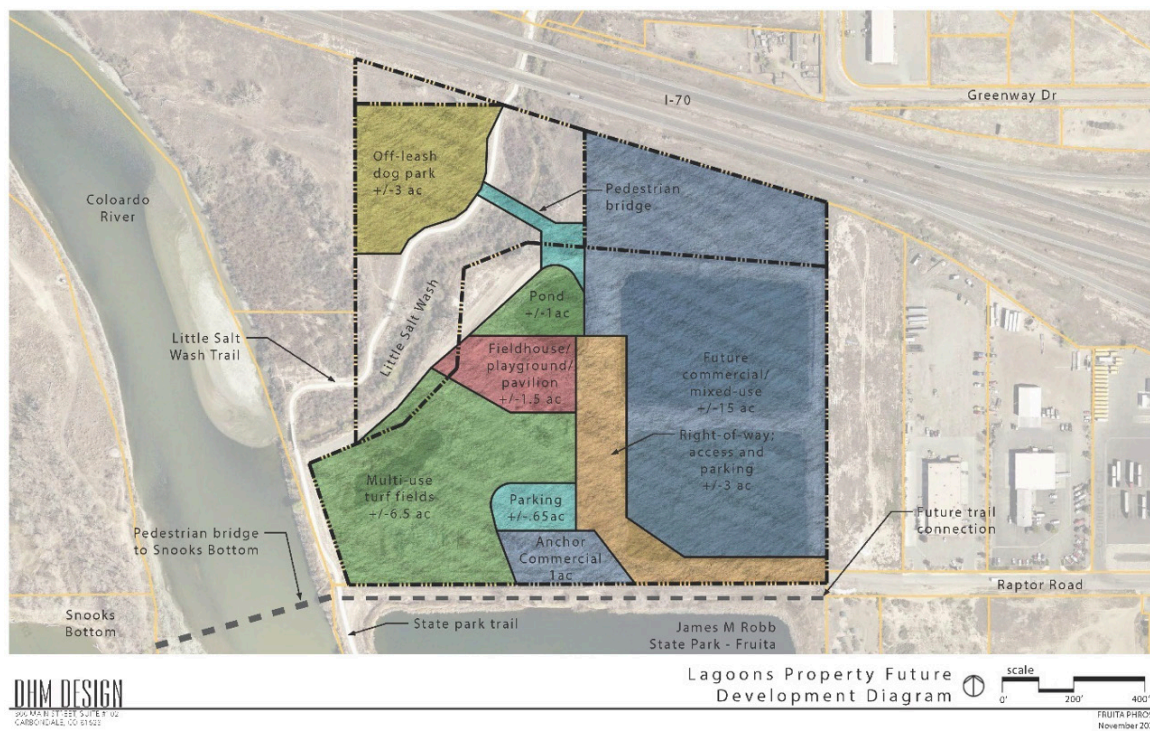
The overall concept plan developed in 2017 remains the basis for planning and evaluation of private partnership opportunities. The addition of this property to the City’s portfolio creates a new alignment opportunity to improve connections to properties south of the river. A pedestrian bridge across the Colorado River will create the western end of a trail loop connecting the Lagoons, Snooks Bottom Open Space, Riverfront Park, and the boat ramp along Hwy 340. Beyond the incredible programming opportunities, the property provides, views to the south of McInnis Canyons NCA and the Colorado National Monument, over the foreground of the Colorado River, are spectacular and unique in the City’s portfolio. This property is poised to establish Fruita as the premier “trailhead” destination in the Grand Valley.

The size and infrastructure costs of redeveloping this property will require a unique approach. This parcel will serve as a connector to the Snooks Bottom Open Space and can fulfill the community’s expressed need for a larger event venue, multi-purpose lawn space, river and trail access, off-leash dog park, and a field house/multi-use indoor facility. As the parcel is redeveloped, the dog park should move to

the northwest corner of the parcel, where more than two acres of space are available for a contained off-leash zone. A pedestrian bridge over the LSW will need to be constructed to connect the dog park to the parkland. This can be achieved with relatively low-cost irrigation, lawn, shade, and fencing improvements. The pond area, once redeveloped, will relieve pressure on Snooks Bottom Open Space related to water activity desires and introductory skill development programming for things like paddle boarding, kayak lessons, etc.

It is recommended that the City of Fruita pursue development of the parkland portion of the property and take the appropriate actions to lay the infrastructure needed. Ultimately, its development should include a fieldhouse and outdoor fields to address the needs for indoor gymnasium space and outdoor fields. Easy access to the dog park should be considered in the final designing phase of the property. It is recommended that the City seek possible partners within the medical sector as synergistic health and economic opportunities exist between cities and the medical industry.

Figure 39: Lagoon Development Area Development Diagram



FRUITA COMMUNITY CENTER EXPANSION & ORR PARK RENOVATION FEASIBILITY STUDY

Built in 2009, the Fruita Community Center (FCC) serves as the only public indoor recreation center in the region. According to the 2008 City of Fruita Community Recreation Center Feasibility Study Document Amendments, the building was designed to accommodate an average of 114,500 visitors annually. Annual visit data provided by FPR staff as part of this planning effort shows that in 2018 and 2019 annual visits numbered at 179,785 and 185,690 respectively. This is well-above the original capacity planned. Capacity issues and a desire for improved aquatic play and increased parking at FCC were purported by community members during public input sessions. Programs analyses also reveal a need for programmable space – gymnasium, fitness rooms, multi-purpose rooms for programs and activities, and aquatic space for therapeutic and adaptive partner program uses.

Adjacent to FCC is Orr Park where Raptor Skate Park is currently housed. This skate feature is in poor condition and should be removed from FPR’s inventory and a replacement in-ground, concrete skatepark

should be provided at Reed Park. In light of addressing these safety and community needs, Orr Park becomes an ideal site for fulfilling space-needs of FCC. Future facilities in the region are currently under consideration, which means any capital improvements should be measured so impacts on use at FCC can be measured. A feasibility study should be conducted to determine the best uses of the existing spaces and an expansion program.

IMPROVEMENTS TO LOW-SCORING COMPONENTS

To increase LOS the following park improvements can be made by FPR without major capital investments:

Prospector Park	Address ADA accessibility issues; add active park components
Fruita Bike Park	Finish parking lot as it is presently confusing to use; consider a pollinator garden
Civic Center Memorial Park	Allow turf recovery time between events
Riverfront Park	Investigate the potential for river access and boat ramp; leverage native plantings and preservation of riparian habitat
Dan Williams Park	Replace and add additional horseshoe pits; provide trail access, shelter, benches, and wayfinding signage; consider a pollinator garden and an outdoor court

Table 12 below shows assessment results from the Inventory Process, which is described in detail in **Appendix B**. This information supports the recommended improvements noted above.

Table 12: Low-Scoring Components at Park Sites

Location	Component	Quantity	Neighborhood Score	Community Score	Comments
Civic Center	Open Turf	1	1	1	Downtrodden
Dan Williams Park	Horseshoe Court	2	1	1	In need of update or repair
Olga Anson Park	Open Turf	1	1	1	Turf undulates and is not conducive to organized play.
Prospector Park	Playground, Local	1	1	1	No ADA accessibility
Orr Park	Skate Park	1	1	1	Raptor Skate Facility. Equipment has known issues and in need of removal.
Reed Park	Basketball Court	1	1	1	Faded paint and pickleball court. Surfacing in poor condition.
Reed Park	Playground, Local	1	1	1	Playground is dated.

Improvements to school properties should be discussed with D51 administration to align resources and priorities.

FUTURE PARK AND FACILITY CONSIDERATIONS

Not all future park and facility improvements and projects can be anticipated during a planning project such as this. Future needs can often be addressed as unique opportunities arise with partners such as D51. Some facility needs which may be addressed as the unanticipated opportunities come about include the provision of tennis courts, indoor gymnasium space, additional programming space, and an outdoor track. These have been identified as low-priority community needs but should not be discounted in the future should conditions allow for their development.

Open Space and Natural Areas

Based on the community’s current and projected open space needs, the following opportunities anticipated through 2030 are as follows:

Table 13: Needs and Opportunities Anticipated through 2030

Medium Priority

Site	Improvements	Trigger	Capital Estimate	Estimated O&M Impact
Snooks Bottom Open Space & Fruita Riverfront Park	Master Plan to determine appropriate uses, regulations, and improvements which should include a pedestrian bridge across the Colorado River to Lagoon Redevelopment Site	Visitation increases to sites causing irreparable damage to natural resources; user conflicts rise causing enforcement to respond frequently	\$40,000-50,000	Staff time
Mountain Properties	Community-informed vision	Staff time and budget	\$25,000 to \$35,000	-

Opportunity Projects

Site	Improvements	Trigger	Capital Estimate	Estimated O&M Impact
Corridors and parcels along waterways; parcels which preserve view corridors and valuable wildlife and plant habitat	Acquisition of lands that act as community buffers, view corridors, habitat corridors, etc.	As opportunities arise	-	Appx. \$350-500/acre

SNOOKS BOTTOM OPEN SPACE & FRUITA RIVERFRONT PARK MASTER PLANNING EFFORT

Both Snooks Bottom Open Space and Fruita Riverfront Park are well-positioned along the Colorado River and should be master planned so a long-term vision for the parcels can be established based on community input. Differentiated uses should be considered based on collected input and the natural resource values existing at each property should inform the uses allowed at these properties. High value natural resource areas within these two properties should have a management and restoration plan. This should be included in the planning effort.

MOUNTAIN PROPERTIES COMMUNITY VISIONING PROJECT

The Mountain Properties are a unique asset in Fruita’s land portfolio, located approximately 30 miles south and 4,500 vertical feet above downtown Fruita. Comprised of several individual assets, this area is accessed by traveling through the Colorado National Monument and Glade Park, passing through canyon, montane, and into the subalpine ecosystems within an hour’s drive of Fruita.

The history of the properties, their special characteristics, the assets of public land and water rights ownership, and the challenges of owning and operating the properties makes evaluating the value and opportunities of the Mountain Properties portfolio complicated. To move this conversation forward, the City should format and facilitate an open conversation with the community about these properties.

To do so, the City should explore the community values of the total asset by asking what benefit the Mountain Properties, together, provide to the citizens of the City of Fruita, and how do the community’s values overlap with these benefits. The specific characteristics of each of the individual properties should also be identified, including both beneficial and challenging attributes. From this exercise, the City can determine what characteristics of the Mountain Properties should be prioritized and preserved, and where the city may consider adjusting the portfolio whether through new partnerships, management, capital improvements, or divestment.

Characteristics to be considered during a community evaluation of the Mountain Properties:

- Programming – What activities can these properties support?
 - Outdoor ‘camps’ and programming such as D51 O.W.L. program
 - Future City of Fruita stewardship programming
- Partnerships - What agency interests align with the individual properties?
 - State – Colorado Parks and Wildlife
 - Federal – USFS
 - Stewardship, physical improvements, on-site management - Job corps or youth corps
- Recreation Value – What activities are supported by the properties?
 - On-site attributes, amenities, activities
 - Scenic value
 - Connectivity to public lands, trail networks
 - Nearby public lands/amenities serving a similar purpose (e.g. the BLM Mud Springs Campground and USFS Fruita Picnic Site day use area)
- Management – What is necessary to maintain an appropriate level of service?
 - Operational requirements for programming and amenities
 - Frequency and level of City staff on-site
- Value of Land and Water Rights – What are the monetary and cultural values of the properties?
 - Facilities – What exists or would be needed to facilitate the best use of the properties?
 - Existing conditions
 - Deferred maintenance
 - Maintenance requirements
 - Capital improvements
 - Regulatory requirements (specifically dam operation and maintenance)

Figure 40: Enochs Lake, a part of the Mountain Properties



Photo Credit: Jason Jaynes, DHM Design

Trail Development and Improvements

Since 2009 notable progress has been made so that residents can more easily and safely travel or commute throughout Fruita and to regional destinations via alternative transportation. The opening in 2014 of the Mountain View Section of the Colorado Riverfront Trail (CRT) and the opening of Lower Little Salt Wash Trail in 2016 provides safe access to CRT under I-70 and the railroad. The Kokopeli Section of the CRT opened in 2018. All of these achievements should be celebrated.

However, many sections of primary trails remain unconnected with each other and still do not connect with key destinations, such as parks, Fruita Community Center, schools, or downtown. Many existing segments have taken advantage of existing corridors (such as along drainages), including Big and Little Salt Washes. This practice should continue by aligning trails as much as possible along these drainages. Other ideal locations would include canal and ditch corridors. These uses of these waterways should also consider the development of water trails for paddling activities.

The City should make every attempt to secure agreements with local canal and ditch companies to allow placement of trails along these corridors (barring interference with the company's ability to operate and maintain them for water delivery). Specifically, trails should be located on the north side of irrigation canals to avoid headgates. The current Fruita City Code also has guidance on appropriate buffering and setbacks along canals, washes, and the Colorado River. The code indicates that:

"Appropriate buffering and setbacks shall be used between environmental resources and proposed development to ensure that the proposed development does not degrade the existing habitat or interfere with other uses. At a minimum, the following buffer standards apply:

Canals – fifty (50) feet on both sides of the canal as measured from the centerline of the canal. At a minimum, there will be 20 feet in addition to the Grand Valley Irrigation Company Easement

Washes and creeks and wetlands – one hundred (100) feet Colorado River – three hundred (300) feet"

Establishment of primary multipurpose trails, based on the standards found in **Appendix F**, would also allow canal and ditch companies' access for full-size vehicles on paved surfaces.

Immediate priorities should be completing primary trail connections and ensuring regional connectivity. Trail connection opportunities for primary trails are listed below. As trails are developed, it is key that planning efforts involve landowners and other key stakeholders.

The table on the following pages outlines the primary and regional trail priorities. As with parkland and facility infrastructure recommendations, high priority trails should be pursued within the next one to three years; medium priority trails within four to six years; and low priority trails within the next 7+ years. Labels shown in parentheses after the name of a trail section correspond with the labels for these sections on **Figure 41: Trails Framework**.

Table 14: Trail Priorities

High Priority

Location	Approximate Length (miles)	Cost Estimate (paved trail construction only; \$508,200 per linear mile)
PRIMARY TRAILS		
Little Salt Wash Trail: Fruita Community Center to Sierra Drive (A)	0.50	\$254,100
Little Salt Wash Trail: Maple Street to Little Salt Wash Park (A)	0.20	\$101,640
Little Salt Wash Trail: N Coulson Street to trail off Gewont Lane, across from Fruita Community Center (A)	0.20	\$101,640
Little Salt Wash Trail: Wildwood Trail to Village at Country Creek Trail (A)	0.50	\$254,100
Raptor Road to Colorado Riverfront Trail (B)	0.50	254,100
CRSP Trail: Trail extension from Fruita State Park to Red Cliffs Drive (C)	0.50	\$254,100

Medium Priority

Location	Approximate Length (miles)	Cost Estimate (paved trail construction only; \$508,200 per linear mile)
PRIMARY TRAILS		
High School to Riverfront Pedestrian Overpass (I-70 Pedestrian Bridge) (D)	0.25	\$1,200,000- \$1,800,000
Fruita Riverfront Area Trail Loops (E)	2-3	2,600,000 - \$3,100,000

Snooks Bottom to Lagoon Property (Colorado River Pedestrian Bridge) (F)	0.50	\$1,200,000- \$1,900,000
Lower Big Salt Wash Trail (G)	0.25	\$1,270,500
Upper Big Salt Wash Trail (H)	2.50	\$1,270,500
Upper Big Salt Wash Trail Connector to Etchart Park (K)	1.00	\$508,200
Ranchman's Ditch Canal Trail (I)	2.75	\$1,397,550

REGIONAL TRAILS

18 Road – North Fruita Desert/SRMA Segment (J)	2.75	\$1,397,550
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LOW PRIORITY

Location	Approximate Length (miles)	Cost Estimate (paved trail construction only; \$508,200 per linear mile)
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PRIMARY TRAILS

Grand Valley Canal Trail	4.00	\$2,032,800
Railroad Commuter Trail	2.5	\$1,270,500
GV Canal to Ranchman's Ditch Alignment	5.00	\$2,541,000
Adobe Creek Trail	2.50	\$2,541,000

REGIONAL TRAILS

Horsethief Canyon Road to Kokopelli Trail	5.00	\$900,000 (soft surface)
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Secondary trail segments should be addressed as development occurs and these off-street trails should be built to the same standards as the primary trails.

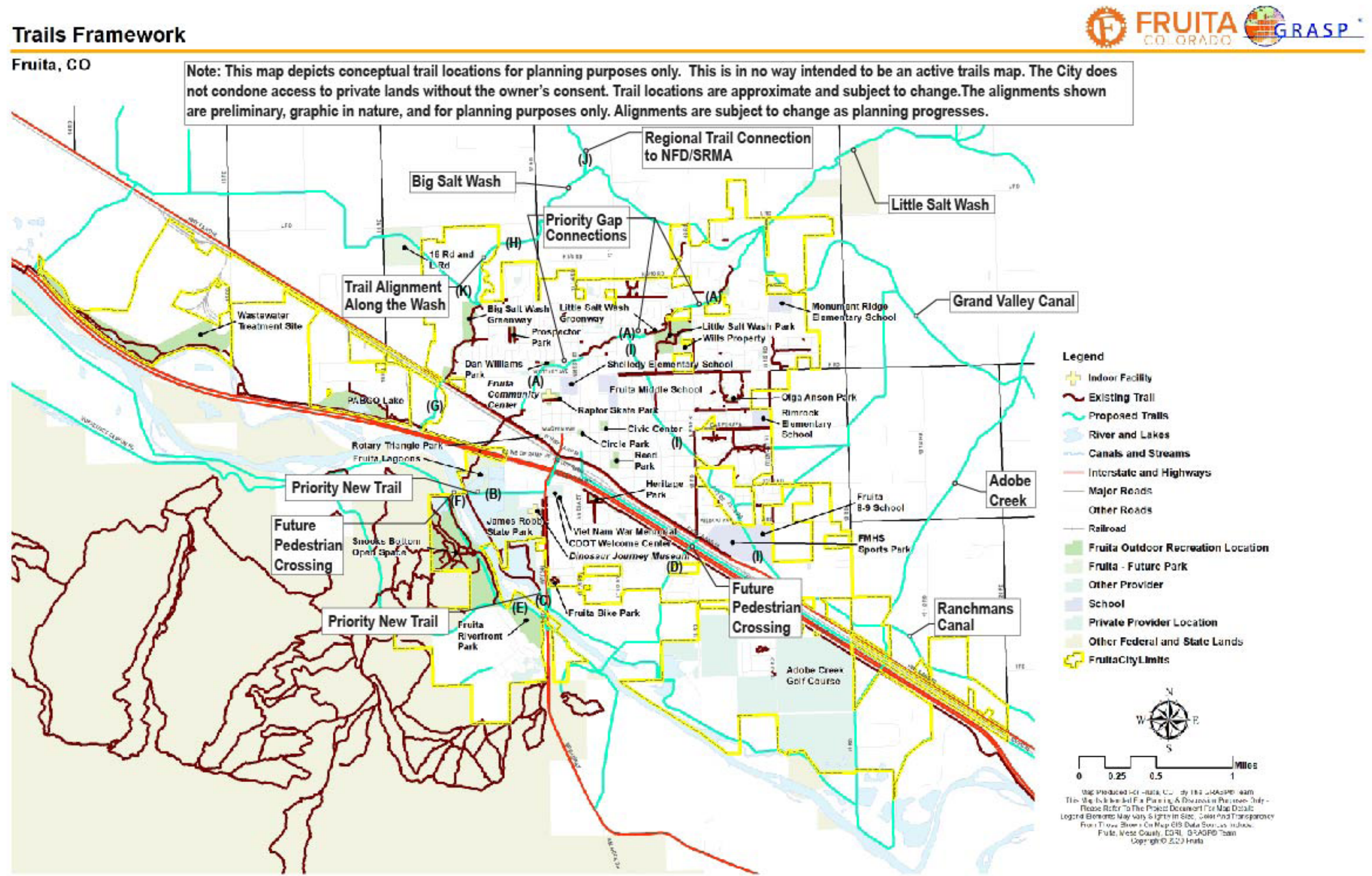


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TRAILS FRAMEWORK

The trails map below notes all existing primary trails and establishes guidance for future trail alignments and priorities in accordance with current community need, past identified connections, and key destinations.

Figure 41: Trails Framework





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FUTURE PRIMARY TRAILS

LITTLE SALT WASH TRAIL (Missing Segments)

Segments of trail exist along Little Salt Wash, north of Ottley Avenue between 17 Road (Coulson) and 18½ Road (Freemont), at I-70 along the wash, and through Little Salt Wash Park. These trail segments should be connected to complete the system and extended through the community, from the Grand Valley Canal Trail to the Colorado Riverfront Trail. Near the Fruita Community Center, the trail will likely need to be accommodated by a widened sidewalk along Coulson. Road crossings should be clearly delineated, with special paving at crosswalks and warning flashers with signs. Extension of the Little Salt Wash to the north to connect to land managed by BLM should be coordinated with Mesa County.

RAPTOR ROAD TO COLORADO RIVERFRONT TRAIL

This 0.50-mile trail is an important missing link within the Colorado Riverfront Trail that runs through Fruita. It is recommended that the trail be placed on the northern end of the Colorado River State Park, next to the existing drainage ditch, as there is an existing access road in this location. Continue to work with Colorado Parks and Wildlife on this trail section.

CRSP TRAIL

This trail segment would serve as an extension of trail from James M. Robb – Colorado River State Park to Red Cliffs Drive. This connection would increase residents' access from the east side of Highway 340 to the many recreation opportunities on the west side of the highway.

HIGH SCHOOL TO RIVERFRONT PEDESTRIAN OVERPASS

An overpass across I-70 near the high school is a medium priority for the community. This bridge would allow students on the south side of I-70 to have direct access to the schools, as well as allow for a recreational trail connection to the Colorado Riverfront Trail for residents in the central and eastern portions of the community. A large drainage channel exists south of the frontage road to the river, providing a logical route for this trail. Design and construction of the I-70 pedestrian overpass should include provisions for bicyclists. Detailed design studies for its placement would be necessary. Fruita will need to coordinate with CDOT for design, construction, maintenance, and funding for this bridge. An example of a similar bridge is located in Colorado Springs, across I-25 near the downtown.

FRUITA RIVERFRONT RECREATION AREA TRAIL LOOPS

The opportunity exists to create a unique Riverfront Recreation Area that is linked by a trail system. The amenities that would be connected include the proposed Riverfront Park, Old Fruita Bridge, Dinosaur Hill, Kingsview and Snooks Bottom Open Space, James M. Robb Colorado River State Park, and Red Cliffs Neighborhood Park. This loop would ultimately include two new river crossings: Old Fruita Bridge, and a new pedestrian bridge from Snooks Bottom to the City's Lagoon Property. It would also include improvements to the existing SH340 bridge to accommodate pedestrians and bicyclists, and a grade-separated crossing under SH340 on the north side of the river, either in a new underpass or under the existing bridge. The trail on the south side of the Colorado River would be approximately 1one mile in length, which when combined with the Riverfront Trail segments, would provide one or two-mile trail loops to a variety of recreational opportunities for residents and visitors. This trail loop and river crossings would also provide links to existing BLM hiking trails and the Dugway Trail to Colorado National Monument. A hiking trail could also be provided along the utilities easement that runs from the Old Fruita Bridge area, around Dinosaur Hill to SH340 and connecting to the Dugway Trail. It is suggested that this trail plan be conducted in conjunction with master planning efforts for Snooks Bottom Open Space and Riverfront Park.

A trail on the historical Old Fruita Bridge would require special design consideration and renovation of the bridge itself. The recommendations also include adding a trail across the SH340 bridge to accommodate bicyclists and pedestrians who wish to go directly south from the Welcome Center along the highway right-of-way. Construction of this would require coordination with the Colorado Department of Transportation (CDOT). CDOT should also consider widening shoulders on SH340 south of the bridge to Colorado National Monument, for road bicyclists and race events. Combined, these three river crossings and trails would create a comprehensive trail system in the community, providing loops for a diversity of users and a wide range of experiences.

Snooks Bottom to Lagoon Property (Pedestrian Bridge)

Construction of the new pedestrian bridge between the City's Lagoon Property and Snooks Bottom would require the greatest amount of coordination between several governmental agencies and would likely be the highest cost. A similar bridge exists in Grand Junction, south of downtown, at the Las Colonias Park site. The benefits of placing a crossing at this location are numerous. This crossing would provide a pleasant trail experience for users, free of traffic and noise. It would provide a direct connection between the state park and Snooks Bottom, which also allows for easy access to the McInnis Canyons NCA trail system. Additionally, it offers a logical river crossing for users of the proposed Big and Little Salt Wash Trails, coming from central Fruita on the north side of I-70.

BIG SALT WASH TRAIL

A segment of the Big Salt Wash Trail has already been constructed, from a trailhead near US6/50 on Ottley Avenue to Celestite Drive. A connection from this trailhead south to the Riverfront Trail should be constructed (Lower Big Salt Wash Trail). The Upper Big Salt Wash Trail should also be constructed north along Big Salt Wash to a point where it would connect with a proposed trail along the Grand Valley Canal near 17½ Road, north of L Road. A trail could also eventually be extended north along the wash with the intent of connecting to the North Fruita Desert land managed by BLM, a popular mountain biking destination. Extension of the trail past the Grand Valley Canal should be coordinated with Mesa County, as it would be outside the city's urban growth area. The most feasible connection at this time to the land managed by BLM may be via widened shoulders on the county roads to the north.

RANCHMAN'S DITCH CANAL TRAIL

This canal runs diagonally southeast through Fruita, from Little Salt Wash to Adobe Creek and further east to Grand Junction. The canal corridor provides an opportunity for a trail that would connect to the 8/9 school, high school, and proposed trail along Adobe Creek. This trail would be approximately 2.75 miles in length along the north side of the canal. Maintenance requirements and water delivery issues associated with canal operations must not be negatively affected, and safety features installed if required. Although a significant capital expense, there should be consideration of piping Ranchman's Ditch to create an effective, safe, corridor.

Many other communities in Colorado have successfully partnered with irrigation companies to provide trails nearby irrigation canals in a safe and mutually beneficial manner. Currently, the City of Fruita requires a 50-foot buffer from all canals for new development.

GRAND VALLEY CANAL TRAIL

This canal runs across the northern portion of Fruita, from Big Salt Wash, through Little Salt Wash to Adobe Creek. The corridor around to this canal provides a great opportunity for a 4-mile trail that could connect to a proposed neighborhood park in northeast Fruita and the proposed trail along Adobe Creek. Maintenance requirements associated with canal operations must be maintained, and safety features

installed if required. Many other communities in Colorado have successfully partnered with irrigation companies to provide trails along irrigation canals in a safe and mutually beneficial manner. Currently, the City of Fruita requires a 50-foot buffer from all canals for new development.

RAILROAD COMMUTER TRAIL

An abandoned county road runs between the railroad and I-70 from the Co-Op Grain Elevator to 20 Road. This 2.5-mile old roadbed can be regraded and paved easily for use as a commuter or higher speed recreational trail; however, some minor bridges and culvert crossings may be required. It would provide faster access for bicyclists towards Grand Junction than the Riverfront Trail and could be extended by Mesa County beyond 20 Road.

ADOBE CREEK TRAIL

This 2.5-mile trail is proposed to follow Adobe Creek, a major drainage in the eastern planning area of Fruita. Near-term trail development would start upstream at the Grand Valley Canal, follow Adobe Creek southwest, pass under US6/50, the railroad and I-70, and join the Riverfront Trail near Adobe Creek Golf Course. It is recommended that Mesa County consider extending this trail from the Grand Valley Canal further to the northeast (beyond the Fruita planning area) to provide additional trail opportunities for Mesa County residents and visitors to the region.

HORSETHIEF ROAD TO KOKOPELLI TRAIL

A county road exists from the entrance to Snooks Bottom Open Space, approximately 5 miles to the west where it ends across the river from the Loma boat launch. This road could be used as an unpaved trail because vehicular traffic is very low. To connect to the Kokopelli Trail, a bridge would need to be constructed across the Colorado River at its west end.



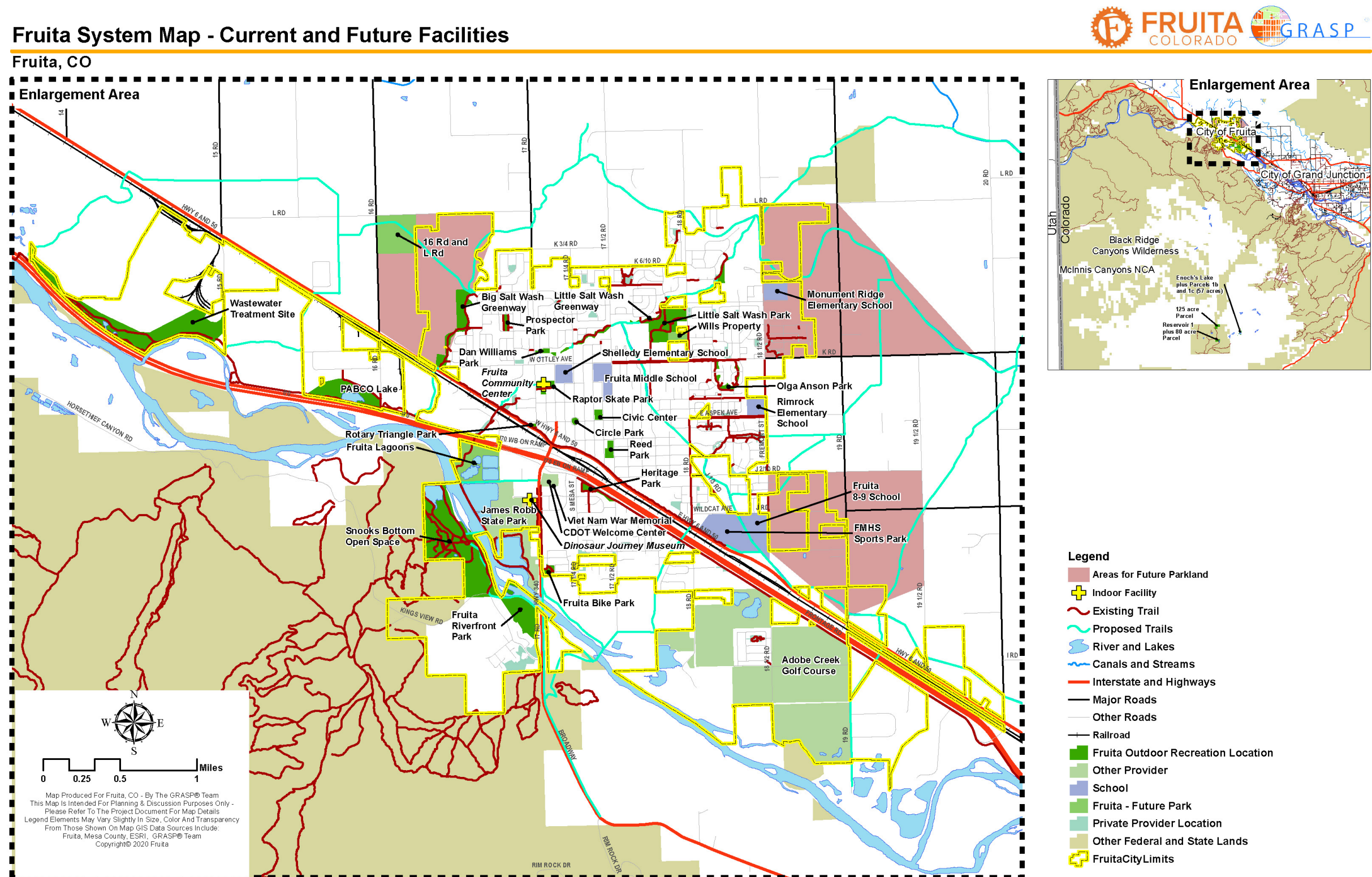
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FRUITA SYSTEM MAP - CURRENT AND FUTURE FACILITIES

The system map below identifies existing parklands, trails, and the Fruta Community Center as well as future parkland opportunity areas and primary trail connection gaps. This map illustrates a possible future of the FPR parks and recreation system.

Figure 42: Current and Future Facilities Map





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2. Recreation Programs and Special Events

The recommendations for FPR programs and special events reflect the community's desire to have the City enhance programs and events for all residents. These are based on community needs but also reflect recreation trends, resources available to FPR staff, and availability of facilities. Youth programming and activities as well as special events remain an important future focus. Outdoor recreation programming is a new program area FPR should focus attention on in years ahead.

Youth Programs & Activities

Trend data indicates that Night at the FCC is well-attended and should be continued, if not expanded. All dance classes, except for Dance Combo, should be evaluated annually to determine if any adjustments should be made. Dance Combo should be evaluated, as the trend shows decreasing participation. The Dinomites programs should continue. There is an opportunity to increase the marketing of these programs to reach full capacity.

Non-traditional youth programs and events which should be explored are:

- Arts-oriented programs in coordination with the Fruita Arts and Culture Board
- Fitness challenges that utilize technology for participants to log and share their accomplishments with friends
 - Example: <https://www.fitnessforkidschallenge.com/>

According to www.Youth.gov's Program Directory specific evidence-based programs found to be effective for address these factors include:

- Community-based mentoring programs (i.e., Big Brothers Big Sisters),
- Good behavior games where teams are rewarded when all individuals in a team follow the rules, and
- Teams – tournament program approach to substance prevention where peer support is paired with a group reward system.

These types of resources and activities should be provided as offerings in the Youth Activities program category. These should also be incorporated immediately.

In addition to programming for youth, health initiatives should be developed for families. One example could be to follow the existing NRPA Family Health & Fitness Day. In 2021, FPR could participate in the association's initiative to keep communities active and healthy. Outreach tools, a proclamation for City Council to declare, and social media marketing pieces are available at <https://www.nrpa.org/events/family-fitness-day/>.

Monitoring the efficacy of initiatives is key to measuring success. The 2018-2020 Mesa County Community Health and Nutrition Assessment calls for the support of the Fruita Youth Initiative and recorded additional health-related data that FPR can help improve. To monitor progress, the department should continue to partner with Mesa County Public Health so health targets can be identified and measured over time.

Youth Athletics

FPR should expand its soccer program to alleviate waitlisted customers (of which there were a total of 9 in 2019) as additional field space is provided. Another program area with high enrollments is basketball. Basketball skill development activities and basketball league play should be continued and better marketed. In particular, the Girls Basketball program should be expanded to accommodate demand (2019 saw 6 waitlisted customers).

It is suggested that Fruita monitor its youth athletic program offerings, opting to discontinue programs which have low participation (i.e., Fruita Youth Running Club and Junior Jammers) and replacing low-performing programs with trending activities recommended in the 2019 Colorado Statewide Comprehensive Outdoor Recreation Plan (SCORP). These program areas should include sportsman's programs such as angling leagues and other activities such as rock-climbing clinics. Other opportunities for expanding the Youth Athletics program category includes offering introductory, skill development level classes for activities such as fishing, rock climbing, wheel sports, skiing, snowboarding, and paddle sports should be prioritized to achieve health initiative goals.

Aquatics

Over the past three years, Learn to Swim program enrollments have seen steady increases in Winter/Spring and Summer seasons. Fall/Winter season enrollments remained relatively constant. With one third of households in Fruita having children under the age of 18 and growth anticipated in the Grand Valley, it is recommended that FPR continue swim lessons and market aggressively to reach capacity. Diving and Youth Swim Conditioning should be monitored closely to determine if it should be continued in the future.

Adult Athletics

It is recommended that FPR expand its adult athletics programs to include individual sports leagues such as archery, angling, and rock climbing. Team sports that should be added are pickleball and soccer. Adult Basketball and Adult Volleyball should continue to offer two leagues each annually until additional gym spaces becomes available – at which time these activities may be expanded.

Adult 55+

Based on data from the past three years and community survey data, FPR's programs serving adults aged 55 and over have an opportunity to be refined and more focused on simultaneously promoting social interaction and physical activity. It is recommended that driving tours and day and overnight trips be evaluated. Financial and staffing resource allocations should reflect a balance between programs that promote physical activity (i.e., dances, circuit training, cardio classes, and stretching classes), those that encourage social interaction, and those that provide learning opportunities.

Fitness & Wellness

Fitness and wellness classes rated as the top program priority. Thirty-six percent of survey respondents indicated that fitness and wellness programs are needed most by their household members. Community survey results shows this program area is a top priority for the community.

Workouts that focus on efficiency should be considered due to people's desire to get more out of their workouts. High intensity, low-impact workouts such as those using a Megareformer are appealing because they provide strength-training, endurance building, and range of motion exercise all while sweating. Yoga and pilates will continue to increase in popularity, so these classes should be prioritized. Wellness classes focusing on mindfulness through meditation should be developed to disconnect from the digital world. Nutrition classes and healthy living will also trend with consumers. FPR should contract with certified Health Coaches or Colorado State University – Tri River Area Extension to provide these services and to generate programs that focus on family diets and dietary nutrition. Family Health West and Mesa County Public Health are also possible partners for fitness and wellness programming.

Outdoor Recreation

Outdoor recreation programs provide gateways for people of all backgrounds to enjoy the great outdoors, while also emphasizing skill acquisition, safety, positive group dynamics, environmental awareness, and fun. Outdoor recreation programs such as rock climbing or group hikes rated as the second top program priorities, behind fitness and wellness programs, in the community survey. To launch an outdoor recreation program area, FPR should work in partnership with businesses and individuals to provide contracted outdoor recreation classes and gear rentals for participants. Given Fruita's proximity to canyoneering and rock-climbing opportunities, it is recommended that FRP partner with National Park Service – Colorado National Monument programs staff to contract with a provider such as Grand Valley Climbing as a way to provide introductory rock-climbing classes and clinics (indoor and outdoor to accommodate seasonal appropriateness) for families and individuals of all ages. Another opportunity to address LOS needs is to work with local expert bikers and/or bike shops to provide an Intro to Mountain Biking course. This kind of course can teach riding techniques, shifting, braking, climbing, descending, and navigating minor obstacles on the trail. Important communication skills and mountain biking trail etiquette should be covered with the aim of keeping multi-use trails open and safe for everyone. Future activities which should be considered are introductory courses for fly fishing, kayaking, wilderness workshops, wilderness medicine, snowshoeing, and ski touring.

Contracted services and any partnership opportunities should initially be overseen by the Recreation Superintendent and managed by existing recreation staff. Each existing recreation staff should allocate 10-15 percent of their time to including outdoor recreation activities into their program area. As the outdoor recreation program develops and requires more than 1,040 total staff hours annually, an Outdoor Recreation position should be added to primarily manage this program area.

City-hosted Special Events

Overall, the City-hosted Special Events portfolio has an opportunity to reshape itself so that the events offered better align with the program and special events standards and FPR's mission, values, and guiding principles. Elements such as performing arts, workshops, non-profit exhibits, merchants, and culinary events all make for festive and successful event atmospheres.

It is recommended that the Bike Rodeo be evaluated and then either modified or divested from due to historically low attendance. Resources required to provide this event currently outweighs the benefit it strives to bring to the greater Fruita community. Concepts from the Bike Rodeo should be incorporated into introductory biking courses.

It is suggested that the Disc Golf Tournament be placed in a newly formed Outdoor Recreation category and be marketed more broadly to involve entry-level participants. The Grand Valley Disc Golf Club should be partnered with to provide free or low-cost lessons at the event prior to the tournament's beginning. It is also suggested that FPR re-tool its most well-attended event, Truck-n-Treat, and the Easter Egg Scramble in future years to incorporate healthy habits and lifestyle elements.

Cookies 'n Claus should be modified so that its appeal reaches a larger target audience and its attendance better equates with the effort required to produce the event. Many municipalities offer a traditional holiday lighting event which is open and free to the public.

3. Organizational Improvements

Growth in the Fruita area is expected over the next 10 years, and current and future demands for facility use and programs is apparent from community input. Although population projections are not the primary factor to be considered, the full-time equivalent metric can act as one condition under consideration when anticipating the future staffing needs.

Esri Business Analyst anticipates a 0.88 percent annual increase in population for the Fruita area. Based on this growth rate, an additional 3.1 FTEs by 2025 and another 2.3 FTEs by 2030 would maintain the current staffing to population ratio. An FTE of 1.0 is equivalent to one full-time employee. City of Fruita’s 2020 approved budget accounts for the FTE hours that measure the workload of FPR and includes overtime and on-call work.

Table 15: Full-time Equivalents, Current and Projected

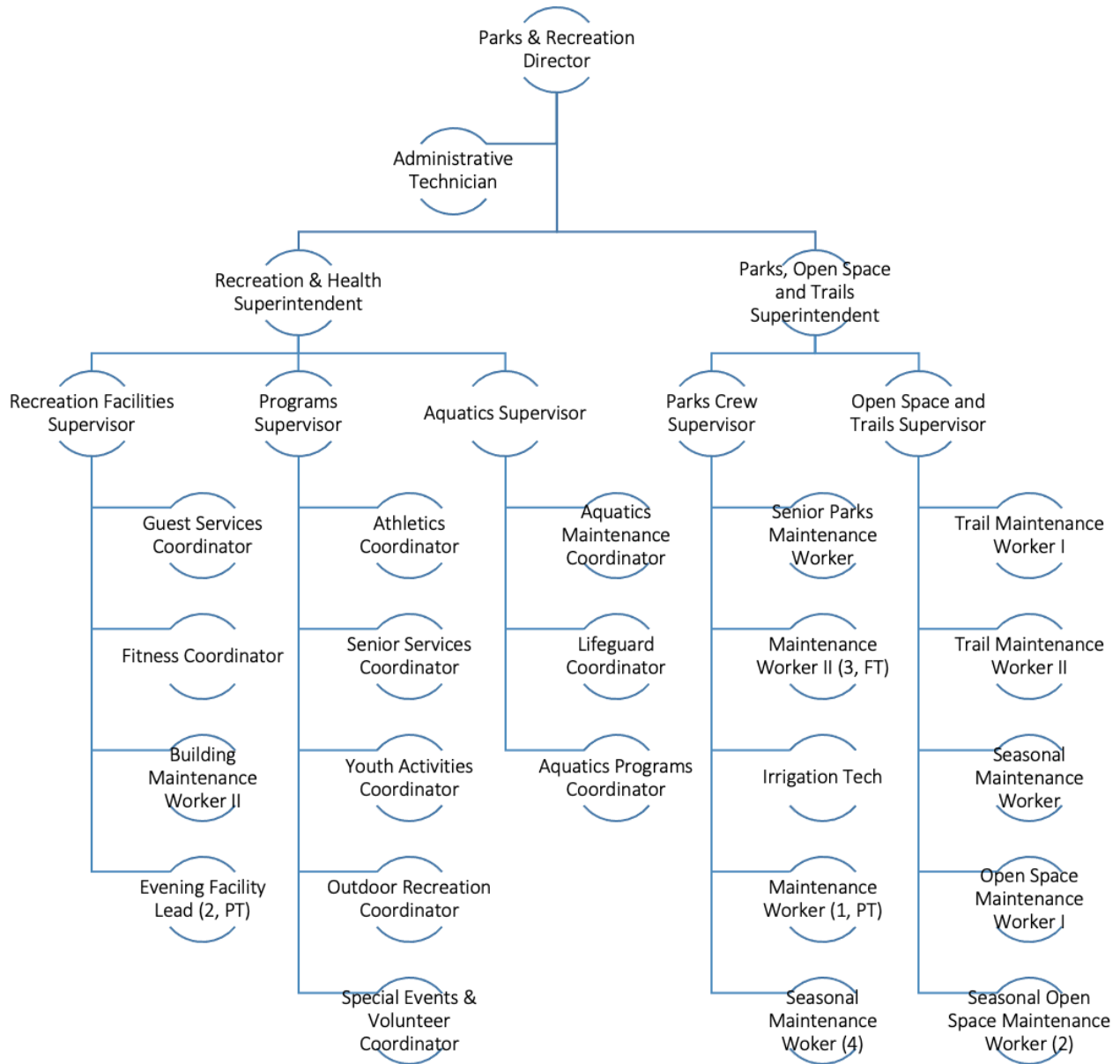
2020	49.3
2025	52.4
2030	54.7

Given the community-verified importance of active, healthy lifestyles and access to the outdoors, it is imperative that the Department design, and consider populating, a future functional organizational structure that will allow it to work effectively, deliver programs, and maintain facilities. Fruita’s brand image as a “trailhead” for residents and visitors alike will be tightly tied to the City’s ability to provide trails and facilities that are maintained at a high standard.

The following is only meant to serve as an example of a future organizational structure that would provide staffing functional divisions to achieve this high standard of services. The population-based analysis here is only one factor to consider when determining levels of organizational structure, but service demand levels and cost-benefit analysis related to the services provide more detailed info and metrics to analyze when to hire additional staff. Operational efficiencies, partner opportunities, and regular service assessments are also strategies which are recommended in this plan for maintaining quality service delivery.



Figure 43: Example Future Organizational Structure





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E. PROGRESSING PLAY - AN ACTION PLAN

1. Mission, Vision, and Values
2. Goals, Policies, and Actions

The City and FPR should strive to implement the recommendations in this master plan over the next 10 years. It will take time to implement these actions and coordination with budgeting cycles will be required. Efforts to fulfill FPR’s mission and vision from its pursuit of this plan’s goals should be made as opportunities arise and funding is available.

1. Mission, Vision, and Values

With the commencement of the Parks, Health, Recreation, Open Space, and Trails (PHROST) Master Plan planning process, Fruita leadership understood that it was time to revisit a mission statement that captured a clear vision of parks and recreation within the City to help determine what the system should become in the future. In November 2020, the PHROST Master Plan Steering Committee which included City Council Members, Parks and Recreation Advisory Committee Members, Arts and Culture Board Members, Fruita Youth Action Council Members, public health stakeholders, and staff, held a facilitated workshop to:

- Revisit the mission of Fruita Parks and Recreation
- Envision the future of parks and recreations services,
- Determine how those services should be delivered, and
- Develop guiding principles, or values, Fruita should embrace when delivering services.

Information derived during the planning process, such as level of service maps, walkability maps, Community Survey results, YANS survey results, and MAUT outcomes were reviewed. After thoughtful discussion, probing, and consideration of the planning findings, the Steering Committee came together and created a new mission statement, vision statement, and list of guiding principles.

MISSION STATEMENT

Enhance quality of life and place in Fruita through healthy lifestyle programs and high-impact parks, open spaces, trails, and recreation facilities.

VISION STATEMENT

To be the Best in the West by providing safe facilities and engaging programs and events that reflect community priorities.

GUIDING PRINCIPLES

Park & Facility Operations	We use best practices to provide safe, accessible, and enticing amenities to enhance the recreational opportunities of the community.
Special Events	We provide socially interactive and inclusive events for Fruita residents and visitors that are fiscally responsible and well-organized.
Programs & Activities	We provide quality, diverse, and affordable programs and activities, using technology when appropriate, aimed at improving the social, mental, and physical abilities of participants.
Management & Administration	We ensure our management practices adhere to relevant regulations and policies and Goals; we will efficiently and effectively use technology when appropriate.
Resource Stewardship	We protect, restore, and promote natural environments in and around Fruita through the development of natural areas, open space, and trail corridors as well as provide programs to teach the importance of sustainable management practices.
Community Concern	We are proactive in knowing our community priorities and pursuing actions to fulfill those needs.
Image	We promote the City and our Department as THE provider of the best parks and recreation services in the West.
Professional Growth	We develop our staff to be positive leaders on local and state levels. We trust and empower all staff to respond and resolve community needs in a timely manner.

2. Goals, Policies, and Actions

To support the needs and themes recognized through the planning process, six goals call for system-wide actions as well as site-specific and program-area specific recommendations. These will promote Fruita Parks and Recreation's ability to deliver opportunities for all Fruita residents to play well, be healthy, and live actively.

Goal #1: Ensure Access to Programs and Events and the Places for Them

Fruita residents enjoy being active and gathering for events and festivals. Ensuring that these remain affordable, are adequately funded, and effectively reflect community interests is necessary.

Policy 1.1 Support financial strategies that allow for the provision of adequate facilities and programs into the future.

1.1.1: Develop short-term cost recovery percentages with the goal of establishing resource allocation/cost recovery philosophy and policy using a community-informed model for all fees charged by FPR.

1.1.2: Prioritize the funding of large capital parks and recreation facilities such as completing primary trails development, Reed Park Renovation, Little Salt Wash Park Expansion, Lagoon Development Area, future land acquisition in the southeast area of the Urban Development Boundary (UDB), and Etchart Park Design and Construction by further evaluating Chapter 17.19, Section 17.19.090 of the Fruita Municipal Code to update development costs which will result in the per household maximum combined parkland and trail impact fee.

1.1.3: Evaluate land values and current construction costs to update the POST Impact Fee.

1.1.4: The City, in almost all instances, should take a fee-in-lieu regardless of development size but retain the ability to negotiate this fee when land acquisition or parkland development meets a city need or goal. This strategy should especially be considered as development occurs in the southeast area of the UDB.

1.1.5: Assess Special Event Permit fees and adjust fees so they accurately recover costs. Fees should accurately reflect direct and indirect costs associated with servicing permitted events (non-City-hosted events and festivals). FPR should determine special events permitting fees similarly to how they establish program fees. Currently costs for non-FPR services are assessed but FPR services are not. Total costs (labor, supplies, overhead, etc.) associated with administering permitted special events incurred by any service area in the City plus a desired profit margin should be added together for a potential fee. This proposed fee should be evaluated against similar services in the region or state and any adjustments should be made to determine a final special event permit fee.

1.1.6: Consider demand-based pricing at Fruita Community Center. Capacity management strategies and innovative mechanisms can be put in place to influence consumer behavior so that overcrowding at peak hours is mitigated until it is determined that additional indoor recreation space is necessary. For example, higher rates can be charged during peak hours.

1.1.7: Consider a storm drainage fee to supplement the costs associated with maintaining washes and other stormwater structures.

1.1.8: Consider creating a parks and recreation foundation or non-profit that supports the mission, vision, and goals of this PHROST Master Plan to help with funding opportunities.

Policy 1.2: Continually improve communication and awareness efforts regarding facilities and programs.

1.2.1: Work with city administration to develop a city-wide marketing plan.

1.2.2: Use email to deliver pertinent information about programs and events which are targeted to those aged 35 and older.

1.2.3: Use social media to share information about programs and events which are targeted to residents between the ages of 13-34.

1.2.4: Continue relationships with D51 representatives at the leadership and facility management levels so needs and challenges relating to facility use as well as to advance health goals are clearly communicated and addressed.

1.2.5: Create a trail awareness social media campaign that highlights the pedestrian underpass at I-70 (Little Salt Wash Trail), as well as the overall trail and wayfinding systems.

1.2.6: Maintain accurate GIS data by updating parks, facility, and trail data in the City’s GIS system annually (and as amenities are developed) and make this data easily available to the general public from the City’s website using a digital mapping tool.

1.2.7: Support wayfinding plan implementation and route awareness through marketing efforts.

1.2.8: Purposefully market the Activity Guide and online registration using email and various social media channels.

1.2.9: Celebrate and create awareness of the relationships with organizations that provide therapeutic and adaptive programming using FPR facilities.

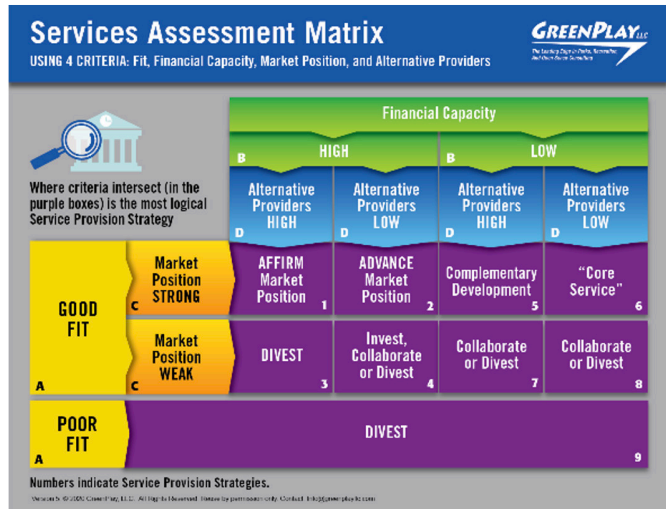
1.2.9.1: Consider expanding upon the existing relationship with Family Health West to ensure households with disabilities have access to programs and facilities.

1.2.10: Create an annual report to highlight and promote accomplishments from the prior year.

Policy 1.3: Use data, guiding principles, and community interests to inform program development and facility needs.

1.3.1: Biennially utilize a services assessment process that includes base criteria (including guiding principles and health factors) to determine program and event portfolios.

1.3.2: Make the customer feedback process efficient by creating an online customer feedback tool that can be used in addition to paper feedback collection.



1.3.3: Prioritize programming and facilities that are appealing to youth by allowing the Youth Action Council to steer engagement with youth on planning projects and in program development.

1.3.4: Prioritize increasing fitness and wellness programs.

1.3.5: Prioritize Senior programming by providing social interaction opportunities, nutrition classes, and fitness and wellness activities and evaluating appropriate cost recovery goals.

1.3.6: Consider GRASP® LOS and Active analysis when assessing parkland service needs to provide new parks or to improve existing parks.

1.3.7: Provide pickleball courts at Little Salt Wash Park when the park is expanded.

1.3.8: Prioritize adding outdoor activity clinics and classes for non-traditional sports and hobby/interest classes (i.e., rock climbing, family hikes).

1.3.9: Pursue the development of a Recreation Programming Plan.

Policy 1.4: Bring people together with well-designed and managed special events and festivals.

1.4.1: Create guidelines and criteria for permitted special events.

1.4.2: Monitor attendance at events and festivals to help determine whether an offering should be continued, modified, or divested from.

1.4.3: Work with Fruita Arts and Culture Board to create desirable arts-oriented programs for families and for youth as well as arts-focused festivals and events.

1.4.4: Leverage the power of volunteers to assist staff with the support functions required by the provision of special events and festivals as well as other functions of FPR.

Goal #2: Propel Positive Community Health Impacts

Policy 2.1 Supporting community health is important to the Fruita community. Partnering in efforts to improve health indicators will be elemental to achieving this goal.

2.1.1: Continue partnerships with the school district, the county's public health department, healthcare providers, and other partners to achieve annually established health goals.

2.1.1.1: Continue supporting the Fruita Youth Initiative (FYI) with programs that address identified risk and protective factors.

2.1.2: Develop a family health challenge that promotes parental modeling of healthy behaviors in partnership with healthcare providers.

2.1.3: Hold biannual meetings with health partners and FYI members to strategically develop periodic campaigns designed to tackle major issues such as suicide prevention and mental well-being.

2.1.3.1: Use existing data to establish health goals and to compare campaign and initiative success against.

2.1.4: Pursue grant funding for health-related programs and initiatives.

2.1.5: Work with Mesa County Public Health to develop health targets and measurements so progress on health impacts of various programs can be tracked.

Policy 2.2 Prioritize providing youth with health-benefiting, engaging activities and inviting spaces year-round.

2.2.1: Develop programs in conjunction with FYAC and youth-themselves that promote young people's capacity to engage in positive behaviors that nurture their own well-being, allow them to set personal goals and grow into self-sufficient adults through physical activity and connection with the outdoors.

2.2.2: Consider programs where youth connections are made and sustained through a network of partners.

2.2.3: Explore working with business and organizations with access to commercial kitchens to develop a program that focuses on healthy food preparation through hands-on experience.

2.2.3: Consider partnering with Master Gardeners in Fruita to share hands-on knowledge about food cultivation.

2.2.4: Continue and consider expanding after-school programs.

2.2.5: Develop an Art in Our Parks program in coordination with the Arts and Culture Board to provide youth, and others, with opportunities to make park improvements through public art.

2.2.6: Consider having teen hours at the Fruita Community Center.

2.2.7: Develop a Fruita Youth Development League that blends outdoor recreation with career development opportunities through exploration.

Policy 2.3: Provide Senior programming that offers fitness and wellness activities and social interaction opportunities.

2.3.1: Periodically set health-related goals that are of interest to senior participants (i.e., minutes of strength-building exercise per week) and provide fitness and wellness activities that allow the opportunity to achieve those goals.

2.3.2: Continue to provide Silver Sneakers and Silver-n-Fit and ensure pass re-imbusement fees are appropriate and do not devalue the FCC pass.

2.3.3: Continue to offer affordable space for organizations to provide therapeutic and disability-related classes with a focus on the most-needed programs being delivered.

Policy 2.4: Increase health impacts by increasing activity levels in parks.

2.4.1: Increase health impacts by adding active park components when renovating parks or upgrading park features.

Goal #3: Protect and Preserve Natural Areas and Resources

Fruita's abundant natural surroundings extend far beyond city limits. To ensure quality of life and the lifestyle valued by residents, the natural features in and around the City must be preserved and protected.

Policy 3.1: Protect and increase natural areas that support nature experiences and provide space and management for environmental functions and benefits.

3.1.1: Expand greenbelts along washes and ditch corridors and adhere to setbacks and corridor distances.

3.1.2: In balance with recreational and natural resource preservation uses, manage parks and open spaces as functional landscapes that perform flood mitigation and green stormwater infrastructure roles.

3.1.3: Work with a public land trust organization to negotiate terms for conservation easements or fee title acquisitions on natural resource-rich parcels on the edges of the urban development boundary and on the Fruita Buffer areas identified in the Cooperative Planning Areas.

Policy 3.2: Adhere to parkland maintenance standards and practices based on park classification types.

3.2.1: Follow general maintenance standards which delineate open space and natural area maintenance practices.

3.2.2: Include disc golf course maintenance practices in standards.

3.2.2.1: During growth seasons, mow 2-3 times per season to lessen any grass growing in the fairway.

3.2.2.2: Annually trim new growth on limbs where growth impedes the fairway.

3.2.2.3: Annually maintain tees and basket areas to address natural wear that occurs from player traffic.

3.2.3: Follow wash maintenance standards which aim at protecting their ecological and stormwater values.

3.2.3.1: Annually remove trash and debris, dead plant material, grasses, weeds, small shrubs, and plants which are invasive from the bottom of washes.

3.2.3.2: Trim trees and large shrubs annually so limbs are at least three feet above the bottom of the wash.

3.2.3.3: Leave vegetation on banks of washes for bank stabilization.

3.2.3.4: Remove debris and trash from wash areas and dispose of them properly.

Policy 3.3: Consider creating a designated open space program for the protection and provision of natural resources and for passive recreation purposes.

3.3.1: Codify the purpose of open space to distinguish the management, funding, and acquisition of open space parcels.

3.3.2: Consider partnering with other Grand Valley agencies to develop a regional open space program that maintains community buffers and preserves important natural resource features and functions.

3.3.3: Establish a Natural Resources Management Plan for preserving important natural resources within Fruita's Three Mile Plan.

3.3.3.1: Include management plans for each open space/natural area in the Natural Resources Management Plan.

Policy 3.4: Work independently or with partners when appropriate to protect and manage natural resources in the region.

3.4.1: Identify and protect visual resources by preserving view sheds and corridors.

3.4.2: Enhance outdoor recreation opportunities while simultaneously managing environmental impacts to plants and wildlife.

3.4.3: Promote and incorporate Leave No Trace principles and language in marketing efforts (i.e., Leave No Trace principles on signage at open space/natural areas).

Policy 3.5: Conserve water resources by implementing sustainable water management practices through green infrastructure, xeriscaping, sustainable design, and low impact development.

3.5.1: Seek water conservation technologies and strategies when designing new or renovating existing facilities.

3.5.2: Replace inefficient water fixtures with water efficient fixtures when renovating facilities.

3.5.3: Minimize turf in all new park projects by using synthetic turf for new sports fields and decreasing acreage that needs to be irrigated thereby eliminating turf in areas not used for active sports or passive recreation.

3.5.4: Utilize native and regionally compatible plant materials when possible.

3.5.5: Provide signage and educational campaigns which explain conservation efforts in projects and at facilities.

Goal #4: Linkages to Play Opportunities

As a standout in the state (and throughout the world), Fruita is a recreation hub with a unique opportunity to continue connecting residents and visitors to many recreation opportunities. The City is focused on maintaining and expanding the primary trail system while continuing to provide secondary trail linkages through the development process.

Policy 4.1: Prioritize in-city trail and pathway connections.

4.1.1: Prioritize connections along and to Salt Wash Greenways and to other key destinations such as schools and Fruita Community Center.

4.1.2: Explore the feasibility of a water trails system that incorporates a water stewardship program.

4.1.3: As the population increases and usage of Colorado Riverfront Trail increases, work with Colorado Department of Transportation to consider pedestrian passages connecting Fruita's areas (Fruita Monument High School and Downtown) separated by I-70.

Policy 4.2: Continue to develop trails from the City which reach regional destinations.

4.2.1: Work with partners to expand regional connection and work with landowners to acquire trail easements required for the development of trail connections from Fruita to North Fruita Desert Recreation Area; to Colorado National Monument; to McInnis Canyons NCA; and to municipalities east of Fruita (see Fruita Existing and Future Trail Map).

4.2.2: Explore the possibility of trail easements with Grand Valley Drainage District and Grand Valley Irrigation Company with safety and liability concerns in mind.

Policy 4.3 Support trail planning and infrastructure projects

4.3.1: Support City on-street alternative transportation efforts.

4.3.2: Implement a holistic and well-designed wayfinding signage program and digital marketing strategies.

4.3.3: Ensure that trail and pathway connections to existing and planned primary and regional trails are made as development referrals are evaluated.

Goal #5: Make the Most of Outdoor Recreation Opportunities

Outdoor recreation in and surrounding Fruita is a strong economic driver. It is important to capture the financial benefits from having connected, well-maintained, and ample access to the outdoors.

Policy 5.1: Brand Fruita as “the trailhead” for outdoor recreation opportunities.

5.1.1: Partner with agencies, businesses and organizations to begin providing introductory-level outdoor recreation programs designed for families and individuals.

5.1.2: Master plan the three parks area along the Colorado River as a feature “trailhead” and include river access, gathering spaces, an indoor recreation facility, natural resource preservation, and components that facilitate introductory level instruction (i.e., a rock-climbing wall, water park).

5.1.3: Further the trailhead marketing concept and an associated marketing campaign with a focus on getting locals outdoors.

Policy 5.2: Continue to maintain partnerships that increase opportunities for access to the outdoors.

5.2.1: Partner with local businesses and agencies like Mesa County, BLM, USFS, CPW, NPS, and COPMOBA and, when appropriate, develop agreements that outline maintenance, management and fiscal roles and responsibilities for trail-related services and programs.

5.2.2: Fruita Trail Initiative participants should continue to meet on a regular basis as a group to discuss shared goals and strategies for getting people outside.

5.2.3: Relaunch the Adopt-a-Park program as an Adopt-a-Playspace program.

5.2.4: Participate in the Colorado River Corridor Initiative. The Colorado River Corridor Initiative connects river recreationalists to sections of the Colorado River by developing new river access points and connecting existing public lands through land acquisition and conservation easements. It is imperative that Fruita participate in the on-going partnerships that make this initiative effective for the conservation and protection of the Colorado River, an important natural community asset.

Policy 5.3: Allocate funding for the maintenance of city trails and trailheads.

5.3.1: Consider using a dedicated portion of funds from the Lodgers Tax to maintain open space, natural areas, trails, and trailheads within the City.

5.3.2: Develop an open space and trails division that is responsible for trailhead and trail maintenance as well as management of open space and natural areas.

5.3.3: Hire a maintenance worker by 2022 and add other crew members as the City trail system grows.

5.3.4: Develop an open space and trails maintenance and management plan.

Goal #6: Ensure Parkland Access for All

Growth and aging facilities will impact indoor and outdoor recreation facilities over time. To maintain the current, or an improved, level of service (LOS), the City must provide a consistent service level that residents can expect to encounter at any city facility.

Policy 6.1 Provide access to healthy activities and connections to nature where people live, work, and play at every scale from building sites to large regional park systems and ecologically sustainable natural areas.

6.1.1: Make improvements to existing City-owned, outdoor recreation facilities, primarily parks, which were identified as falling below the expected experience or target level of service found in FPR developed parks.

6.1.1.1: Provide park components community members desire.

6.1.2: Prioritize the renovation of Reed Park.

6.1.3: Prioritize the expansion of Little Salt Wash Park.

6.1.4: Support the implementation of parks and recreation-related actions in the 2013 Civic Center Memorial Park and Downtown Streetscape Improvements.

6.1.4.1: Address pedestrian safety at Circle Park.

6.1.4.2: Develop a Civic Center Park design plan for the reconfiguration of the existing spaces, enhancement of the band shell, and relocation of the memorial.

6.1.5: Commit to progressing the parkland portion of the Lagoon Development Area project.

6.1.6: Conduct a feasibility study to expand the Fruita Community Center.

6.1.7: Create a community-informed vision for the Mountain Properties that evaluates the current and potential characteristics of the properties and recommends future actions.

6.1.8: Prepare for the development of 16 Rd and L Rd (Etchart Park).

Policy 6.2: Utilize LOS information to ensure parkland access serves a growing community.

6.2.1: Work with developers to locate required parkland dedication along valuable natural resource features (i.e., tree stands, washes, ditches) so trail development and/or outdoor recreation access is maximized.

6.2.3: As development occurs to the east, consider development of a community park in this area to service parkland needs.

Policy 6.3: Continually seek and implement operational and maintenance best practices.

6.3.1: Develop a Parks and Facilities Maintenance Operations Plan that includes preventative maintenance strategies (i.e., conducting annual facility audits which include leak-detection checks to inform capital repair needs) and systematic approaches to creating work plans and determining actual unit costs for maintenance work being performed.

6.3.2: Provide justification-based capital lists for annual maintenance improvements and equipment needs when submitting budget requests.

6.3.3: Prioritize use of the maintenance management software system to benchmark data and track and prioritize work and replacement schedules.

6.3.4: Implement a process for creating, modifying, or divesting from City-hosted special events that are outcome based and in alignment with PHROST Master Plan goals.

Policy 6.4: Adapt the department organizational structure and encourage professional development so community priorities are adequately addressed.

6.4.1: Buildout an Open Space and Trails division.

6.4.2: Consider hiring a full-time irrigation technician or training a current staff person to oversee the application of water conservation practices.

6.4.3: Hire a special events and volunteer coordinator.

6.4.4: Support a marketing position within city management.

6.4.5: Increase the capacity of maintenance crews by allowing the adoption of trail corridors and washes in any variations of the current Adopt-a-Park or a future Adopt-a-Playspace program.

6.4.6: Train staff for skill development in areas which are best suitable for their positions.

Policy 6.5: Ensure park and recreation facilities, programs, and activities are accessible, welcoming, and inclusive of all community members regardless of gender, race, sexual orientation, ability, income, or age.

6.5.1: Use a people-first approach to engage with people living through homelessness by working with organizations in the Grand Valley that support unsheltered people to secure housing or find alternate placement solutions.

6.5.2: Contribute to the development and implementation of a public education campaign focused on understanding and inclusion of people experiencing homelessness. It is suggested that the City, along with partners and interested organizations, develop a public education campaign that focuses on developing an understanding of the circumstances that can lead to homelessness and an understanding that public spaces, including parks, community centers, and open spaces, are welcoming places for all community members.

6.5.3: Utilize principles of Universal Design when renovating an existing or constructing a new park site or building.

6.5.4: Create welcoming and inclusive facilities and programs that provide safety and comfort to all community members regardless of gender, race, sexual orientation, ability, or age.

6.5.5: Consider providing transportation by creating a transportation program that utilizes ride-share services or a fleet vehicle.

Policy 6.6: Utilize funding structures to support healthy facilities and programming.

6.6.1: Consider funding mechanisms like taxes on carbonated beverages or cannabis to fund the acquisition and maintenance of open space and trails.

6.6.2: Consider a sales tax or sin tax to support trail and open space acquisition and management.



F. FUNDING PLAY

1. Current Funding Sources & Uses
2. Potential Future Funding

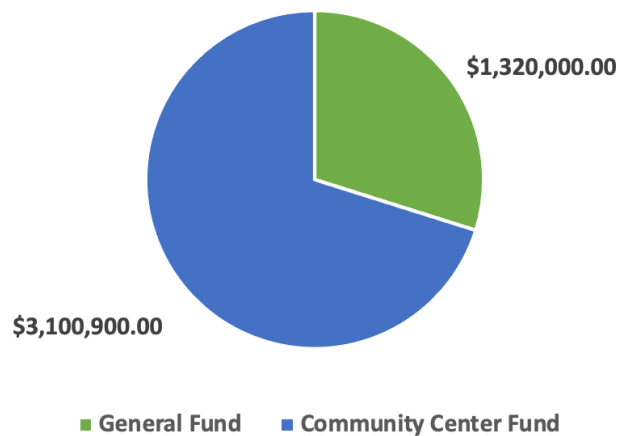
As stewards of both public funds and public lands, FPR staff is dedicated to fulfilling the mission and vision of the Department. They are held accountable for delivery of these services by City residents, City Council, and City Administration. To meet these needs, FPR staff partner with many groups in the region and manage funds carefully to respond to community needs.

1. Current Funding Sources & Uses

The city’s budget reflects a continued commitment to high standards of public service and efficient service delivery. It assigns limited available funding to programs supporting the highest community priorities, as defined by Fruita’s Comprehensive Plan goals and, in accordance with the Capital Improvement Program’s Guiding Principles.

FPR is funded by multiple sources that vary in stability and required use. Currently, the department has direct financial management responsibilities of \$4.5M on average annually for operating and capital purposes and has potential access to other funding sources for one-time growth-related capital expenses. The department provides an array of facilities, programs and services that benefit the community and visitors. With community input, FPR is revising its financial planning efforts and decision-making framework to ensure that resources are adequate and allocated.

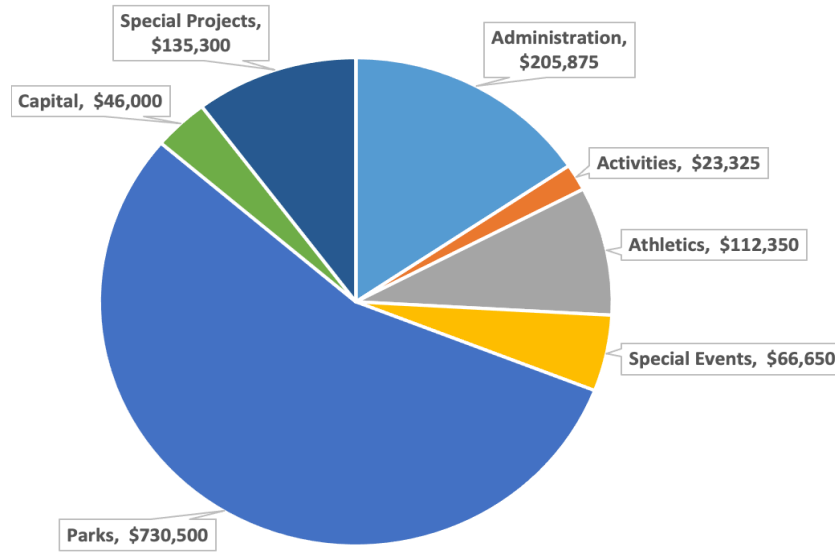
Figure 44: 2020 FPR Funding Sources



General Fund \$1,320,000

The General Fund is the City’s major operating fund. It is used to account for the provision of municipal services funded through the general resources of the City, primarily tax revenues. In 2020, 16 percent of the total General Fund was allocated to support FPR programs and services.

Figure 45: 2020 General Fund Parks and Recreation Uses



OPERATING USES

FPR’s Administration, Activities, Athletics, Special Events, and Parks operations (all operations which occur outside of the FCC) are supported using General Fund resources. In 2020, 86%, or \$1,138,700, of FPR’s General Fund allocation was directed toward operating expenditures so the Department could provide opportunities for community members to maintain enhance and improve their physical, mental, and social well-being. Operating expenditures include personnel, professional services, contracted services for maintenance and minor improvements, and supplies.

CAPITAL USES

In 2020, \$46,000 in FPR’s allocation of General Fund resources was used for capital equipment expenditures. \$137,300 was allocated from the same fund to cover one-time or special projects such as boards and advisory councils and planning and design projects.

Table 16: 2020 General Fund Capital and Special Projects Uses

Capital		
	Mobile Equipment	\$ 38,000
	Furniture & Equipment	\$ 8,000
Special Projects		
	Boards & Commissions	\$ 3,300
	Fireworks Display	\$ 30,000
	PHROST Plan	\$ 90,000
	Contributions & Scholarships	\$ 14,000

In 2019, sponsorships, primarily in support of Mike the Headless Chicken Festival, totaled \$40,000 in supporting revenue.

Fruita Community Center Fund \$3,100,900

The Fruita Community Center Fund was established in 2009 for the purpose of accounting for the operations of the Community Center. The voters approved a one cent increase in the sales and use tax rate for the construction and operation of a community center. The tax increase went into effect on January 1, 2009. Bonds were issued in November 2009, construction of the center was completed in early 2011 and the Center began operations in February 2011.

Fruita Community Center (FCC) successfully provides a recreational facility and activities for the Fruita community. The Community Center enhances and improves the quantity and quality of programs, activities, and special events. The Community Center consists of the following programs: Senior Center, Indoor Leisure/Lap Pool, Outdoor Pool, Fitness/Wellness Areas, Multi-purpose Meeting Rooms, Catering Kitchen, One and Half Court Gymnasium, Child Sitting, Staff Offices, Lobby Space, and Landscaping/Parking Lot Areas. Mesa County Public Library also has a branch library in the center. FCC is available for drop-in use and has spaces programmed for classes, athletics, and activities which are hosted at FCC. The facility has rooms available for rent by the community for birthday parties, classes, meetings, weddings, and other community events.

REVENUES

Community Center Fund revenues are budgeted at \$2.9 million in 2020. This reflects a five percent increase from the 2019 budgeted revenues. Revenues are generated from assessed fees (pass, program, rentals, etc.) and taxes (sales and use). Sales and use tax revenues of \$1.5 million represent 51 percent of the overall revenues of the FCC and are derived from a one cent sales and use tax that was approved by voters in November 2008. A portion of the tax (6/10th) will expire no later than January 1, 2039. The remaining tax (4/10th) will continue without any sunset provisions as an operational subsidy. Tax revenues are budgeted to increase 11 percent.

Charges for services of \$1.4 million represent 43 percent of the overall revenue and include pass sales, daily admission fees, registrations for various recreation program offerings, retail sales and concession/vending revenues. Charges for services are budgeted to decrease four percent from the 2019 Budget. This decrease is due to a leveling off in revenues from program activities and daily admissions and passes.

Revenues from interest and facility rentals of \$73,450 represents three percent of the overall revenues and are projected to increase 24 percent from 2019 budgeted revenues. This includes the first full year of lease revenues from the roof top lease for cellular equipment. The lease includes an annual escalation factor of 2.5 percent.

Other financing sources include an annual transfer from the General Fund of \$95,000. This transfer is an additional operational subsidy based on historical data of program revenues and expenses previously subsidized by the General Fund (outdoor pool, senior services and some recreation programs) prior to construction of the Community Center and which are now included in the Community Center Fund.

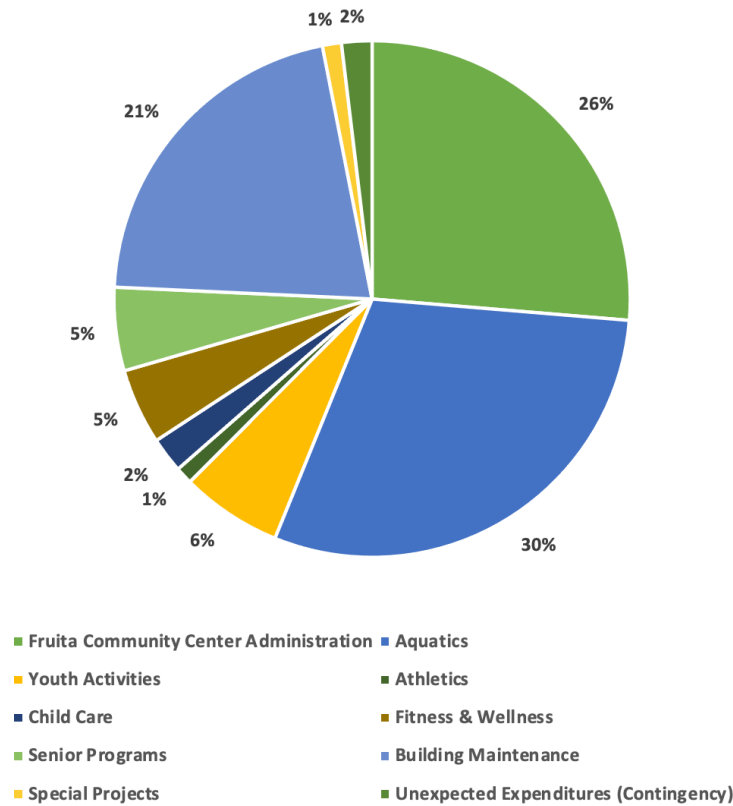
OPERATING USES

FCC operational expenses of \$2,103,700 million were budgeted in 2020 and account for 69 percent of the overall Community Center Fund expenses. Increases primarily related to personnel costs due to a seven percent minimum wage increase effective January 1, 2020 (\$12 hour), and compensation/pay plan adjustments impacted operating costs in 2020. This trend is expected to continue as minimum wages remains a policy issue at state and federal levels.

Program expenses funded through the FFC are:

- Fruita Community Center Administration
- Aquatics
- Youth Activities
- Athletics
- Child Care
- Fitness & Wellness
- Senior Programs
- Building Maintenance
- Special Projects

Figure 46: Community Center Fund Operating Expenditures by Program Area



CAPITAL USES

In 2020, \$279,100 was allocated for capital projects and equipment purchases associated with the Fruita Community Center.

Table 17: 2020 Community Center Fund Capital Equipment and Projects Totals by Program Area

Administrative Program	\$ 27,900
Aquatics Program	\$ 177,700
Athletics Program	\$ 3,000
Building Maintenance	\$ 70,500

FFC OPERATING RESERVES

In establishing the FFC, policy was established mandating an operational reserve which is 25 percent of the current year operating expenses must be minimally maintained. In 2020, the operating reserve was \$525,925. This allocation cannot be designated for any particular purpose and serves as a cushion against unexpected events, losses of income, and large unbudgeted expenses. Operating reserve of 25 percent is typically funded from unassigned fund balances. If unassigned fund balances are not available the City would need to come up with other current year funding designations.

CAPITAL EQUIPMENT RESERVE FUND

The Capital Equipment Reserve Fund (CERF) funding is backed from current year revenues. Future FCC facility improvements are planned with a funding goal of \$1 million. This goal was met at end of 2019 and in 2020. Prior to these years, the City had an annual range of \$25,000 to \$50,000 in funding from current year revenues for up to \$500,000 with the additional \$500,000 in funding coming from the supplemental bond reserve.

OPERATING EXPENSES PER CAPITA

U.S. Census Bureau data indicate that local park and recreation agencies' operating expenditures totaled \$39.0 billion in 2017. Per 2020 NRPA Park Metrics data, the typical park and recreation agency has current annual operating expenditures of \$4,342,495 and has an annual operating expense of \$81.19 per capita. The typical operating expense per capita rate for a reporting community serving fewer than 20,000 residents ranges between \$96.77 and \$199.86.

FPR's combined General Fund and Community Center Fund operating budget was \$3,423,700 (\$1.3 million – GF and \$2.1 million – FFC) in 2020. Normalizing operating expenditure data by population served by an agency is a much more accurate and meaningful way of articulating spending. Because FPR serves the City of Fruita as well the surrounding area which includes the Mesa County Unincorporated communities of Mack, Loma, and Redlands, it is important to consider operating expenses per capita for both segments.

	2020 Estimated Population	
	City of Fruita	Service Area
2020 Operating Expenses per Capita	\$ 255.54	\$ 144.37

Conservation Trust Fund

The Conservation Trust Fund (CTF) is a special revenue fund established to account for the receipt of Lottery Funds received from the State of Colorado. These funds are restricted in use to the acquisition, development, and maintenance of new conservation sites or for capital improvements for recreational purposes on any public site. In 2020, zero dollars were budgeted for FPR projects, but large capital maintenance and development projects have been, and will continue to be, funded using CTF revenues.

Capital Projects Fund

The Capital Projects Fund provides for acquisition and construction of improvements and enhancements to the general governmental infrastructure and facilities of the City such as streets, parks and open space, and other projects in accordance with the City's Five-Year Capital Improvement Plan. Capital projects associated with enterprise funds such as the Community Center Fund are accounted for in the respective funds and are not included in the Capital Projects Fund. A capital project is typically defined as a project with a useful life of five years or greater and a minimum cost of \$10,000. Capital equipment is generally funded in operating budgets. In 2020, no FPR-related projects were funded from the Capital Projects Fund.

POST Impact Fees

New developments create the need for new or expansions to parks, open space, and trails (POST) facilities and services. As such, the City collects POST Impact Fees to address increased demands new development has on these facilities and services. The impact fees collected are directed to Capital Project Fund and are restricted for POST use. The balance of funds available as of November 2020 was \$268,020.

To meet future capital needs, it is suggested the City collect the POST Impact Fee amount when the payment is being applied to development applicants. To keep pace with costs associated with providing parks, open space, and trail facilities and services, it is recommended that the City conduct further research regarding a possible increase to the POST Impact Fee. Any increase could be incrementally implemented over time. If done, the Park Impact Fee can be an effective tool for supporting parks, open space, and trails capital projects.

The current Park Impact Fee policy has led to surplus of neighborhood park acreage (4.4 acres per 1,000 residents) and to a deficiency in community park acreage (1.72 acres per 1,000). The community needs assessment revealed a need for enhanced infrastructure to support special events, youth sports at rectangular fields (indoor and outdoor), and indoor courts. Other components needed include pickleball courts and a skatepark. In accordance with parkland classification standards, community parks are best suited to address these needs. To develop community parks, to preserve open spaces and natural areas, and to provide primary trail connections, the City must require the POST Impact Fee amount be collected as written when the payment is being applied to new development applications.

Updates to development costs account for a 21 percent increase in inflation between 2009 and 2020. According to the Bureau of Labor Statistics consumer price index, today's prices in 2020 are 21.32 percent higher than average prices since 2009. The U.S. dollar experienced an average inflation rate of 1.77 percent per year during this period, causing the real value of a dollar to decrease. In other words, \$1 in 2009 is equivalent in purchasing power to about \$1.21 in 2020, a difference of \$0.21 over 11 years.

To act as an effective tool for supporting parks, open space, and trails capital projects it is recommended that Sections B and D of 17.19.090 PUBLIC PARKS, OPEN SPACES AND TRAILS IMPACT FEE/DEDICATIONS be further studied using the model below as a guide:

Amount of Land Dedication Required

The following parks and trails areas are needed to meet the LOS identified:

- 2 acres of neighborhood parks,
- 4 acres of community parks, and
- 1 mile of trails.

Parkland per household is the product of the average household size multiplied by the level of service standard. Average household size is:

2.56 people per dwelling unit (which is the US Census Bureau's 2019 Colorado statewide average):

$2.56 * (2.0/1,000) = .005$ acres per household for neighborhood parks

$2.56 * (4.0/1,000) = .010$ acres per household for community parks

$2.56 * (1.0/1,000) = .0026$ miles per household for primary trails

Payment in Lieu of Dedication and Improvements

Acquisition costs of un-subdivided development-ready land: \$68,970 per acre

- Neighborhood park development costs: \$169,400 per acre
- Community park development costs: \$217,000 per acre
- Primary trails development costs: \$508,200 per mile
- Neighborhood park fee calculation: .005 acres X (\$68,700 + \$169,400) = \$1,190 per household
- Community park fee calculation: .010 acres X (\$68,700 + \$180,000) = \$2,487 per household
- Primary trails fee calculation: .0026 miles X \$508,200 = \$1,321 per household

Per household Maximum combined parkland and trail impact fee = \$4,998

It is recommended that funds received from POST Impact Fees should be used to provide primary trails; to develop parks such as Little Salt Wash Park, Lagoon Development Area, and Etchart Park; to provide access to natural environments through open space and natural areas; and to acquire land in the southeast portion of the UDB for a community park.

It is also recommended that the City, using the formula, study what an appropriate POST Impact Fee should be. As the above calculations are based on an increasing CPI, actual or appraised land values and local construction cost costs should be evaluated and potentially used to derive a future POST Impact Fee. Once the POST Impact Fee is established, the City should then develop an implementation strategy and schedule.

Lodger's Tax

In April 1996 voters approved a three percent lodging tax. Revenues received from the lodging tax are exempt from limitations of Article X, Section 20 of the Colorado Constitution (Tabor) as a voter approved revenue change. Since 1996, the revenue generated from the tax were directed to the Marketing and Promotion Fund is to promote Fruita to visitors through tourism-related business. The Marketing and Promotion Fund was created in 1996 to account for the lodging revenues received by the City.

In April 2020, voters approved a three percent increase to the lodging tax making it a total of six percent. The City estimates that this three percent increase will generate an additional \$150,000 annually. Significant to FPR, this additional revenue generated provides a permanent and dedicated funding source for both economic development and for parks, trail, open space, and public places which support the City's effort to provide quality of place, core services, economic health, and superior lifestyle.

Potential Use of 2020-Approved three percent Lodger's Tax Funds

The 2020-approved three percent increase to the Lodger's Tax provides an opportunity to fund projects which support economic development and the parks and recreation sites Fruita's tourists come to visit.

Community survey responses indicated:

- Trails, parks, and open space/natural areas are highly important
- Shade structures, outdoor athletic courts, disc golf course, playgrounds, and the outdoor skatepark are not meeting respondents needs
- Physical activity and access to natural environments are highly important health factors
- Planting, maintaining, protecting, and nurturing street/shade trees is highly important
- Encouraging active lifestyles and promoting health, wellness, and fitness is the top purpose of FPR

Fruita community members' expressed desires for additional trails, open space and natural areas, and community and neighborhood parks in the next 5 to 10 years. Because of these desires, the use of the Lodger's Tax funds should be directed toward acquisition and development efforts in future years to help supplement other funding such as Parks, Open Space, and Trails (POST) Impact Fees.

Grants

In recent years FPR has had extraordinary success in utilizing grants to fund acquisitions, trail projects, and planning projects as well as to fund recreation programs. Between 2016 and 2020, nearly \$4.5 million was awarded and funded six significant projects. The City should continue to leverage its funds to implement robust projects along with grant dollars.

Table 18: Recent Grant Awards

Award Year	Project	Award Agency	Award Amount
2016	Kokopelli Section of the Colorado Riverfront Trail	Great Outdoors Colorado (GOCO)	\$2,000,000
		Department of Local Affairs	\$1,000,000
		Colorado Department of Transportation	\$1,200,000
2017	Wills Property Acquisition	GOCO	\$135,000
2108	North Fruita Desert Master Plan	Colorado Parks and Wildlife (CPW)	\$35,600
2019	PHROST Master Plan	GOCO	\$65,000
2020	Paleo and Cultural Surveys in the North Fruita Desert	CPW	\$22,000
	Wellspring Project	Arts in Society Grant	\$20,000

2. Potential Future Funding

The following list of strategies and funding sources should be considered when developing a specific implementation plan for city projects and programs.

Grants

GREAT OUTDOORS COLORADO (GOCO) GRANT PROGRAM

This is a statewide pool of revenue from Colorado Lottery proceeds. Funds are available on a competitive grant basis for park and open space land acquisition and development, outdoor recreation, environmental education, and capacity building. The city regularly applies for these funds for various projects but cannot rely on grants as a steady funding stream.



WESTERN COLORADO COMMUNITY FOUNDATION

Western Colorado Community Foundation (WFFC) works to distribute funds in health and human services, education, arts and culture, environmental services, and more. Through grants WFFC invests in and improves the quality of life in the seven counties they serve, including Mesa County. WFFC distributes grants from dozens of donor-directed funds in accordance with donors' wishes. Most grant awards (81%) are donor-directed, and nonprofit organizations cannot apply for grants from donor-directed funds. The grants available through WFFC may be most appropriate for recreation programs aimed at achieving health outcomes such as reducing obesity amongst high school students.

STATE TRAILS PROGRAM

Established in 1971, this program is funded with revenue from GOCO, TEA-21 Section 1112 Recreation Trails Program, and Off-Highway Vehicle (OHV) registration fees. Funds are available for trails on a competitive basis. A 25 to 50 percent match is required. Since the state funding pool is relatively small, this resource is proposed for a small component of the trails system. The city regularly applies for these grants.

SPORTS GROUPS OR COMPANY GRANTS

There are myriad sports association or specific company grants for projects that are related to their constituency or products. For example, skatepark.org and The Tony Hawk Foundation both provide grants for design and construction of new public skate parks.

OTHER GRANTS

Grants through other foundations and organizations such as Land and Water Conservation Fund, The Kresge Foundation, Colorado Water Conservation Board, the Center for Disease Control, Bill and Melinda Gates Foundation, Colorado Health Foundation, Department of Local Affairs, Boettcher Foundation, Bacon Family Foundation, Colorado Department of Transportation, and the United States Department of Agriculture should also be considered as possible funding tools to develop parks and recreation facilities, natural area restoration, and implementation of health-related programs.

Parks and Recreation Nonprofit Organization or Foundation

Many park and recreation departments receive benefits from relationships with friends' groups, park foundations, and nonprofits. In addition to the traditional fundraising role for their park and recreation districts, productive park foundations also conduct some of the following activities:

- Provide financial assistance to people in need so they can benefit from park and recreation programs
- Promote the social, educational, environmental, and cultural life of communities
- Promote park programs and facilities
- Use the experience and facilities of community foundations where appropriate
- Encourage community involvement and volunteer activities
- Own, maintain, manage, and operate facilities and programs on public spaces
- Coordinate and leverage the efforts of friends groups volunteers
- Serve as a fiscal agent for groups working to improve parks
- Conduct organized opinion campaigns advocating for additional park financing from annual local taxes and park maintenance and development bond funds
- Monitor park planning and operations for economy, efficiency and equitable treatment
- Restore public space, maintain public trees and beautify schools and open space

A foundation can be established as a 501(c)(3), non-profit organization and can then qualify for funding a government agency often does not qualify for. Thereby, funding opportunities are increased. When establishing a nonprofit organization or foundation, it is suggested that The National Association of Park Foundations be consulted to form an effective and sound organization.

Conservancy

According to a 2015 report by the Trust for Public Land, nearly half the nation's top 100 cities now have conservancies that are often driven by financial need. Charlie McCabe, director of the Center for City Park Excellence at the national Trust for Public Land, says conservancies represent the new norm for parks, many of which now rely on a combination of public and private funding. They're registered nonprofits that make formal agreements with a city or park district, usually to raise money for capital improvements or enhanced operations. While the nonprofits help cash-strapped cities improve parks without asking more from taxpayers, private funding for public spaces can spur accountability concerns.

Sin Taxes

A sin tax is an excise or sales tax specifically levied on certain goods deemed harmful to society and individuals. These goods can include alcohol, tobacco, marijuana, candies, soft drinks, fast foods, coffee, sugar, and gambling. Sin taxes are used to increase the price on the harmful good in an effort to lower their use while simultaneously providing a sources of revenue to support public services such as parks and recreation programs and facilities.

Special Improvement District

The City could consider the establishment of a Special Improvement District (SID) for specific park and recreation facility projects such as Lagoon Development Area or improvements in the Historic Downtown area. City Council would have to establish the boundary to be set and the levy to be assessed, and vote by the residents of Fruita would be required. Typically, SIDs contain a sunset clause stating that once all projects are completed, the SID and any associated taxes will be abolished. While this might not be practical for the entire city, it may be useful for park and recreation improvements associated with sub-area plans.



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APPENDIX A: COMMUNITY SURVEY REPORT

Fruita Parks, Health, Recreation, Open Space, and Trails (PHROST) Master Plan Survey

June 2020



1



Table of Contents

- Intro, Methodology & Key Findings
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- Satisfaction with Parks, Programs, & Facilities
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- Future Facilities, Amenities, and Programs
- Needs & Desires for Programs
- Future Facilities, Amenities, & Programs
- Financial Choices
- Communication
- Additional Comments

Introduction

The purpose of the survey program was to gather community feedback on the City of Fruita Parks and Recreation Department facilities, amenities, programs, and future planning to assist the City in developing a plan that reflects the community's needs and desires. The data collected is designed to complement and inform the overall Fruita Parks, Health, Recreation, Open Space and Trails Master Plan (PHROST) effort lead by GreenPlay.

The Fruita survey included both an "invitation" and an "open" opportunity to participate. Due to the similarity of the invitation and open link samples, the slides that follow focus primarily on the combination of the two samples. In many instances, results are segmented by area of residence (In Fruita vs. outside of Fruita). Other segmentations, such as by age, by household income, and by presence of children, are provided where meaningful differences exist.



3

Methodology

Primary methods:

1 = Statistically Valid (Invitation Survey)
Mailed paper survey to a sampling of residents chosen from throughout the Fruita Monument High School service area.

2 = Open Link Survey
Online survey available to all residents

4,000 Surveys Mailed (43 returned undeliverable).
The response rate to the invitation was about 10%.



416 - Invitation Sample Survey Responses
+/- 3.2% Margin of Error



510 - Open Link Survey Responses

Sample sizes vary by question

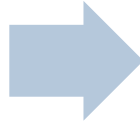


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Weighting the Data

1

The underlying data from the invitation sample were weighted by age to ensure appropriate representation of the **City of Fruita** residents.



2

Using the 2017 American Community Survey, the age distribution of respondents were adjusted to more closely match the population profile **of Fruita residents**.

Selected Key Findings

Respondents are highly satisfied with the quality of Fruita parks, facilities, recreation programs, and services (slide 21).

- Eighty percent or more of respondents reported being satisfied or very satisfied in all six categories that were evaluated. Satisfaction was highest for trails, and only slightly lower the Fruita Community Center, Open Spaces, parks, other recreation facilities, and recreation programs or services.

• *"You guys are doing a great job!" –Fruita Resident*

When asked how important and well facilities or services are meeting the needs of the community, shade structures, parking at recreation facilities and trails, recreation programs and activities, and playgrounds were rated above average for importance but fell below average in terms of needs of respondents being met (slide 31).

- **These are key areas for potential improvements. In other words, these facilities represent relative priorities based on the survey findings and improvements in these areas would likely be well received by the community.**
- *"The past 5 or more years the focus seems to have solely been around bicyclists, hiking, and trails. We need to become more inclusive to families, our youth, our handicapped and our seniors in other ways. We need to provide more safe indoor and outdoor options with shade, seating, accessibility, and security to prevent vandalism and violence. Parks/playgrounds, splash pads/features, a water park, upgraded maintained courts, rock walls, festivals/parades/ music to celebrate our culture and community would be amazing." –Fruita resident*
- *"As I said before, our facilities are too small and overburdened as a whole. If things ever go back to 'normal' after covid19, Fruita is only going to grow, and need bigger facilities to cope. With actual parking spaces!" –Fruita resident*

Selected Key Findings

Physical Activity and increasing access to natural environments were identified as the most important health-related areas of focus for Fruita area residents (slide 34).

- Reducing alcohol consumption and gambling were relatively low priorities, though still identified by a significant number of respondents, 43% and 24% respectively.
- Mental health and nutrition were of relatively high importance to the younger age group, those aged 34 and under (slide 35).

Related to the importance of physical activity as an important health-related area of focus for Fruita area residents, survey respondents identified encouraging active lifestyle and promoting health, wellness, and fitness as the most important purpose of parks, recreation, open space, and trails in Fruita (slide 40).

- A quarter of respondents (25%) identified it as their top purpose and 43% identified it among their top three purposes of parks and recreation. The next most important purpose – preserve land in its natural state – trailed by a significant margin with 24% of respondents identifying it among their top three purposes (slide 42).



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Selected Key Findings

There may be some room to improve communication with Fruita area residents about parks and recreation facilities, programs, and services offered.

- Twenty-two percent of respondents rated Fruita's communication effectiveness a "2" or "1 – Not at all effective" on a five-point scale of effectiveness. The average rating overall was 3.4/5. Communication could be improved, especially among those living outside of Fruita, if reaching people outside of Fruita is a priority (slide 59).
- Email from the City or Parks and Recreation Department was most often cited as the best way to receive information (slide 60); however, it ranked relatively low (8/10) in terms of how people currently receive information, suggesting email could perhaps be utilized more.
- About a third (34%) of respondents overall (30% in Fruita and 41% outside of Fruita) identified "improved communication about offerings" as an area that, if addressed, would increase their use of parks and recreation facilities. (slide 54)
- The survey shows differences in communication preferences by age. Social media should be considered particularly effective at reaching younger residents, but older residents will continue to require other forms of communications (email, the activity guide, newsletters).



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Selected Key Findings

The survey analysis focused in part on residents that live within Fruita, and those that live geographically outside in the unincorporated county. In general, these two groups show similar responses on most of the survey questions. However, there are some areas where there are differences and this finding might promote discussion, “What is the mission and expectation of the City as a provider of regional recreation facilities?” For example, residents outside the City express greater concerns about the effectiveness of communications concerning parks and recreation than those living in Fruita. To what extent does Fruita see this as a problem or an opportunity? Similarly, on a financial question concerning potential increased fees, those living outside Fruita are most likely to expect lower impact from fee increases. In general they are more affluent and less impacted by higher fees. The data create an ability to focus on some of these topics if there is a desire to consider policy options that include geographic representation in the discussions.



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Demographic Profile

10

Demographic Overview



47% of respondents have children at home

11.7

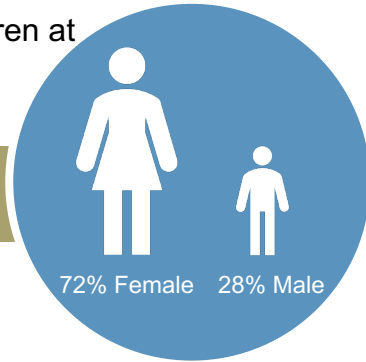
Average number of years living in Fruita area



82% of respondents own their residence



66% of respondents live in Fruita



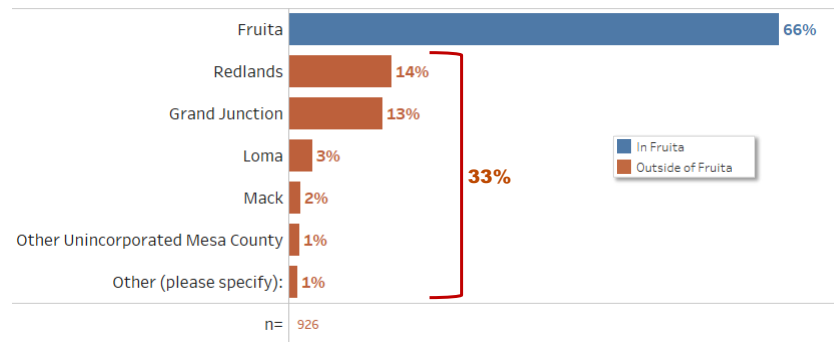
Throughout slides that follow, demographic responses are used to segment overall survey results.

Demographic Profile

Where do you live

Two-thirds of respondents indicated they live within Fruita. Of those outside of Fruita, the greatest share respondents were from Redlands (14% of the overall), followed closely by Grand Junction (13%). Six percent were from Loma, Mack, or Other Unincorporated Mesa County.

Q 1: Where do you live?



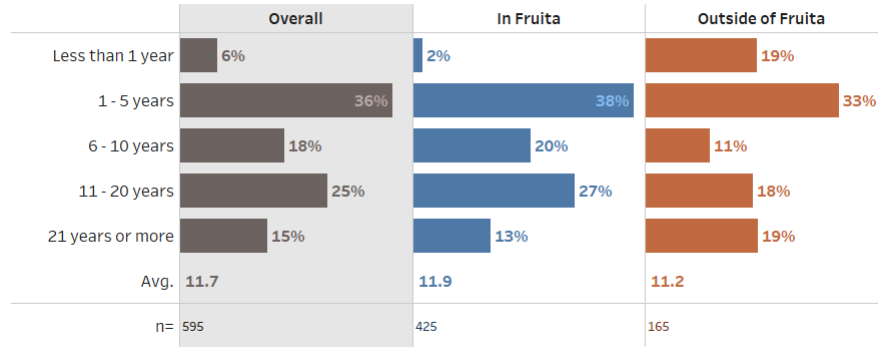
Source: RRC Associates and GreenPlay

Demographic Profile

Time in Fruita

The average tenure of respondents in the Fruita area is 11.7 years. Respondents outside of Fruita had a greater share of newcomers with 19% having lived in the area for less than 1 year. Overall, 42% of respondents have lived in the area 5 or fewer years, 43% 6 – 20 years, and 15% 21 years or more.

Q 22: How long have you lived in the Fruita area?

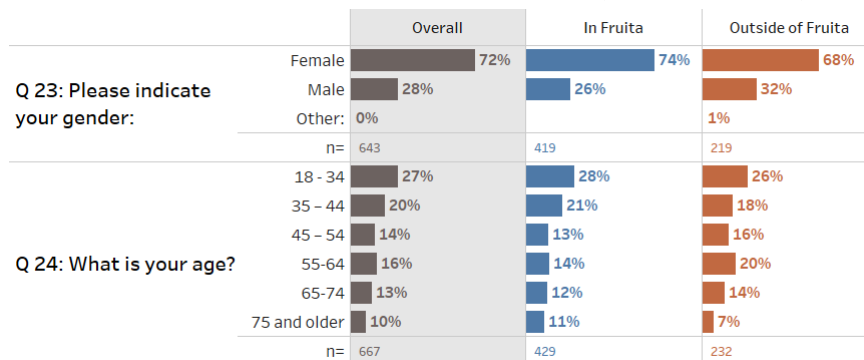


Source: RRC Associates and GreenPlay

Demographic Profile

Gender & Age

Female respondents were more likely than males to participate in the survey (72% vs. 28%). Despite this difference, analysis showed responses from males and females were similar enough that the data did not warrant being weighted by sex. Respondents were weighted by age according to the American Community Survey. As such, the age distribution of the overall accurately represents the City of Fruita.



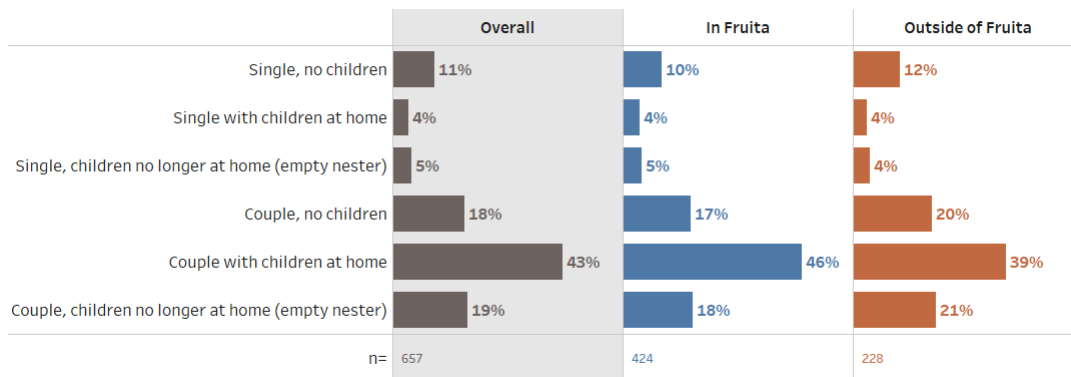
Source: RRC Associates and GreenPlay

Demographic Profile

Household Composition

Forty-seven percent of respondents report having children at home. Twenty-nine percent do not have children, while 19% are “empty-nesters” with children no longer at home. Residents of Fruita were slightly more likely to have children at home (50%) relative to those outside of Fruita (43%).

Q 25: Which of these categories best applies to your household?

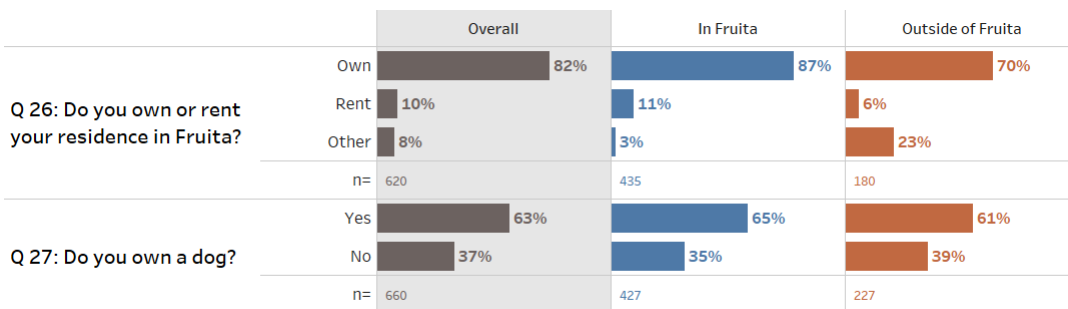


Source: RRC Associates and GreenPlay

Demographic Profile

Own vs. Rent, Dog Ownership

Eighty-two percent of respondents own their residence and 10% rent. The rate of homeownership is higher in Fruita (87%) than outside of Fruita (70%). Sixty-three percent of respondents own a dog.

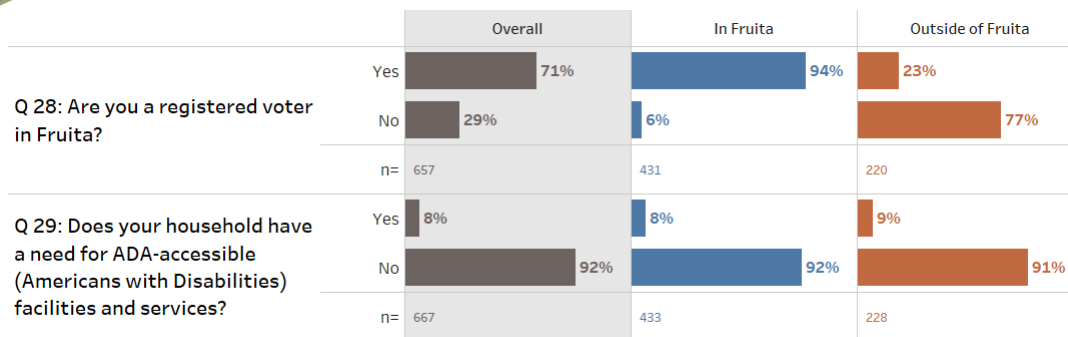


Source: RRC Associates and GreenPlay

Demographic Profile

Voter Registration, ADA Accessibility

Overall, 71% of respondents are registered to vote in Fruita, and 94% of those within Fruita are registered to vote in Fruita. Eight percent of respondent households require ADA-accessible facilities and services.

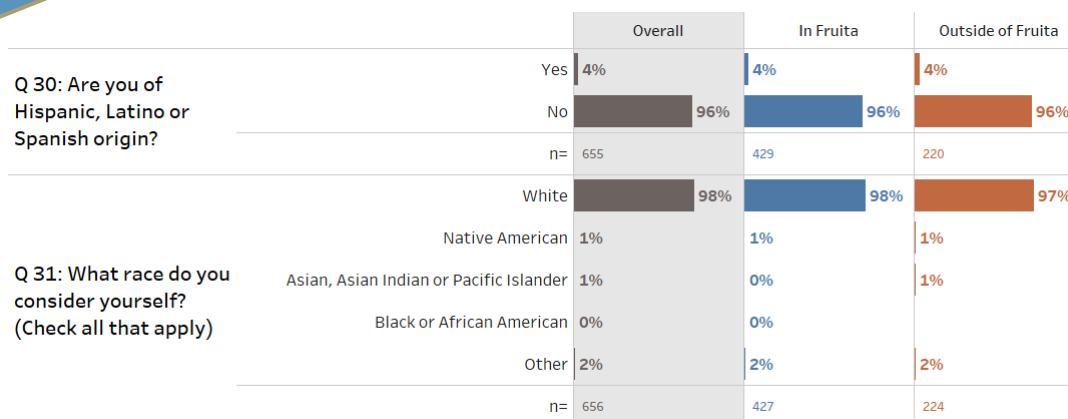


Source: RRC Associates and GreenPlay

Demographic Profile

Race/Ethnicity

Four percent of respondents are of Hispanic/Latino/Spanish origin. The vast majority, 98%, described their race or ethnicity as white.



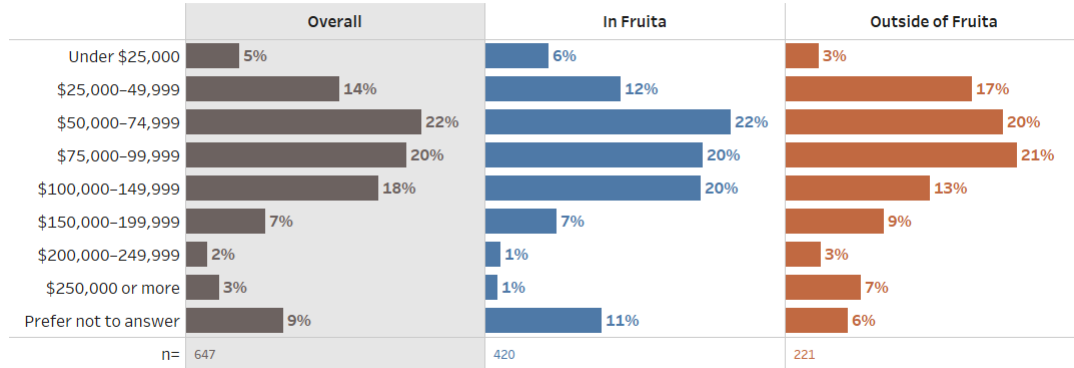
Source: RRC Associates and GreenPlay

Demographic Profile

Household Income

Forty-one percent of respondents reported an annual household income of less than \$75,000. Thirty-eight earn between \$75,000 and \$149,000 annually, while 12% percent earn more than \$150,000. The highest incomes (over \$150,000) were generally more prevalent among respondents outside of Fruita.

Q 32: Which of these categories best describes the total gross annual income of your household (before taxes)?



Source: RRC Associates and GreenPlay

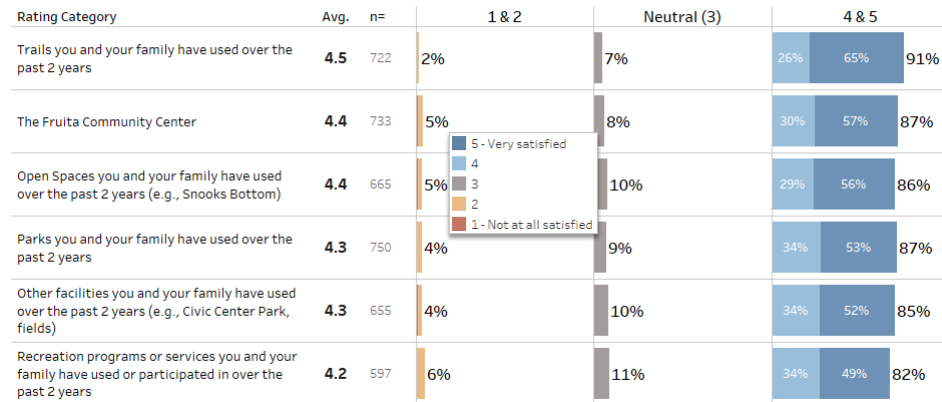


Satisfaction with Parks, Programs, & Facilities

Satisfaction with Parks, Programs, & Facilities

On a 5-point scale of satisfaction with parks, facilities, recreation programs, and service offerings, more than 4 in 5 respondents provided high ratings of satisfaction, either a “4” or “5” in all six categories. Trails received the highest ratings (average 4.5), followed by the Fruita Community Center (4.4), open spaces (4.4), and parks (4.3).

Q 2: How satisfied have you and your household been with the adequacy of Fruita’s parks, programs, and facilities you use (adequacy meaning quality, condition, quantity, and distribution)?



*Categories are sorted in descending order by the average rating.

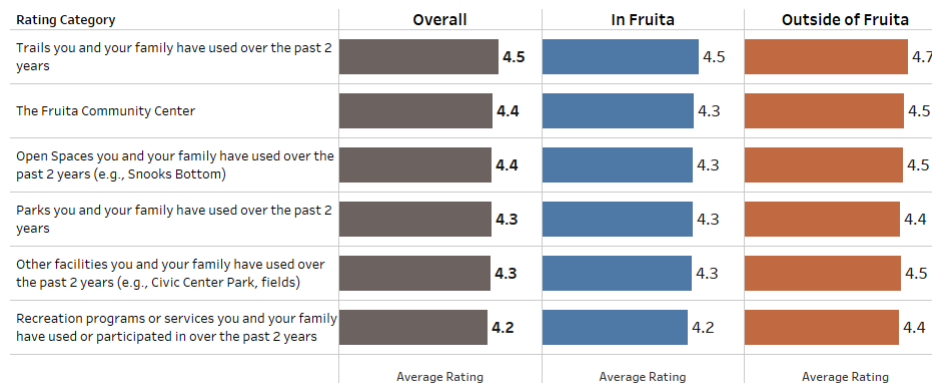
Source: RRC Associates and GreenPlay

Satisfaction with Parks, Programs, & Facilities

In Fruita vs. Outside of Fruita

To compare respondents in Fruita and Outside of Fruita, just the mean (average) ratings were used. The rank order of categories among both groups is nearly identical, although respondents outside of Fruita reported greater satisfaction with all aspects of Fruita’s parks, programs, and facilities. Clearly, Fruita is providing positive experiences overall, but there is particularly high satisfaction from those outside the City.

Q 2: How satisfied have you and your household been with the adequacy of Fruita’s parks, programs, and facilities you use (adequacy meaning quality, condition, quantity, and distribution)?



Source: RRC Associates and GreenPlay

Transportation to Parks & Recreation Facilities

Two-thirds of respondents typically get to parks or recreation facilities via a car. Not surprisingly, car use is higher among those outside of Fruita (79%) relative to those in Fruita (61%). Bike was the next most identified mode of transportation (16%) followed by walking (15%). About one in three residents prefer to get to parks via bike or walking.

Q 3: How do you typically prefer to get to the parks or recreation facilities you use?

	Overall	In Fruita	Outside of Fruita
Car	66%	61%	79%
Bike	16%	18%	10%
Walk	15%	18%	6%
Rideshare/carpooling	1%	0%	1%
Other (please specify):	1%	1%	1%
N/A - We dont use P&R Facilities	2%	1%	4%
n=	524	381	142

Source: RRC Associates and GreenPlay

Current Facilities and Programs

Importance Facilities and Services

Trails and pathways and Open space/natural areas were rated as the most important facilities and services. The Fruita Community Center, parking, and special events/festivals were also important, receiving average ratings of 4.3 or higher.

Indoor pickleball courts at FCC, disk golf courses, and the outdoor skatepark were rated relatively low in terms of importance.

Q 4: Please rate A): how important the following facilities and services are to your household

Rating Category	Avg.	n=	1 & 2	Neutral (3)	4 & 5
Trails and pathways	4.6	805	4%	6%	75% 90%
Open space/natural areas	4.6	794	4%	6%	76% 90%
Fruita Community Center	4.5	785	5%	9%	71% 86%
Parking at recreation facilities and trails	4.4	808	5%	11%	22% 61% 84%
Special events and festivals	4.3	800	7%	12%	20% 61% 81%
Community/neighborhood parks	4.2	770	10%	9%	57% 81%
Shade structures	4.2	767	9%	14%	54% 76%
Recreation programs & activities	4.1	771	13%	13%	52% 74%
Indoor aquatic facility (pool)	4.0	777	16%	11%	56% 72%
Snooks Bottom Open Space	4.0	728	13%	15%	22% 50% 73%
Indoor fitness center/room	3.9	759	15%	16%	19% 50% 69%
Civic Center Park and Pavilion	3.9	761	13%	22%	27% 39% 66%
Playgrounds	3.7	752	22%	13%	20% 46% 65%
Outdoor aquatic facility (pool)	3.7	743	23%	16%	20% 41% 61%
Outdoor athletic fields (football, soccer, lacrosse)	3.5	706	29%	15%	38% 56%
Outdoor athletic courts (basketball, tennis, etc.)	3.4	722	27%	20%	21% 32% 52%
Indoor athletic courts (basketball, volleyball, etc.)	3.4	725	31%	18%	35% 51%
Fruita Bike Park	3.3	710	22%	32%	19% 31% 50%
Senior Center	3.2	708	28%	36%	14% 36% 50%
Indoor pickleball courts (at FCC)	2.5	670	39%	55%	18% 27%
Disc golf courses	2.4	679	41%	59%	14% 27%
Outdoor skatepark	2.4	701	43%	59%	14% 27%

*Categories are sorted in descending order by the average rating.

Source: RRC Associates and GreenPlay

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Importance Facilities and Services Average By Location

The average ratings of importance were similar among those in Fruita and those outside of Fruita. Respondents in Fruita were relatively likely to rate community neighborhood parks (+.5 average rating), indoor fitness center/room (+.4), and the Fruita Community Center (+.3) as important.

Q 4: Please rate A): how important the following facilities and services are to your household

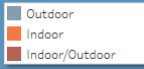
Rating Category	Overall	In Fruita	Outside of Fruita
Trails and pathways	4.6	4.6	4.6
Open space/natural areas	4.6	4.6	4.6
Fruita Community Center	4.5	4.6	4.3
Parking at recreation facilities and trails	4.4	4.4	4.4
Special events and festivals	4.3	4.4	4.3
Community/neighborhood parks	4.2	4.4	3.9
Shade structures	4.2	4.2	4.1
Recreation programs & activities	4.1	4.1	3.9
Indoor aquatic facility (pool)	4.0	4.0	4.1
Snooks Bottom Open Space	4.0	4.0	4.0
Indoor fitness center/room	3.9	4.1	3.6
Civic Center Park and Pavilion	3.9	3.9	3.8
Playgrounds	3.7	3.8	3.7
Outdoor aquatic facility (pool)	3.7	3.7	3.6
Outdoor athletic fields (football, soccer, lacrosse)	3.5	3.5	3.4
Outdoor athletic courts (basketball, tennis, etc.)	3.4	3.4	3.3
Indoor athletic courts (basketball, volleyball, etc.)	3.4	3.4	3.4
Fruita Bike Park	3.3	3.3	3.3
Senior Center	3.2	3.3	3.2
Indoor pickleball courts (at FCC)	2.5	2.5	2.5
Disc golf courses	2.4	2.3	2.6
Outdoor skatepark	2.4	2.4	2.4

Source: RRC Associates and GreenPlay

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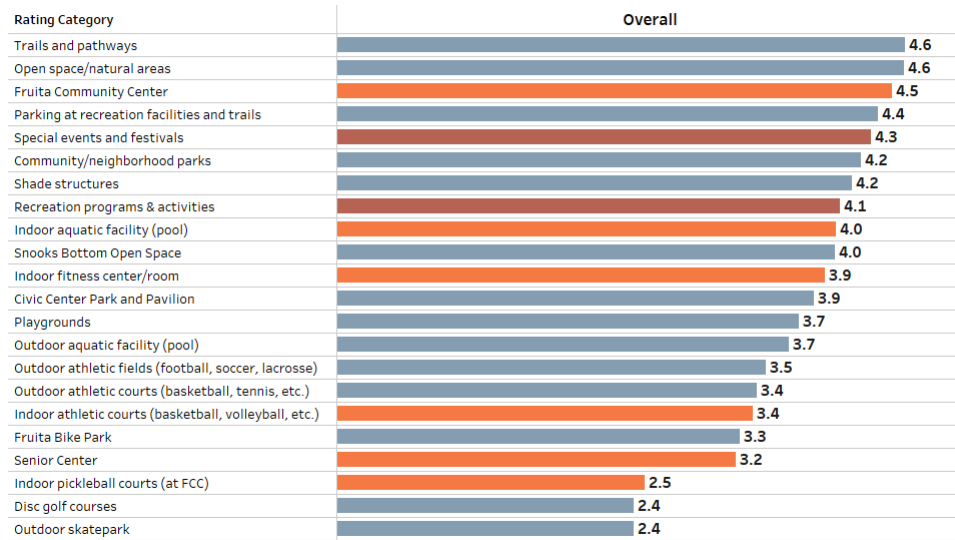
Importance

Indoor vs. Outdoor



Response options were colored depending on whether they are indoor, outdoor, or combined indoor/outdoor facilities and services. Ordered by average rating, indoor and outdoor facilities and programs appear throughout the list suggesting that there is not a strong priority for an indoor or outdoor focus. Rather, both are important.

Q 4: Please rate A): how important the following facilities and services are to your household



Source: RRC Associates and GreenPlay

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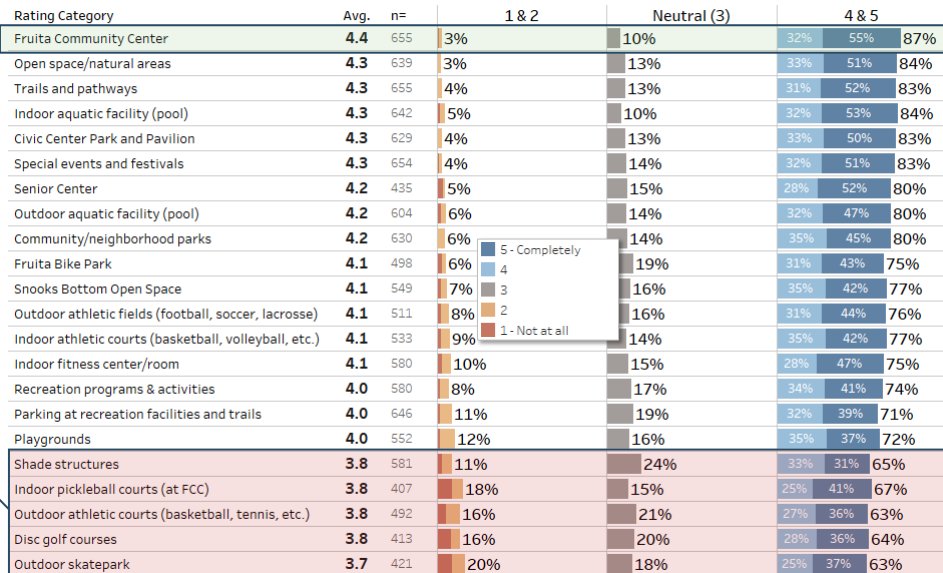
Needs Met

Facilities and Services

The Fruita Community Center was rated highest in terms of how well it is meeting the needs of Fruita area residents, with an average rating of 4.4 and 87% of respondents rating it a "4" or "5."

The outdoor skatepark, disc golf courses, outdoor athletic courts, indoor pickleball courts, and shade structures received relatively low ratings of 3.8 or less.

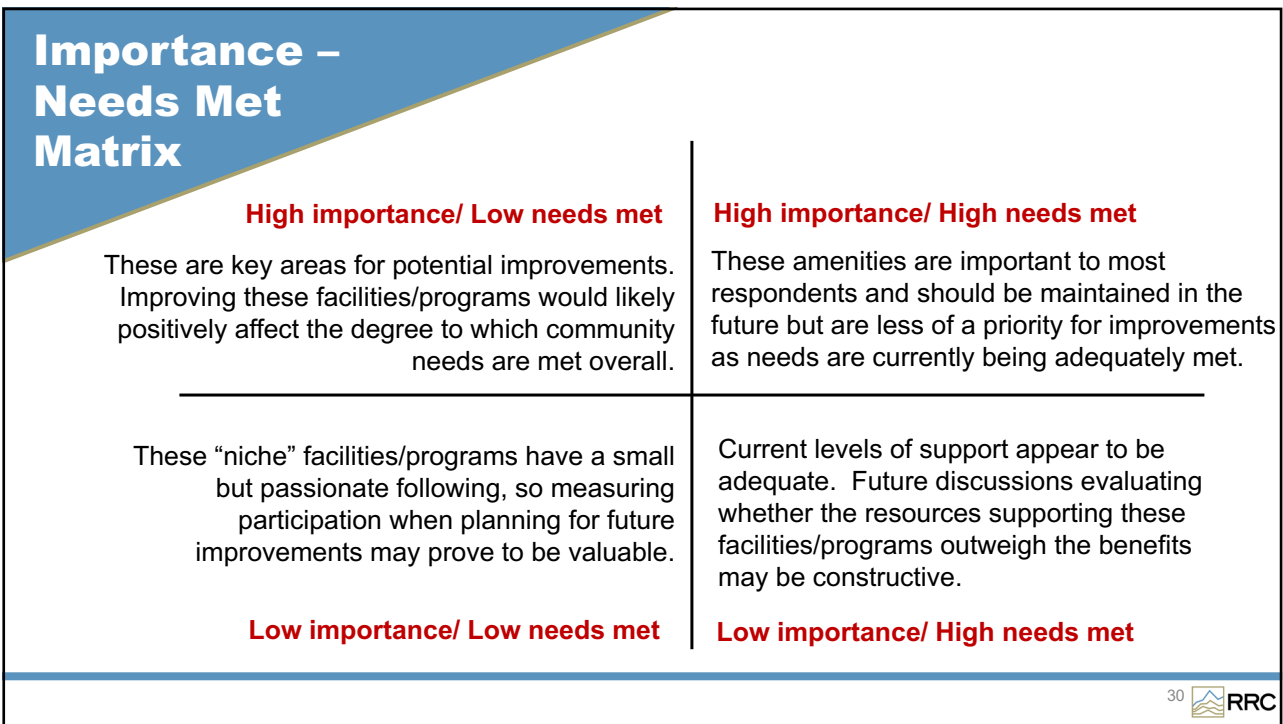
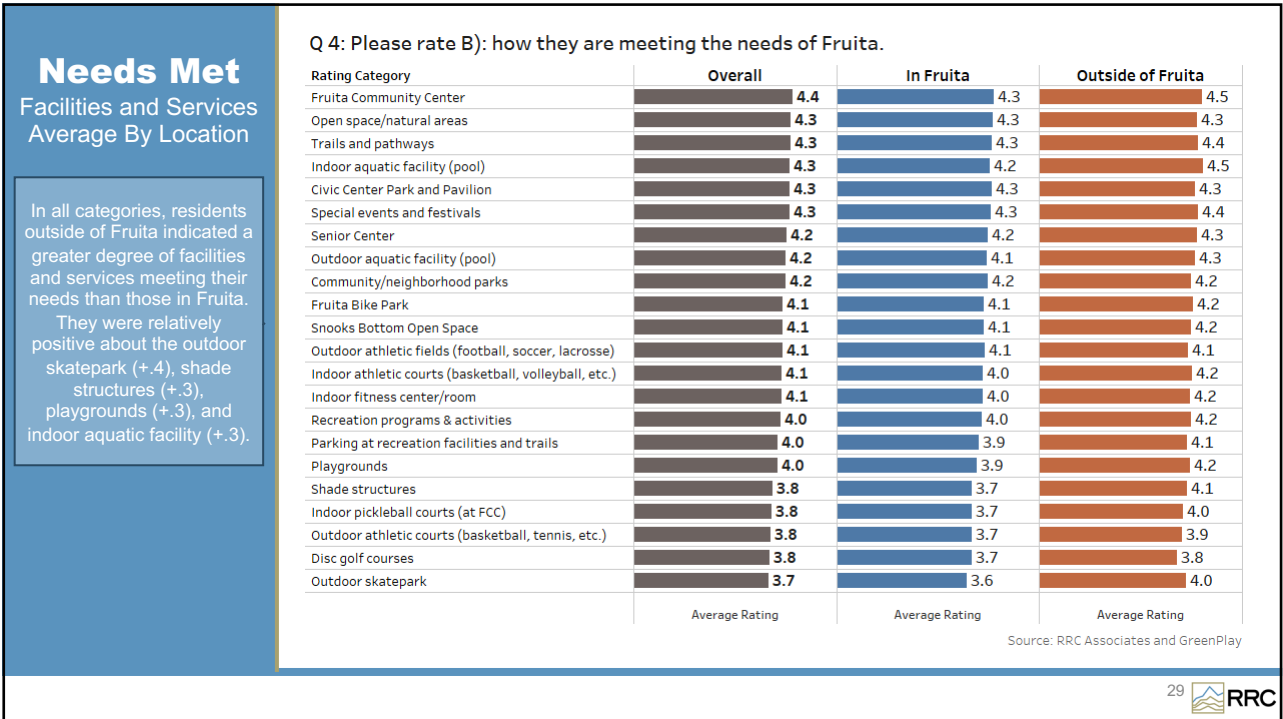
Q 4: Please rate B): how they are meeting the needs of Fruita.



*Categories are sorted in descending order by the average rating.

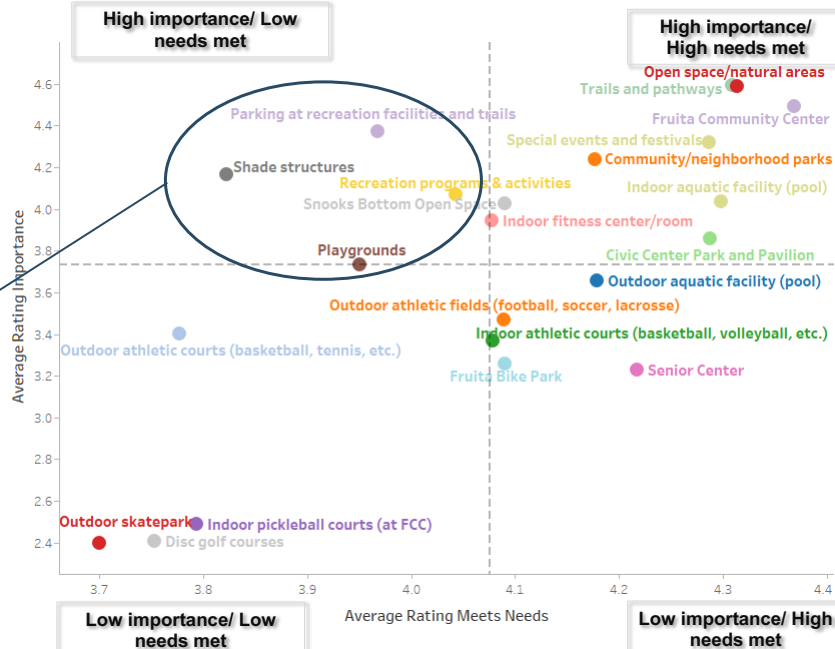
Source: RRC Associates and GreenPlay

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Importance / Needs Met Matrix

Shade structures, parking at recreation facilities and trails, recreation programs and activities, and playgrounds received above average importance ratings, but below average needs-met ratings. These may be key areas for improvement.



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What can we do to better serve the community?

The survey received 143 open-ended comments from those that provided ratings of "1" or "2" (not meeting needs in Fruita). These comments are provided in full as an appendix. Note that "outdoor" was mentioned more frequently than "indoor," and "kids" was mentioned quite frequently (11%).

Q 5: If you indicated any ratings of "1" or "2" above (not meeting needs in Fruita), what can we do to better serve the community?



143 comments :

32

Importance of Health Areas

33

Importance of Health Areas

Physical activity and increasing access to natural environments were the highest rated health factors, receiving average ratings of 4.5 and 4.4 respectively.

Reducing alcohol consumption and gambling were of relatively low importance, however alcohol consumption did receive 43% of respondents calling it important.

Q 6: Fruita has a focus on performing as a Healthy Community. As a part of these efforts, a variety of health factors have been identified. Using the 1 to 5 scale below, please rate how important you feel each of these areas of focus are for you and your family.

Rating Category	Avg.	n=	1 & 2	Neutral (3)	4 & 5		
Physical activity	4.5	422	2%	8%	23%	67%	90%
Increase access to natural environments	4.4	422	3%	15%	23%	59%	82%
Mental health	4.1	420	7%	20%	24%	48%	73%
Safety and perception of safety	4.1	421	10%	15%	28%	47%	74%
Nutrition	4.0	421	9%	22%	25%	44%	69%
Social interaction and engagement	4.0	421	8%	21%	31%	39%	70%
Transportation and access to amenities and nature	3.9	422	12%	22%	25%	41%	66%
Reduce smoking and vaping	3.6	422	25%	13%	19%	43%	61%
Address various types of drug use	3.6	421	24%	21%	39%	55%	55%
Reduce alcohol consumption	3.3	421	30%	28%	27%	43%	43%
Reduce gambling	2.5	421	37%	55%	21%	24%	24%

*Categories are sorted in descending order by the average rating.

Source: RRC Associates and GreenPlay

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Importance of Health Areas

Average By Location

Reducing alcohol consumption, nutrition, and increasing access to natural environments were of higher importance to respondents outside of Fruita than those in Fruita. Transportation and access to amenities and nature were of greater importance to those in Fruita.

Q 6: Fruita has a focus on performing as a Healthy Community. As a part of these efforts, a variety of health factors have been identified. Using the 1 to 5 scale below, please rate how important you feel each of these areas of focus are for you and your family.

Rating Category	Overall	In Fruita	Outside of Fruita
Physical activity	4.5	4.5	4.6
Increase access to natural environments	4.4	4.3	4.6
Mental health	4.1	4.0	4.3
Safety and perception of safety	4.1	4.1	4.0
Nutrition	4.0	3.9	4.2
Social interaction and engagement	4.0	4.0	3.9
Transportation and access to amenities and nature	3.9	4.0	3.7
Reduce smoking and vaping	3.6	3.6	3.8
Address various types of drug use	3.6	3.5	3.6
Reduce alcohol consumption	3.3	3.2	3.5
Reduce gambling	2.5	2.4	2.7
	Average Rating	Average Rating	Average Rating

Source: RRC Associates and GreenPlay

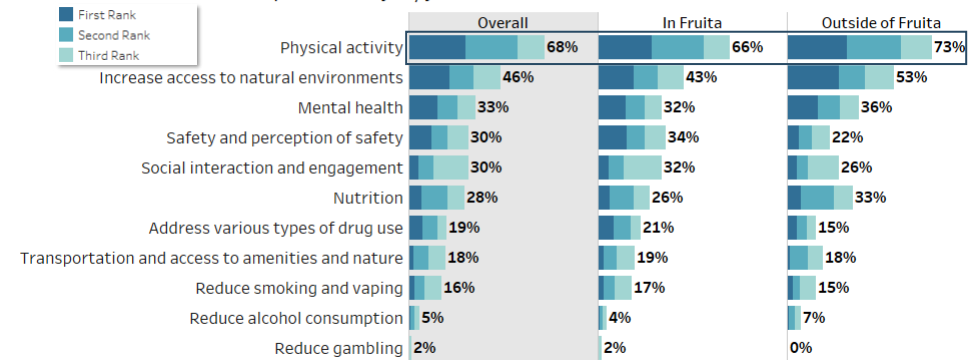
35

Importance of Health Areas

Top 3 Priorities

Physical activity was identified as the most important health factor for respondents and their families by a significant margin. Twenty-eight percent of respondents cited it as their top priority, while 68% cited it among their top three priorities. Increasing access to natural environments followed, with 21% of respondents identifying it as their top priority and 46% among their top three priorities.

Q 7: From the list in the previous question, please select the top three health factors that you consider to be the most important to you/your household.



Source: RRC Associates and GreenPlay

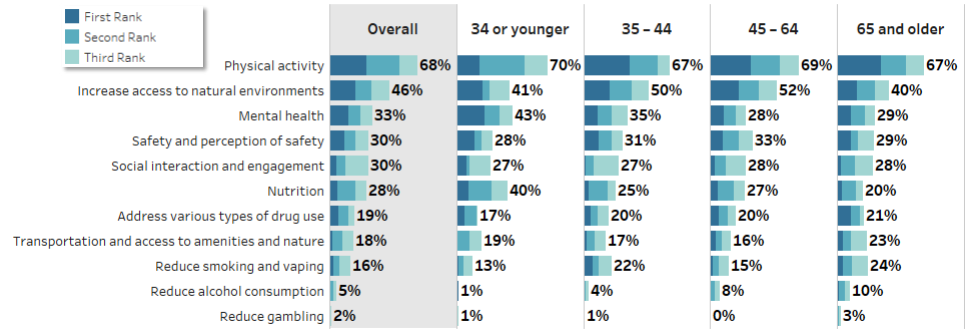
36

Importance of Health Areas

Top 3 Priorities by Age

Mental health and nutrition were of relatively high importance for younger respondents, those 34 and younger. Old respondents were more likely to identify "transportation and access to amenities and nature", and substance related health factors (addressing various types of drug use, reducing smoking and vaping, and reducing alcohol consumption) relative to younger age groups.

Q 7: From the list in the previous question, please select the top three health factors that you consider to be the most important to you/your household.



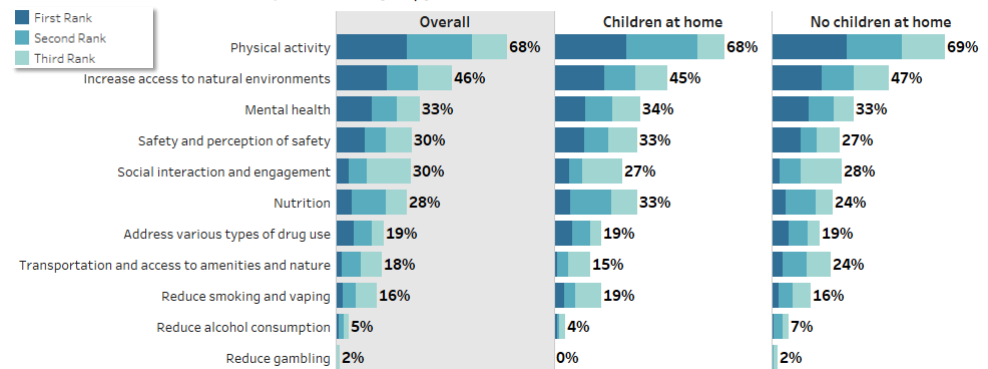
Source: RRC Associates and GreenPlay

Importance of Health Areas

Top 3 Priorities by Presence of Children

Those with children at home were more likely than those without children to identify safety/the perception of safety and nutrition among their top three most important health factors. They were less likely to identify transportation and access to amenities and nature.

Q 7: From the list in the previous question, please select the top three health factors that you consider to be the most important to you/your household.



Source: RRC Associates and GreenPlay

Importance & Purposes of Parks and Recreation Services

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Importance of Parks & Rec Services

Respondents rated "encourage active lifestyles and promote health, wellness, and fitness," "plant, maintain, protect and nurture street/shade trees," "preserve land in its natural state," and "influence positive behavior among youth to reduce undesired behaviors" as the top four purposes of parks and recreation in Fruita. All received average ratings of 4.3 or higher.

Q 8: Parks, recreation and programming opportunities are offered in Fruita for a variety of purposes, including serving the needs of a diverse population. Please mark the box for how important each of the following purposes of parks and recreation in Fruita is to you and your household.

Rating Category	Avg.	n=	1 & 2	Neutral (3)	4 & 5
Encourage active lifestyles and promote health, wellness, and fitness	4.4	734	4%	10%	62% 85%
Plant, maintain, protect and nurture street/shade trees	4.3	736	4%	13%	55% 83%
Preserve land in its natural state	4.3	734	5%	16%	55% 80%
Influence positive behavior among youth to reduce undesired behaviors	4.3	729	6%	13%	54% 80%
Promote Fruita as a city with a high quality of life	4.2	733	8%	14%	52% 79%
Provide places to protect, see, hear, touch and smell nature	4.1	731	9%	15%	47% 76%
Provide safe places/activities for children/youth during non-school hours	4.1	732	10%	14%	48% 75%
Provide activities for teens during non-school hours	4.1	732	10%	15%	46% 75%
Offer cultural events, festivals, and activities to reflect diversity	4.0	732	10%	16%	45% 74%
Provide family activities	4.0	729	9%	18%	44% 73%
Offer performing arts, visual arts, and music programs	4.0	730	9%	19%	43% 72%
Offer activities for residents to meet, socialize, and interact	4.0	729	9%	18%	32% 41% 73%
Provide activities for adults (non-senior)	4.0	729	9%	22%	40% 69%
Promote tourism (through festivals, sports, cultural events, history/dinosaurs, etc.)	3.9	732	13%	18%	32% 37% 69%
Create economic benefit through attraction of businesses and enhanced property values	3.8	733	12%	22%	36% 66%
Activities for senior adults	3.5	734	27%	15%	38% 58%
Provide information about healthy eating and nutritious food	3.5	728	21%	27%	52%
Help to reduce substance abuse and overconsumption of alcohol	3.5	732	24%	24%	30% 52%
Provide preschool activities	3.3	730	28%	22%	50%

*Categories are sorted in descending order by the average rating.

40

Importance of Parks & Rec Services

Average By Location

Q 8: Parks, recreation and programming opportunities are offered in Fruita for a variety of purposes, including serving the needs of a diverse population. Please mark the box for how important each of the following purposes of parks and recreation in Fruita is to you and your household.

Rating Category	Overall	In Fruita	Outside of Fruita
Encourage active lifestyles and promote health, wellness, and fitness	4.4	4.4	4.4
Plant, maintain, protect and nurture street/shade trees	4.3	4.3	4.3
Preserve land in its natural state	4.3	4.2	4.3
Influence positive behavior among youth to reduce undesired behaviors	4.3	4.2	4.3
Promote Fruita as a city with a high quality of life	4.2	4.2	4.1
Provide places to protect, see, hear, touch and smell nature	4.1	4.1	4.1
Provide safe places/activities for children/youth during non-school hours	4.1	4.1	4.2
Provide activities for teens during non-school hours	4.1	4.1	4.1
Offer cultural events, festivals, and activities to reflect diversity	4.0	4.0	4.1
Provide family activities	4.0	4.1	4.0
Offer performing arts, visual arts, and music programs	4.0	4.1	4.0
Offer activities for residents to meet, socialize, and interact	4.0	4.0	4.0
Provide activities for adults (non-senior)	4.0	4.0	3.9
Promote tourism (through festivals, sports, cultural events, history/dinosaurs, etc.)	3.9	3.8	3.9
Create economic benefit through attraction of businesses and enhanced property values	3.8	3.9	3.8
Activities for senior adults	3.5	3.5	3.5
Provide information about healthy eating and nutritious food	3.5	3.4	3.7
Help to reduce substance abuse and overconsumption of alcohol	3.5	3.4	3.6
Provide preschool activities	3.3	3.3	3.4
	Average Rating	Average Rating	Average Rating

41

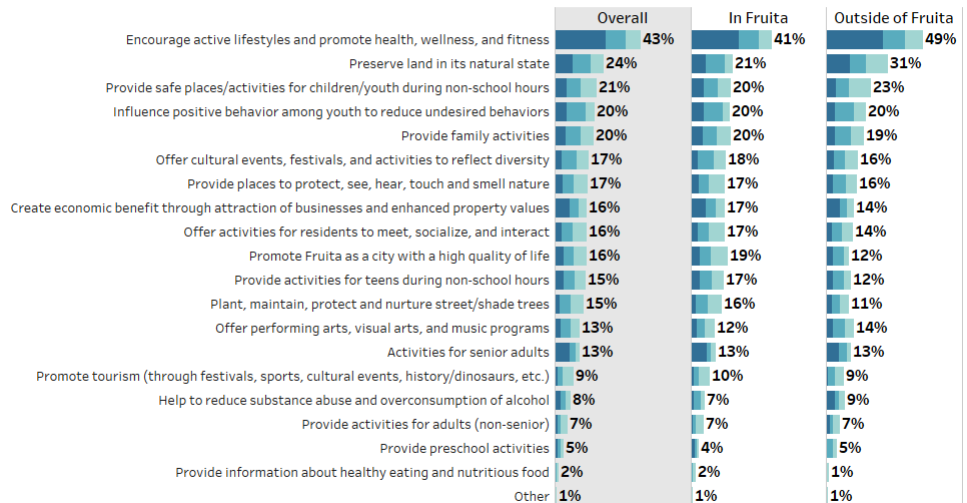
Purposes of Parks & Rec Services

Top 3 Priorities



Encouraging active lifestyles and promoting health, wellness, and fitness was the purpose of parks, recreation, open space, and trails identified most often, both as the top purpose (25% of respondents overall), and among the top 3 purposes (43% overall).

Q 9: From the list in the previous question, please select the top three purposes of parks, recreation, open space, and trails in Fruita that you consider to be the most important to you/your household.



Source: RRC Associates and GreenPlay

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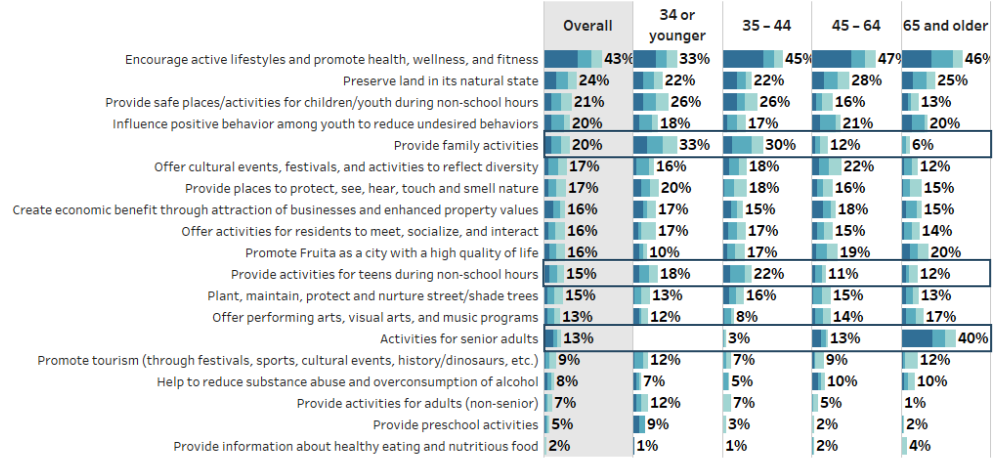
Purposes of Parks & Rec Services

Top 3 Priorities by Age



Encouraging active lifestyles to promote health, wellness, and fitness was the top purpose by a large margin regardless of age, however there are significant differences by age. Providing family activities and activities for teens during non-school hours were more important to those under 44 (presumably those with children at home), while activities for senior adults was important to those 65 and older. Forty percent of those 65 and older identified activities for seniors among their top three purposes, and 23% identified it as their top purpose.

Q 9: From the list in the previous question, please select the top three purposes of parks, recreation, open space, and trails in Fruita that you consider to be the most important to you/your household.



Source: RRC Associates and GreenPlay

Needs & Desires for Programs

Program Needs & Desires

Over half of respondents (54%) cited a need or desire for fitness and wellness program, followed by outdoor recreation programs, hobby/interest programs, and additional community events.

Q 10: Please indicate whether you and your household have a need or a desire for any of the following programs (Check all that apply)

	Overall	In Fruita	Outside of Fruita
Fitness and wellness programs	54%	55%	54%
Outdoor recreation programs (group hikes, challenge course, rock climbing, etc.)	53%	51%	56%
Hobby/interest programs (crafts, cooking, languages, etc.)	50%	51%	48%
Additional community events (festivals, parades, concerts, etc.)	47%	47%	47%
Swim lessons/aquatic programs	42%	41%	44%
Nature and environmental education programs	38%	36%	43%
Youth after school/summer camps	29%	28%	31%
Teen programs and/or activities	29%	31%	24%
Youth programs (non-sports)	27%	29%	23%
Introductory adult recreation and leisure programs	25%	26%	25%
Introductory youth recreation and leisure programs	24%	24%	26%
Dance programs	23%	23%	25%
Life skills classes	23%	24%	20%
Senior recreation programs (pickleball league, walking groups)	22%	22%	23%
Young child (3-5 years) programs	21%	19%	26%
Senior leisure activities (excursions, lecture series)	19%	19%	18%
Adaptive (therapeutic) recreation	14%	15%	10%
E-sports	4%	4%	4%
Other	4%	4%	2%
n=	677	451	220

Source: RRC Associates and GreenPlay

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Program Needs & Desires Top 3 Priorities

When asked to identify their top three program and needs and desires, fitness and wellness programs, outdoor recreation programs, and additional community events were the top three most identified items. Respondents outside of Fruita were more likely to express a desire for more community events, with 18% choosing it as their top priority and 35% choosing it among their top three priorities.

Q 11: Which three items from the previous question are the highest priorities to you and your household? Select your first, second, and third highest priorities.

	Overall	In Fruita	Outside of Fruita
Fitness and wellness programs	36%	35%	38%
Outdoor recreation programs (group hikes, challenge course, rock climbing, etc.)	35%	34%	38%
Additional community events (festivals, parades, concerts, etc.)	32%	31%	35%
Hobby/interest programs (crafts, cooking, languages, etc.)	26%	26%	24%
Swim lessons/aquatic programs	22%	21%	26%
Nature and environmental education programs	22%	21%	24%
Teen programs and/or activities	16%	19%	11%
Young child (3-5 years) programs	14%	13%	18%
Youth after school/summer camps	13%	12%	15%
Senior recreation programs (pickleball league, walking groups)	13%	13%	13%
Senior leisure activities (excursions, lecture series)	10%	11%	9%
Dance programs	9%	9%	9%
Life skills classes	9%	11%	5%
Introductory youth recreation and leisure programs	8%	9%	6%
Introductory adult recreation and leisure programs	8%	9%	6%
Youth programs (non-sports)	8%	9%	5%
Adaptive (therapeutic) recreation	6%	7%	5%
E-sports	2%	2%	2%

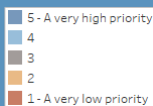
Source: RRC Associates and GreenPlay

46

Future Facilities, Amenities, & Programs

47

Greatest Needs for the Future



Trails and pathways was the highest category by a significant margin, receiving an average rating of 4.3/5. Other highly prioritized facilities and programs were designated open space/natural areas (4.0), community/neighborhood parks (3.9), youth programs and activities (3.9), and fitness and exercise spaces (3.9).

Q 12: What are the greatest needs for facilities and programs in Fruita over the next 5 to 10 years?

Rating Category	Avg.	n#	1 & 2	Neutral (3)	4 & 5
Trails and pathways	4.3	673	4%	13%	28% 55% 83%
Designated open space/natural areas (preservation area)	4.0	663	9%	20%	28% 44% 71%
Community/neighborhood parks	3.9	654	8%	23%	32% 37% 69%
Youth programs and activities	3.9	656	10%	23%	33% 34% 68%
Fitness and exercise spaces	3.9	659	11%	23%	33% 34% 66%
Community events and festivals	3.8	659	10%	24%	34% 32% 66%
Parking at facilities and community parks	3.8	657	11%	27%	31% 31% 62%
Shade structures	3.8	658	13%	25%	31% 31% 62%
Access to water for recreation activities (paddle sports)	3.7	662	14%	23%	30% 32% 62%
Teen program/activity space	3.7	649	12%	26%	36% 27% 63%
After-school programs	3.7	658	14%	27%	31% 27% 58%
Splash pads/spray park features	3.6	651	21%	24%	25% 31% 55%
Additional public gathering space (amphitheater, pavilion)	3.6	660	17%	28%	30% 25% 54%
Outdoor waterpark	3.6	650	21%	22%	27% 30% 56%
Community event spaces	3.5	651	14%	34%	31% 21% 52%
Senior programs and activities	3.5	666	19%	29%	26% 26% 52%
Outdoor courts (basketball, tennis, etc.)	3.4	649	22%	29%	27% 22% 50%
Outdoor athletic fields (soccer, football, lacrosse)	3.4	647	22%	28%	28% 22% 50%
Introductory sports and leisure programs	3.3	644	24%	32%	25% 19% 44%
Dog park	3.3	656	28%	26%	23% 23% 47%
Public art	3.3	651	18% 29%	24%	27% 20% 47%
Indoor courts (basketball, pickleball, volleyball)	3.2	649	28%	29%	22% 21% 43%
Cultural programs	3.2	652	26%	30%	28% 18% 44%
Diamond fields (baseball, softball)	3.2	651	26%	35%	21% 18% 39%
Community theatre	3.1	651	29%	31%	25% 18% 40%
Rock climbing wall	3.1	646	18% 30%	32%	22% 18% 38%
Meeting spaces	3.1	648	19% 28%	39%	23% 13% 33%
Indoor athletic fields (soccer, football, lacrosse)	3.0	644	35%	30%	20% 18% 35%
Outdoor pickleball courts	2.8	649	21% 19% 40%	29%	18% 13% 30%
Concrete skatepark (bowls, structures)	2.7	652	21% 20% 41%	34%	18% 13% 26%

*Categories are sorted in descending order by the average rating.

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Greatest Needs for the Future

Average By Location

The survey probed a long list of facility and program needs. One overall conclusion, based on respondents both in and outside Fruita, is that aside from trails and pathways, which was ranked highly by a significant margin, there are a variety of desired facilities and programs.

Q 12: What are the greatest needs for facilities and programs in Fruita over the next 5 to 10 years?

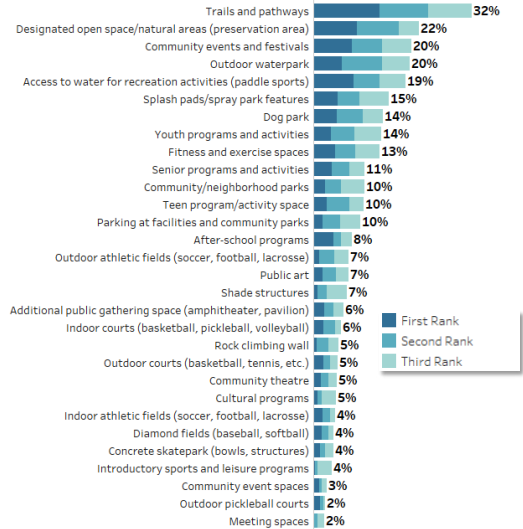
Rating Category	Overall	In Fruita	Outside of Fruita
Trails and pathways	4.3	4.3	4.4
Designated open space/natural areas (preservation area)	4.0	4.0	4.1
Community/neighborhood parks	3.9	4.0	3.8
Youth programs and activities	3.9	3.9	3.9
Fitness and exercise spaces	3.9	3.8	4.0
Community events and festivals	3.8	3.8	3.8
Parking at facilities and community parks	3.8	3.8	3.8
Shade structures	3.8	3.8	3.8
Access to water for recreation activities (paddle sports)	3.7	3.7	3.9
Teen program/activity space	3.7	3.7	3.7
After-school programs	3.7	3.6	3.7
Splash pads/spray park features	3.6	3.6	3.5
Additional public gathering space (amphitheater, pavilion)	3.6	3.5	3.6
Outdoor waterpark	3.6	3.5	3.6
Community event spaces	3.5	3.6	3.5
Senior programs and activities	3.5	3.5	3.6
Outdoor courts (basketball, tennis, etc.)	3.4	3.4	3.5
Outdoor athletic fields (soccer, football, lacrosse)	3.4	3.3	3.5
Introductory sports and leisure programs	3.3	3.3	3.4
Dog park	3.3	3.2	3.4
Public art	3.3	3.3	3.3
Indoor courts (basketball, pickleball, volleyball)	3.2	3.2	3.3
Cultural programs	3.2	3.2	3.3
Diamond fields (baseball, softball)	3.2	3.2	3.3
Community theatre	3.1	3.1	3.2
Rock climbing wall	3.1	3.1	3.2
Meeting spaces	3.1	3.1	3.1
Indoor athletic fields (soccer, football, lacrosse)	3.0	2.9	3.1
Outdoor pickleball courts	2.8	2.8	3.0
Concrete skatepark (bowls, structures)	2.7	2.8	2.7

Priorities for the Future

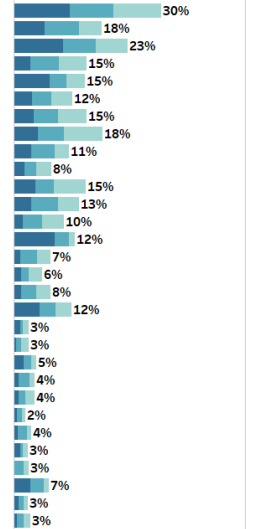
Top 3 Priorities for Household and Community

Respondents were asked to identify their top 3 priorities for themselves/their household and for the entire community. Trails and pathways was the top priority for both. Additional public gathering space, after-school programs, community event spaces, and youth programs and activities were more likely to be identified as community priorities than individual/household priorities. An outdoor waterpark and access to water for recreation activities were more likely to be identified as individual/household priorities.

Q 13: From the list in the previous question, please select the top three highest priority items for Fruita to address to best meet the needs of you and your household.



Q 13: And what are the top priority actions that will benefit the entire community and should be prioritized?

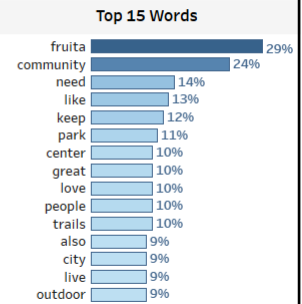


Source: RRC Associates and GreenPlay

Priorities for the Future

Open-Ended Comments

Q13: Do you have any comments on your responses to the previous questions regarding needs for facilities and programs in Fruita over the next 5 to 10 years?

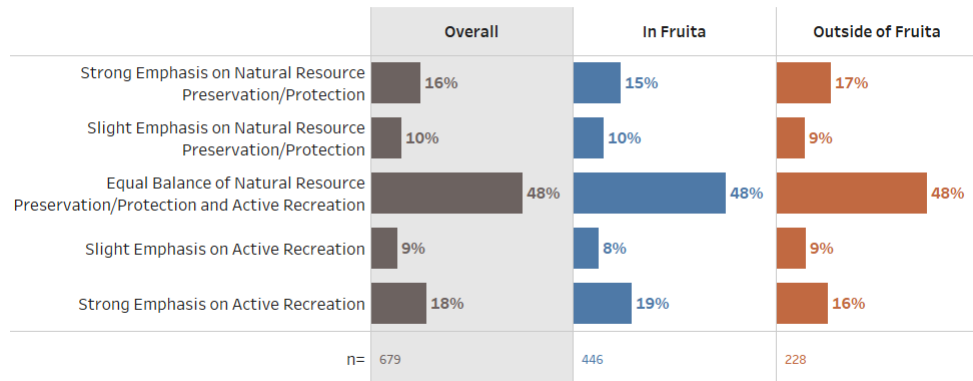


108 comments :

Balance Between Recreation & Natural Resource Preservation

Nearly half of respondents (48%) would like to see the City of Fruita emphasize an equal balance of natural resource protection and active recreation, while 26% would like an emphasis on natural resource preservation/protection, and 27% would like an emphasis on active recreation. Residents of Fruita were slightly more likely than those outside of Fruita to indicate a preference for active recreation.

Q 14: Please select the choice that indicates what emphasis you would like to see the City of Fruita pursue.

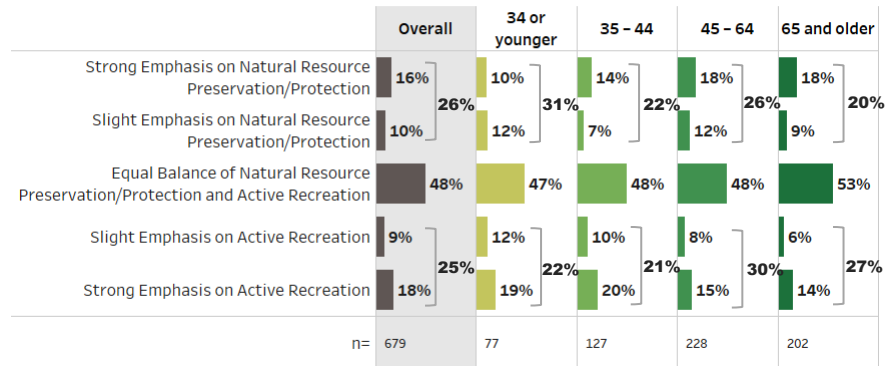


Source: RRC Associates and GreenPlay

Balance Between Recreation & Natural Resource Preservation By Age

Viewed by age, a greater share of older respondents (45 or older), indicate a preference for emphasizing natural resource protection over active recreation, while those 44 or younger would like to see an emphasis on active recreation. In all age categories, close to half of respondents would like to see an equal balance.

Q 14: Please select the choice that indicates what emphasis you would like to see the City of Fruita pursue.

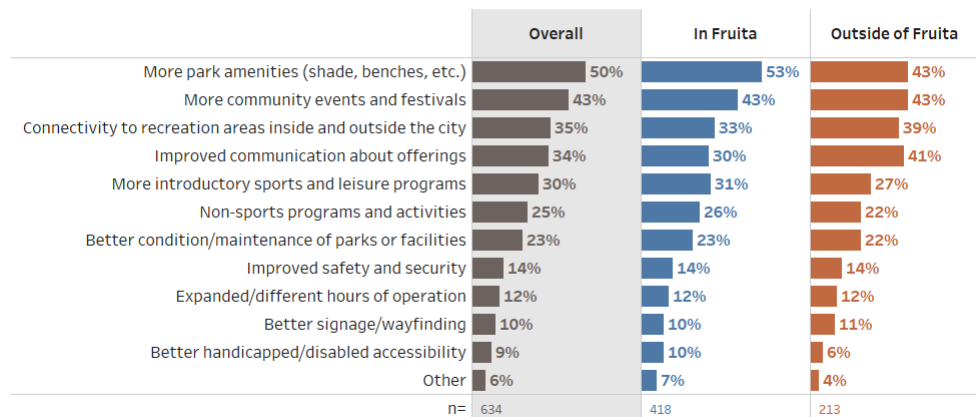


Source: RRC Associates and GreenPlay

Factors That Would Increase Use

More park amenities (50%) and more community events and festivals (43%) were the two most-cited factors that would increase respondents' use of parks and recreation facilities. Respondents outside of Fruita were more likely than those in Fruita to cite improved communication about offerings (+11%).

Q 15: What are the most important areas that, if addressed, would increase your USE of parks and recreation facilities? (Check all that apply)



Source: RRC Associates and GreenPlay

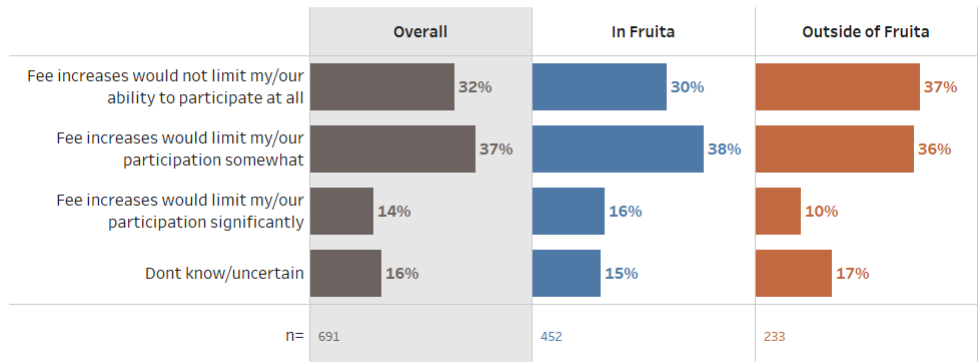
Financial Choices

55

Impact of Fee Increases

Nearly a third of respondents, 32% overall, said that fee increases would not limit their ability to participate, while 37% said it would limit their participation somewhat, and 14% said it would limit their participation significantly. Fee increases would disproportionately impact those within Fruita, with 16% saying their participation would be limited significantly vs. 10% of those outside of Fruita.

Q 16: If adjustments to fees were made for City-provided programs and facilities (due to increasing costs to maintain quality programs, services, or facilities), which of the following best describes the potential impact, if any, that fee increases would have on your current level of participation?



Source: RRC Associates and GreenPlay

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Impact of Fee Increases

By Household Income

Not surprisingly, fee increases would limit participation among those with lower household incomes to a greater degree. Twenty percent of those earning under \$75,000 annually would be limited significantly compared to 10% earning between \$75,000 - \$149,999 and 4% of those earning \$150,000 or more.

Q 16: If adjustments to fees were made for City-provided programs and facilities (due to increasing costs to maintain quality programs, services, or facilities), which of the following best describes the potential impact, if any, that fee increases would have on your current level of participation?

	Overall	Under \$75,000	\$75,000 - 149,999	\$150,000 or more	Prefer not to answer
Fee increases would not limit my/our ability to participate at all	32%	23%	38%	56%	26%
Fee increases would limit my/our participation somewhat	37%	41%	34%	29%	40%
Fee increases would limit my/our participation significantly	14%	20%	10%	4%	15%
Dont know/uncertain	16%	16%	17%	11%	18%
n=	691	255	235	76	63

Source: RRC Associates and GreenPlay

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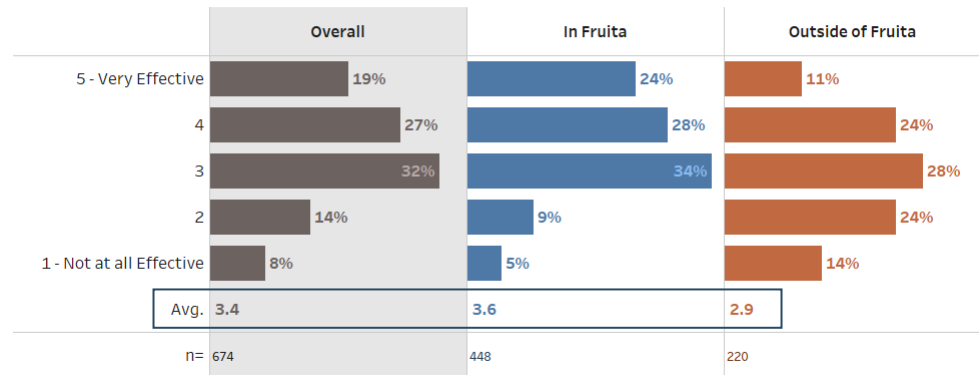
Communication

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Communication Effectiveness

Nearly a third of invite respondents (32%) rated Fruita a 3 out of 5 in terms of communication effectiveness. Twenty-two percent rated it ineffective or not at all effective (1 or 2), while 46% rated it effective or very effective (4 or 5). The combined overall rating was 3.4, higher for those in Fruita (3.6) than those outside of Fruita (2.9).

Q 17: How effective is the City of Fruita at reaching you with information about parks and recreation facilities, services, and programs?

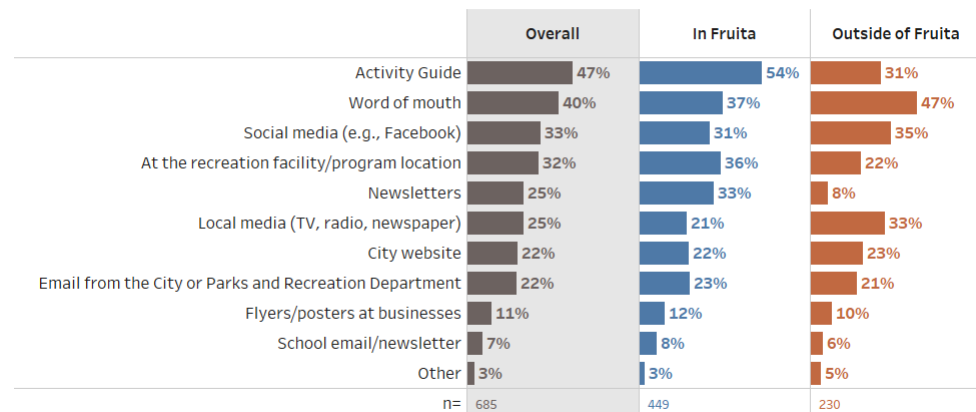


Source: RRC Associates and GreenPlay

Current Methods of Receiving Information

Forty-seven percent of respondents currently receive information about Fruita's parks and recreation facilities, services, and programs from the activity guide, followed by word of mouth (40%), social media (33%), and at the recreation facility/program location (32%). By location, respondents receive information differently. Those in Fruita are relatively likely to receive information from the activity guide, at the facility, and via newsletters. Those outside of Fruita were more likely to receive information from word of mouth, social media, and local media.

Q 18: How do you currently receive information on parks and recreation facilities, services, and programs? (Check all that apply)



Source: RRC Associates and GreenPlay

Best Ways to Receive Information

The best way to receive information, especially among those outside of Fruita is through emails from the City or Parks and Recreation Department, however email was ranked relatively low (8 out of 11) in terms of how people currently receive information. Email should be considered an effective for of communication that should perhaps be utilized more.

Q 19: What is the best way for you to receive information on parks and recreation facilities, services, and programs?

	Overall	In Fruita	Outside of Fruita
Email from the City or Parks and Recreation Department	26%	22%	35%
Activity Guide	20%	21%	19%
Social media (e.g., Facebook)	19%	20%	16%
Newsletters	13%	17%	5%
Local media (TV, radio, newspaper)	9%	7%	13%
City website	6%	6%	6%
At the recreation facility/program location	2%	3%	0%
School email/newsletter	2%	2%	0%
Word of mouth	1%	1%	2%
Flyers/posters at businesses	1%	0%	1%
Other	1%	0%	2%
n=	638	423	211

Source: RRC Associates and GreenPlay

Best Ways to Receive Information

By Age

Social media is a preferred way of receiving information among those 44 or younger, followed by email from the city. Older respondents are more likely to receive information from the activity guide, newsletters, or local media. The survey shows a sharp difference in the use of social media by age – social media works for the younger segment (under 44) but older residents will continue to require other forms of communications (email, the activity guide and newsletters.)

Q 19: What is the best way for you to receive information on parks and recreation facilities, services, and programs?

	Overall	34 or younger	35 - 44	45 - 64	65 and older
Email from the City or Parks and Recreation Department	26%	23%	26%	32%	21%
Activity Guide	20%	18%	20%	20%	24%
Social media (e.g., Facebook)	19%	31%	29%	10%	6%
Newsletters	13%	8%	10%	14%	19%
Local media (TV, radio, newspaper)	9%	6%	4%	10%	17%
City website	6%	6%	6%	6%	5%
At the recreation facility/program location	2%	3%		2%	4%
School email/newsletter	2%	4%	1%	1%	1%
Word of mouth	1%		2%	3%	1%
Flyers/posters at businesses	1%			1%	0%
Other	1%		2%	1%	1%
n=	638	77	125	214	188

Source: RRC Associates and GreenPlay

5 Words to Describe What Makes Fruita's Quality of Life Special and Important

The survey asked the following question, "What five words best describe how parks and recreation make Fruita's quality of life special and important?" The findings showed a clear hierarchy in terms of words most used when asked in an unprompted way: community and fun were two words both chosen by about one in four respondents (25%). Next most used and far behind (10%) were: active, family, friendly, healthy, clean, and nature. Together, these words help to provide input on what residents like about parks and recreation in Fruita. Through this question, and other open-ended questions in the survey, it is clear that parks and recreation are important and highly valued in Fruita.

Q20: What five words best describe how Parks and Recreation make Fruita's quality of life special and important?



Additional Comments

At the end of the survey, respondents were given the opportunity to provide any additional comments about parks and recreation facilities, programs, needs and opportunities in Fruita. The following word cloud and bar chart summarize the most used words in these comments. Comments were diverse in nature, and a selection of verbatim responses follows. A full listing of responses is provided in the appendix.

Q21: Do you have any further comments about parks and recreation facilities and programs, needs, and opportunities in Fruita?



A Selection of Additional Comments

Fruita is perceived as such a bike/recreation friendly town that I would like to see that continually be developed (more running/biking/walking trails in and outside of town where possible). It can get so hot for part of the year that I would love to see the town make use of the river access we have or create more water sources for folks needing to cool off from the heat. More hiking trails around Fruita would be neat especially leading up to the Monument area.

It would be nice to have better access to class information at the FCC other than having to go get a calendar at the center or find the quarterly guide. I would also appreciate more introductory classes/sessions availability. That said, I love all the options and the sense of community that all of the programs, natural space and events provide. It's small town with big town options which is the perfect blend. Look forward to seeing what the next 5-10 years have in store with more natural spaces and community events.

Maybe this isn't part of your purview, but there are many opportunities to emphasize local history and historic sites. Thanks for being THE progressive recreation entity among our local governments in the Grand Valley.

Fruita does an outstanding job managing parks and spaces. Some changes while logistically or financially prohibitive (interstate pedestrian bridge or tunnel) could make large improvements to community access and quality of life perception. Access to trails, parks, or bike parks on bike or foot that does not create a risk or traffic bottleneck at the interstate and roundabouts. This would help with safety, resident satisfaction, and parental anxiety as youth, tourism, and adults would have more safe opportunities to live and move in a safe and accessible city.

Fruita is perceived as such a bike/recreation friendly town that I would like to see that continually be developed (more running/biking/walking trails in and outside of town where possible). It can get so hot for part of the year that I would love to see the town make use of the river access we have or create more water sources for folks needing to cool off from the heat. More hiking trails around Fruita would be neat especially leading up to the Monument area.

I am impressed with Fruita's focus on parks and rec facilities and programs and their place in creating a healthy and vibrant place to live. I am also mindful that the challenges will be how to continue to provide amenities while maintaining increase access and maintenance. I want to see natural places far more than I want to see planned parks - so providing a balance that creates space for wildlife in ways that keeps humans occupied in planned parks would be good in my eyes. So a good balance.

We need to stop solely focusing on hiking, biking, and trail maintenance. We need to become more inclusive to youth, family, and building a sense of community.

You guys are doing a great job!

Selection of Comments Related to Improving River Access

I would like to see a path/bike path connection between the Colorado Riverfront Trail, across the old truss bridge over the Colorado River, and up to the west entrance of Colorado National Monument. I'd be willing to volunteer on such a project. I also think that maintaining open space between the Colorado River and Colorado National Monument as a wildlife corridor is critical before the area along Hgwy. 340 near the west entrance of the Monument is totally developed.

Keep promoting mountain biking. Make river areas more of a community feature. These recreation options along with youth/teen programs makes Fruita a great place to live.

Highlight river areas and create 'river walk' type gathering places.

Better communication for what's happening. More outdoor group activities for fit adults, not just focused on senior citizens. Easiest navigation from bike path to parks/the river front trail.

Fruita is perceived as such a bike/recreation friendly town that I would like to see that continually be developed (more running/biking/walking trails in and outside of town where possible). It can get so hot for part of the year that I would love to see the town make use of the river access we have or create more water sources for folks needing to cool off from the heat. More hiking trails around Fruita would be neat especially leading up to the Monument area.

City is bisected by freeway. Walk/bike bridge and railroad ped crossing near high school or pine would be good.

Selection of Comments Related to Opinions on Youth

Providing the opportunity to keep children, teens and adults occupied will reduce in the alcohol, drug usage over all.

City transportation from Loma, Mack to Fruita & around Fruita. More senior outdoor activities - the programs always seem to be full by the time i sign up. activities for teens around town to keep them engaged with the community.

Kids and teens need things to do, and access to nature. Not a lot for them to do in these smaller towns.

Looking for more activities for teens ages 13-17 in sports, fitness, life skills classes, etc. also parent/teen activities and classes.

I feel that our youth need to have safe places, we don't have anything like a Boys and Girls Club to help out some of our kids. <https://www.bgca.org/>

You don't need to provide something for everyone all the time. Kids can be overwhelmed; give them some personal/family time. That pertains to parents also. They shouldn't have to have a daily time schedule on where and when their children need to be. They didn't become parents to be a chauffeur.

Fruita is a great place with the exception of places for young people to gather. Boys & Girls Club, YMCA or other areas that help the young people become great citizens. A service club that allows young people to actively help take care of the community. Everything else that Fruita offers is great but not doesn't seem to allow for the youth.

I think a concrete skate park would be very important for the youth in the community I know several kids that would really enjoy this

The past 5 or more years the focus seems to have solely been around bicyclists, hiking, and trails. We need to become more inclusive to families, our youth, our handicapped and our seniors in other ways. We need to provide more safe indoor and outdoor options with shade, seating, accessibility, and security to prevent vandalism and violence. Parks/playgrounds, splash pads/features, a water park, upgraded maintained courts, rock walls, festivals/parades/ music to celebrate our culture and community would be amazing.

Selection of Comments Related to Snooks Bottom

Fix snooks bottom

Enforce some leash laws. Police snooks bottom.

Interstate medians starting to look like areas around places like New Orleans and Denver. Trash that never existed when my family used to visit in the 80's 90's. It's looking nasty now. I'm too old and suffer AFIB to clean it up. Watch and fine imbeciles traveling and throwing their crap out of the window. It's disgusting. I'm expecting to be seeing this soon in Snooks bottom and trails in the area.

Connections. For example, State Parks trail to Snooks. Working with school district in iveroass from high school to other side of fruta would really connect residents to various amenities.

More of a path on one side of Snooks Bottom

More dog poop bags and garbage cans if you expect people to pick up the poop. No bags provided at riverside frisbee park, for instance. More garbage cans around Snooks. Signs for fishermen to not leave hooks and line on the ground. Signs to stay off the islands at Snooks. Don't require dogs to be leashed at Snooks.

Better trail on the left side of Snooks Bottom.

More fish in Snooks Bottom would be awesome. Happy to donate for such a cause. I pick up trash there all the time so as to give back.

Selection of Comments Related to a Job Well Done

Keep up the good work to maintain the excellent quality of life in Fruita!

Fruita is doing a great job. Keep up the good work!

Keep up the good work! It's be great to connect all of the little trails scattered all over town

Keep up the good work

Fruita is doing a great job at providing our community with access to healthy and fun activities. We can't wait to see what the next 5 years bring!

Fruita is doing a great job. Keep up the good work!

You guys are doing a great job!



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APPENDIX B: LEVEL OF SERVICE

(DEFINITIONS, METHODOLOGY, AND CITY OF FRUITA'S RECOMMENDED IMPROVEMENTS)

1. GRASP® Glossary

Buffer: see catchment area

Catchment area: a circular map overlay that radiates outward in all directions from an asset and represents a reasonable travel distance from the edge of the circle to the asset. Used to indicate access to an asset in a level of service assessment.

Component: an amenity such as a playground, picnic shelter, basketball court, or athletic field that allows people to exercise, socialize, and maintain a healthy physical, mental, and social wellbeing.

Geo-Referenced Amenities Standards Process® (GRASP®): a proprietary composite-values methodology that takes quality and functionality of assets and amenities into account in a level of service assessment.

GRASP® Level of service (LOS): the extent to which a recreation system provides community access to recreational assets and amenities.

GRASP®-IT audit tool: an instrument developed for assessing the quality and other characteristics of parks, trails, and other public lands and facilities. The tested, reliable, and valid tool, is used to conduct inventories of more than 100 park systems nationwide.

Low-score component: a component given a GRASP® score of “1” or “0” as it fails to meet expectations.

Lower-service area: an area of a city that has some GRASP® level of service but falls below the minimum standard threshold for the overall level of service.

Modifier: a basic site amenity that supports users during a visit to a park or recreation site, to include elements such as restrooms, shade, parking, drinking fountains, seating, BBQ grills, security lighting, and bicycle racks among others.

No-service area: an area of a city with no GRASP® level of service.

Perspective: A perspective is a map or data quantification, such as a table or chart, produced using the GRASP® methodology that helps illustrate how recreational assets serve a community.

Radius: see catchment area

Recreational connectivity: the extent to which community recreational resources are transitionally linked to allow for easy and enjoyable travel between them.

Recreational trail: A recreation trail can be a soft or hard-surfaced off-street path that promotes active or passive movement through parklands or natural areas. Recreational trails are typically planned and managed by parks and recreation professionals or departments.

Service area: all or part of a catchment area ascribed a particular GRASP® score that reflects the level of service provided by a specific recreational asset, a set of assets, or an entire recreation system.

Threshold: a minimum level of service standard typically determined based on community expectations.

Trail: any off-street or on-street connection dedicated to pedestrian, bicycle, or other non-motorized users.

Trail network: A trail network is a functional and connected part of a trail system within which major barrier crossings, including such things as crosswalks, pedestrian underpasses, or bridges. Different networks are separate from other trail networks by missing trail connections or by such barriers as roadways, rivers, or railroad tracks.

Trail system: all trails in a community that serve pedestrian, bicycle, and alternative transportation users for purposes of both recreation and transportation.

Transportation trail: A transportation trail is a hard surface trail, such as a city sidewalk, intended for traveling from one place to another in a community or region. These trails typically run outside of parklands and are managed by Public Works or another city utility department.

Table 19: GRASP® Active Components and Definitions

GRASP® Outdoor Component Type	Definition	EE Value
Adventure Course	An area designated for activities such as ropes courses, zip-lines, challenge courses, etc. Type specified in comments.	2
Amusement Ride	Carousel, train, go carts, bumper cars, or other ride upon features. Has an operator and controlled access.	1
Aquatics, Complex	A facility that has at least one immersion pool and other features intended for aquatic recreation.	1
Aquatics, Lap Pool	A man-made basin designed for people to immerse themselves in water and intended for swimming laps.	2
Aquatics, Leisure Pool	A man-made basin designed for people to immerse themselves in water and intended for leisure water activities. May include zero depth entry, slides, and spray features.	2
Aquatics, Spray Pad	A water play feature without immersion intended for the purpose of interaction with moving water.	2
Aquatics, Therapy Pool	A temperature-controlled pool intended for rehabilitation and therapy.	2
Basketball Court	Describes a dedicated full-sized outdoor court with two goals.	2
Basketball, Practice	Describes a basketball goal for half-court play or practice. Includes goals in spaces associated with other uses.	2
Batting Cage	A stand-alone facility that has pitching machines and restricted entry.	2
Bike Complex	A facility that accommodates various bike skills activities with multiple features or skill areas.	3
Bike Course	A designated area for non-motorized bicycle use. Can be constructed of concrete, wood, or compacted earth. May include a pump track, velodrome, skills course, etc.	3
Camping, Defined	<u>Defined</u> campsites that may include a variety of facilities such as restrooms, picnic tables, water supply, etc. Quantity based on official agency count. For use only if quantity of sites is available. "Camping, Undefined" for other instances.	1
Camping, Undefined	Indicates allowance for users to stay overnight in the outdoors in informal and/or <u>undefined</u> sites. Receives a quantity of one for each park or other location.	1
Climbing, Designated	A designated natural or man-made facility provided and/or managed by an agency for the purpose of recreation climbing not limited to child's play.	2
Climbing, General	Indicates allowance for users to participate in a climbing activity. Receives a quantity of one for each park or other location.	2
Concessions	A facility used for the selling, rental, or other provision of goods and services to the public.	1
Diamond Field	Describes softball and baseball fields of all kinds suitable for organized diamond sport games. Not specific to size or age-appropriateness.	2

Diamond Field, Complex	Multiple ballfields at a single location suitable for tournaments.	1
Diamond Field, Practice	Describes any size of grassy area used for practice. Distinguished from ballfield in that it doesn't lend itself to organized diamond sport games. Distinguished from open turf by the presence of a backstop.	2
Disc Golf	Describes a designated area that is used for disc golf. Quantities: 18 hole course = 1; 9 hole course = .5	2
Dog Park	An area designated specifically as an off-leash area for dogs and their guardians.	1
Educational Experience	Signs, structures, or historic features that provide an educational, cultural, or historic experience. Receives a quantity of one for each contiguous site. Distinguished from public art by presence of interpretive signs or other information.	1
Equestrian Facility	Area designated for equestrian use. Typically applied to facilities other than trails.	2
Event Space	A designated area or facility for an outdoor class, performance, or special event including amphitheater, band shell, stage, etc.	3
Fitness Course	One or more features intended for personal fitness activities. Receives a quantity of one for each complete grouping.	3
Game Court	Outdoor court designed for a game other than tennis, basketball, volleyball, as distinguished from a multi-use pad including bocce, shuffleboard, lawn bowling, etc. Type specified in comments. Quantity counted per court.	3
Garden, Community	Describes any garden area that provides community members a place to have a personal vegetable or flower garden.	2
Garden, Display	Describes any garden area that is designed and maintained to provide a focal point or destination including a rose garden, fern garden, native plant garden, wildlife/habitat garden, arboretum, etc.	1
Golf	A course designed and intended for the sport of golf. Counted per 18 holes. Quantities: 18 hole course = 1; 9 hole course = .5	2
Golf, Miniature	A course designed and intended for use as a multi-hole golf putting game.	2
Golf, Practice	An area designated for golf practice or lessons including driving ranges and putting greens.	2
Horseshoe Court	A designated area for the game of horseshoes including permanent pits of regulation length. Quantity counted per court.	1
Horseshoes Complex	Several regulation horseshoe courts in single location suitable for tournaments.	1
Ice Hockey	Regulation size outdoor rink built specifically for ice hockey games and practice. General ice skating included in "Winter Sport".	1
Inline Hockey	Regulation size outdoor rink built specifically for inline hockey games and practice.	1
Loop Walk	Opportunity to complete a circuit on foot or by non-motorized travel mode. Suitable for use as an exercise circuit or for leisure walking. Quantity of one for each park or other location unless more than one distinct circuit is present.	3

Multi-Use Pad	A paved area that is painted with games such as hopscotch, 4-square, tetherball, etc. Often found in school yards. As distinguished from "Games Court " which is typically single use.	1
Natural Area	Describes an area in a park that contains plants and landforms that are remnants of or replicate undisturbed native areas of the local ecology. Can include grasslands, woodlands and wetlands.	1
Open Turf	A grassy area that is not suitable for programmed field sports due to size, slope, location or physical obstructions. May be used for games of catch, tag, or other informal play and uses that require an open grassy area.	2
Other	Active or passive component that does not fall under any other component definition. Type specified in comments.	TBD
Passive Node	A place that is designed to create a pause or special focus within a park and includes seating areas, plazas, overlooks, etc. Not intended for programmed use.	1
Pickleball Court	A designated court designed primarily for pickleball play.	3
Picnic Ground	A designated area with a grouping of picnic tables suitable for organized picnic activities. Individual picnic tables are accounted for as Comfort and Convenience modifiers.	3
Playground, Destination	Playground that attracts families from the entire community. Typically has restrooms and parking on-site. May include special features like a climbing wall, spray feature, or adventure play.	1
Playground, Local	Playground that is intended to serve the needs of the surrounding neighborhood. Includes developed playgrounds and designated nature play areas. Park generally does not have restrooms or on-site parking.	2
Public Art	Any art installation on public property. Receives a quantity of one for each contiguous site.	1
Rectangular Field, Complex	Several rectangular fields in single location suitable for tournament use.	1
Rectangular Field, Large	Describes a specific field large enough to host one adult rectangular field sport game such as soccer, football, lacrosse, rugby, and field hockey. Approximate field size is 180' x 300' (60 x 100 yards). Field may have goals and lining specific to a certain sport that may change with permitted use.	3
Rectangular Field, Multiple	Describes an area large enough to host one adult rectangular field sport game and a minimum of one other event/game, but with an undetermined number of actual fields. This category describes a large open grassy area that can be arranged in any manner of configurations for any number of rectangular field sports. Sports may include, but are not limited to: soccer, football, lacrosse, rugby, and field hockey. Field may have goals and lining specific to a certain sport that may change with permitted use.	1
Rectangular Field, Small	Describes a specific field too small to host a regulation adult rectangular field sport game. Accommodates at least one youth field sport game. Sports may include, but are not limited to: soccer, football, lacrosse, rugby, and field hockey. Field may have goals and lining specific to a certain sport that may change with permitted use.	1
Shelter, Large	A shade shelter or pavilion large enough to accommodate a group picnic or other event for a minimum of 13 seated whether benches or picnic tables are provided. Lack of seating may be addressed in scoring.	2

Shelter, Small	A shade shelter, large enough to accommodate a family picnic or other event for approximately 4-12 persons with seating for a minimum of 4. Covered benches for seating up to 4 people included as a modifier in comfort and convenience scoring and should not be included here.	1
Skate Feature	A stand-alone feature primarily for wheel sports such as skateboarding, inline skating, etc. May or may not allow free-style biking. May be associated with a playground but is not part of it. Dedicated bike facilities should be categorized as "Bike Course".	2
Skate Park	An area set aside primarily for wheel sports such as skateboarding, inline skating, etc. Attracts users from the entire community. May or may not allow free-style biking. May be specific to one user group or allow for several user types. Can accommodate multiple users of varying abilities. Typically has a variety of concrete or modular features.	3
Target Range	A designated area for practice and/or competitive target activities. Specify type, such as archery or firearms, in comments.	2
Tennis Complex	Multiple regulation courts in a single location with amenities suitable for tournament use.	1
Tennis Court	One standard regulation court suitable for recreation and/or competitive play. Specify Quick Start or other non-standard types in comments.	2
Tennis, Practice Wall	A wall intended for practicing tennis.	3
Track, Athletic	A multi-lane, regulation sized running track appropriate for track and field events.	1
Trail, Multi-Use	A trail, paved or unpaved, that is separated from the road and provides recreational opportunities or connection to walkers, bikers, roller-bladers and equestrian users. Paths that make a circuit within a single site are "Loop Walks".	3
Trail, Primitive	A trail, unpaved, located within a park or natural area that provides recreational opportunities or connections to users. Minimal surface improvements that may or may not meet accessibility standards.	3
Trail, Water	A river, stream, canal or other waterway used as a trail for floating, paddling, or other watercraft.	3
Trailhead	A designated staging area at a trail access point. May include restrooms, an information kiosk, parking, drinking water, trash receptacles, seating, etc.	1
Volleyball Court	One full-sized court. May be hard or soft surface, including grass and sand. May have permanent or portable posts and nets.	2
Wall Ball Court	Walled courts associated with sports such as handball and racquetball. Specify type in comments.	2
Water Access, Developed	A developed water access point. Includes docks, piers, kayak courses, boat ramps, fishing facilities, etc. Specify in comments including quantity for each unique type.	1
Water Access, General	Measures a user's general ability to access the edge of open water. May include undeveloped shoreline. Typically receives quantity of one for each contiguous site.	1
Water Feature	A passive water-based amenity that provides a visual focal point. Includes fountains and waterfalls.	1

Water, Open	A body of water such as a pond, stream, river, wetland with open water, lake, or reservoir.	1
Winter Sport	An area designated for a winter sport or activity such as a downhill ski area, Nordic ski area, sledding hill, toboggan run, recreational ice, etc. Type specified in comments.	3
Not addressed in original research. EE value assigned based on perceived value		
Direct correlation to original research component		
Interpreted value based on range of original research		

Table 20: GRASP® Indoor Components and Definitions

GRASP® Indoor Component Type	Definition
Arts and Crafts	A room with a non-carpeted floor, built-in storage for materials, and a sink. Often adjacent to a kiln room.
Auditorium/Theater	A large room explicitly designed as a performance/lecture space that includes a built-in stage, seating and can accommodate stage lighting and sound amplification.
Childcare/Preschool	A room or space with built-in secure entry and cabinets, a small toilet, designated outdoor play area. Intended for short-term child watch or half or full-day preschool use.
Fitness/Dance	A room with resilient flooring and mirrors.
Food - Counter Service	Staffed food service with a commercial kitchen and no waiter services.
Food - Full Service	Staffed food service with a commercial kitchen and dining room with waiter services.
Food - Vending	A non-staffed area with vending machines or self-service food options.
Gallery/Exhibits	A space intended for the display of art, interpretive information, or another type of exhibit. Typically has adequate lighting, open wall space, and room for circulation.
Sport Court	An active recreation space such as a gymnasium that can accommodate basketball, volleyball, or other indoor court sports with one or more courts designated in quantity.
Track, Indoor	Course with painted lanes, banked corners, resilient surface, and marked distances suitable for exercise walking, jogging, or running.
Kitchen - Kitchenette	Area for preparing, warming, or serving food.

Kitchen - Commercial	A kitchen meeting local codes for commercial food preparation.
Lobby/Entryway	An area at the entry of a building intended for sitting and waiting or relaxing.
Multi-Purpose Room	A multi-purpose room can host a variety of activities, including events, classes, meetings, banquets, medical, or therapeutic uses. It also includes rooms or areas designated or intended as games rooms, libraries, or lounges. Rooms may be dividable.
Patio/Outdoor Seating	Outdoor space or seating area designed to be used exclusively in conjunction with indoor space and primarily accessed through an indoor space.
Retail/Pro-shop	An area for retail sales of sporting equipment, gifts. Typically has direct access from outdoors and can be secured separately from the rest of a building or facility.
Sauna/Steam Room	A facility with built-in seating and a heat source intended for heat therapy. May be steam or dry heat.
Specialty Services	Any specialty services available at an indoor location.
Specialty Training	Any specialty training available at an indoor location that includes gymnastics and circuit training.
Weight/Cardio Equipment	A room or area with weight and cardio equipment, resilient or anti-bacterial flooring, adequate ventilation, and ceiling heights appropriate for high-intensity workouts.
Woodshop	A room with wood-working equipment that contains an adequate power supply and ventilation.

Note: Include any component from the outdoor component list as an indoor component

2. Inventory Methods and Process

The series of detailed GIS (Geographic Information System) inventory conducted by the planning team first prepared a preliminary list of existing components using aerial photography and GIS data. Components identified in aerial photos were located and labeled.

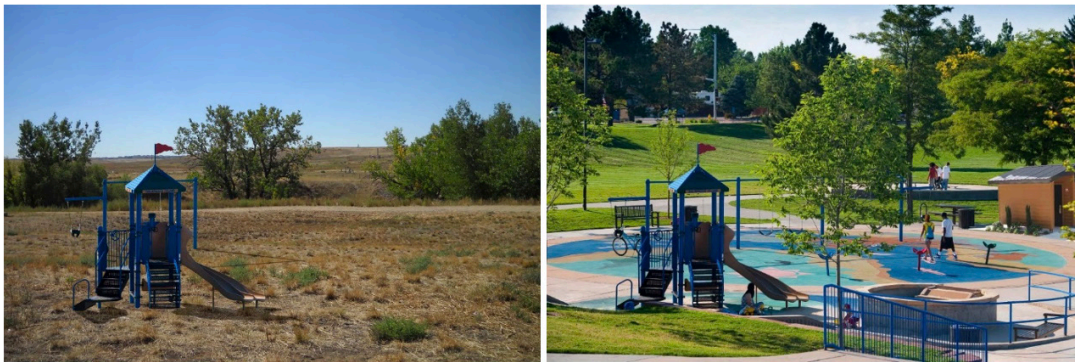
Next, the consulting team conducted field visits to confirm or revise preliminary component data, make notes regarding sites or assets, and develop an understanding of the system. The inventory for this study focused primarily on components at public parks. Evaluation of each element ensures it serves its intended function, noting any parts in need of refurbishment, replacement, or removal. The inventory also included the recording of site comfort and convenience amenities such as shade, drinking fountains, restrooms, called modifiers.

Collection of the following information during site visits:

- Component type and geo-location
- Component functionality
 - Based assessment scoring on the condition, size, site capacity, and overall quality. The inventory team used the following three-tier rating system to evaluate these:
 - 1 = Below Expectations
 - 2 = Meets Expectations
 - 3 = Exceeds Expectations
- Site modifiers
- Site design and ambiance
- Site photos
- General comments

Asset Scoring

All components were scored based on condition, size, site capacity, and overall quality as they reflect the expected quality of recreational features. Beyond quality and functionality of components, however, GRASP® Level of Service analysis also considers important aspects of a park or recreation site. Not all parks are created equal, and their surroundings may determine the quality of a user's experience. For example, the GRASP® system acknowledges the essential differences between identical playground structures as displayed in the following images:



In addition to scoring components, GRASP®-IT assesses each park site or indoor facility for its comfort, convenience, and ambient qualities. These qualities include the availability of amenities such as restrooms, drinking water, shade, scenery, etc. These modifier values then serve to enhance or amplify component scores at any given location.

Compiled GIS information collected during the site visit includes all GIS data and staff input. This review packet consists of the most recent GIS data displayed by location on an aerial photograph. An accompanying data sheet for each site lists modifier and component scores as well as observations and comments.

Analysis of the existing parks, open space, trails, and recreation systems determine how the systems are serving the public. Level of Service (LOS) in parks and recreation master plans defines the capacity of the various components and facilities that make up the system to meet the needs of the public in terms of the size or quantity of a given facility per unit of population.

An analytical technique known as **GRASP® (Geo-Referenced Amenities Standard Process)** was used to analyze Level of Service provided by assets in Fruita. This proprietary process, used exclusively by GreenPlay, yields analytical maps and data that may be used to examine access to recreation across a study area.

3. Composite-Values Level of Service Analysis Methodology

Level of Service (LOS) measures how parks, open spaces, trails, and facilities serve the community. They may be used to benchmark current conditions and to direct future planning efforts.

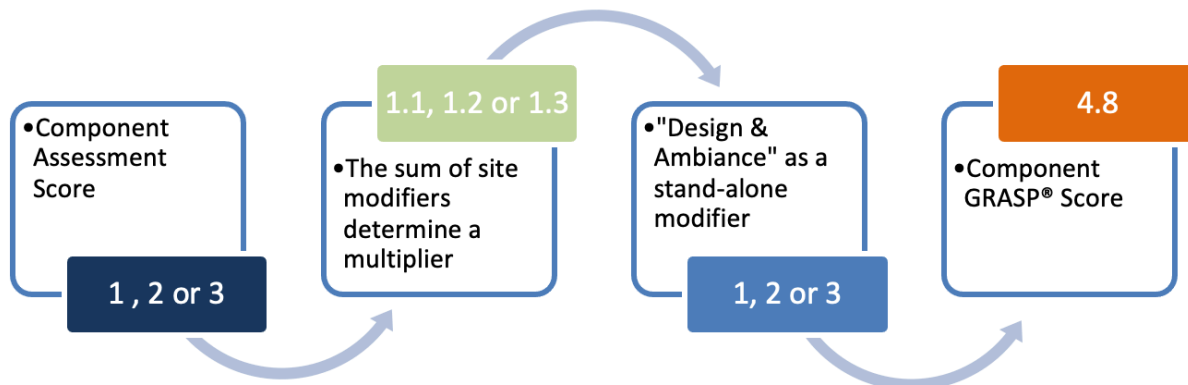
Why Level of Service?

LOS indicates the ability of people to connect with nature and pursue active lifestyles. It can have implications for health and wellness, the local economy, and the quality of life. Further, LOS for a park and recreation system tends to reflect community values. It is often representative of people's connection to their communities and lifestyles focused on outdoor recreation and healthy living. Analyses of the existing parks, open space, trails, and recreation systems determine how the systems are serving the public and the capacity of the various components and facilities to meet the needs of the people.

GRASP® Score

Each park or recreation location, along with all on-site components, has been assigned a GRASP® Score. The GRASP® Score accounts for the assessment score as well as available modifiers and the design and ambiance of a park. The following illustration shows this relationship. A basic algorithm calculates scoring totals, accounting for both component and modifier scores, every park, and facility in the inventory. The resulting ratings reflect the overall value of that site. Scores for each inventory site and its components may be found in the GRASP® Inventory Atlas, a supplemental document.

Figure 47: GRASP® Score calculation



CATCHMENT AREAS

Catchment areas, also called buffers, radii, or service area, are drawn around each component. The GRASP® Score for that component is then applied to that buffer and overlapped with all other component catchment areas. This process yields the data used to create perspective maps and analytical charts.

PERSPECTIVES

Maps and data produced using the GRASP® methodology are known as **perspectives**. Each perspective models service across the study area. The system can be further analyzed to derive statistical information about service in a variety of ways. Maps are utilized along with tables and charts to provide benchmarks or insights a community may use to determine its success in delivering services.

Plotting service areas for multiple components on a map produces a picture that represents the cumulative level of service provided by that set of elements in a geographic area.

Figure 48: GRASP® Process

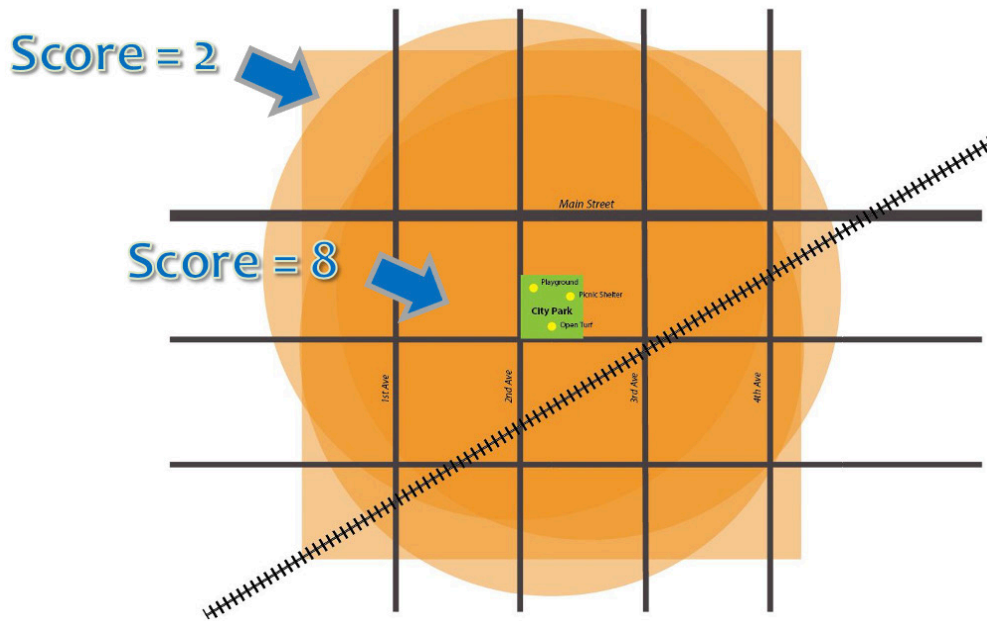


Figure 58 illustrates the GRASP® process, assuming all three components and the park boundary itself, is scored a “2”. The overlap of their service areas yields higher or lower overall scores for different parts of a study area.

On a map, darker shades result from the overlap of multiple service areas and indicate areas served by more or higher quality components. For any given spot, there is a GRASP® Value for that reflects cumulative scoring for nearby assets. Figure 49, below, provides an example.

Figure 49: Example of GRASP® Level of Service (LOS)



More on Utilizing GRASP® Perspectives

GRASP® perspectives evaluate the level of service throughout a community from various points of view. Their purpose is to reveal possible gaps in service and provide a metric to use in understanding a recreation system. However, it is not necessarily beneficial for all parts of the community to score equally in the analyses. Desired Level of Service for a location should depend on the type of service, the characteristics of the place, and other factors such as community need, population growth forecasts, and land use issues. For example, commercial, institutional, and industrial areas might have lower Levels of Service for parks and recreation opportunities than residential areas. GRASP® perspectives focus attention on gap areas for further scrutiny.

4. Brief History of Level of Service Analysis

To help standardize parks and recreation planning, universities, agencies, and parks and recreation professionals have long been looking for ways to benchmark and provide “national standards” for how much acreage, how many ballfields, pools, playgrounds, a community should have. In 1906 the fledgling “Playground Association of America” called for playground space equal to 30 square feet per child. In the 1970s and early 1980s, the first detailed published works on these topics began emerging (Gold, 1973, Lancaster, 1983). In time “rule of thumb” ratios emerged with 10 acres of parklands per thousand population becoming the most widely accepted norm. Other normative guides also have been cited as traditional standards but have been less widely accepted. In 1983, Roger Lancaster compiled a book called, “Recreation, Park and Open Space Standards and Guidelines,” which was published by the National Park and Recreation Association (NRPA). In this publication, Mr. Lancaster centered on a recommendation “that a park system, at minimum, be composed of a core system of parklands, with a total of 6.25 to 10.5 acres of developed open space per 1,000 population (Lancaster, 1983, p. 56). The guidelines went further to make recommendations regarding an appropriate mix of park types, sizes, service areas, and acreages, and standards regarding the number of available recreational facilities per thousand population. While published by NRPA, the table became widely known as “the NRPA standards,” but these were never formally adopted for use by NRPA.

Perspectives used in conjunction with other assessment tools such as community needs surveys and a public input process to determine if current levels of service are appropriate in a given location. Plans provide similar levels of service to new, developing neighborhoods. Or it may be determined that different Levels of Service are adequate or suitable. Therefore, a new set of criteria may be utilized that differs from existing community patterns to reflect these distinctions.

Since that time, various publications have updated and expanded upon possible “standards,” several of which have been published by NRPA. Many of these publications did a benchmark and other normative research to try and determine what an “average LOS” should be. NRPA and the prestigious American Academy for Park and Recreation Administration, as organizations, have focused in recent years on accreditation standards for agencies, which are less directed towards outputs, outcomes, and performance, and more on planning, organizational structure, and management processes. The popularly referred to “NRPA standards” for LOS, as such, do not exist.

In conducting planning work, it is critical to realize that the above standards can be valuable when referenced as “norms” for capacity, but not necessarily as the target standards for which a community should strive. Each city is different, and many factors that are not addressed by the criteria above. For example:

- Does “developed acreage” include golf courses”? What about indoor and passive facilities?

- What are the standards for skateparks? Ice Arenas? Public Art? Etc.?
- What if it's an urban land-locked community? What if it's a small town surrounded by open Federal lands?
- What about quality and condition? What if there's a bunch of ballfields, but they are not maintained?
- And many other questions.

GRASP® (Geo-Referenced Amenities Standards Program)

A new methodology for determining the level of service is appropriate to address these and other relevant questions. It is called composite-values methods is applied in communities across the nation in recent years to provide a better way of measuring and portraying the service provided by parks and recreation systems. Primary research and development on this methodology were funded jointly by GreenPlay, LLC, a management consulting firm for parks, open space, and related agencies, Design Concepts, a landscape architecture, and planning firm, and Geowest, a spatial information management firm. The trademarked name for the composite-values methodology process that these three firms use is called GRASP® (Geo-Referenced Amenities Standards Program). For this methodology, capacity is only part of the LOS equation. Consider other factors, including quality, condition, location, comfort, convenience, and ambiance.

Parks, trails, recreation, and open space are part of an overall infrastructure for a community made up of various components, such as playgrounds, multi-purpose fields, passive-areas. Explanations and characteristics listed above affect the amount of service provided by the parts of the system follow.

Quality – The service provided by anything, whether it is a playground, soccer field, or swimming pool, is determined in part by its quality. A playground with a variety of features, such as climbers, slides, and swings, provides a higher degree of service than one with nothing but an old teeter-totter and some “monkey-bars.”

Condition – The condition of a component within the park system also affects the amount of service it provides. A playground in disrepair with unsafe equipment does not offer the same function as one in good condition. Similarly, a soccer field with a smooth surface of well-maintained grass certainly provides more service than one that is full of weeds, ruts, and other hazards.

Location – To be served by something, you need to be able to get to it. The typical park playground is of more service to people who live within easy reach of it than it is to someone living across town. Therefore, service is dependent upon proximity and access.

Comfort and Convenience – The service provided by a component, such as a playground, is increased by having amenities such as shade, seating, and a restroom nearby. Comfort enhances the experience of using a component. Convenience encourages people to use an element, which increased the amount of service that it offers. Easy access and the availability of trash receptacles, bike rack, or nearby parking are examples of conveniences that enhance the service provided by a component.

Design and Ambiance – Simple observation proves that places that “feel” right, attract people. A sense of safety and security, as well as pleasant surroundings, attractive views, and a sense of place impact ambiance. A well-designed park is preferable to a poorly designed one, and this enhances the degree of service provided by the components within it.

This methodology records a geographic location of components as well as the capacity and the quantity of each element. Also, it uses comfort, convenience, and ambiance as characteristics that are part of the context and setting of a component. They are not characteristics of the element itself, but when they exist in proximity to a component, they enhance the value.

By combining and analyzing the composite values of each component, it is possible to measure the service provided by a parks and recreation system from a variety of perspectives and for any given location. Typically, this begins with a decision on “relevant components” for the analysis, collection of an accurate inventory of those components, analysis. Maps and tables represent the results of the GRASP® analysis.

5. Making Justifiable Decisions

GRASP® stores all data generated from the GRASP® evaluation in an electronic database that is then available and owned by the agency for use in a variety of ways. The database tracks facilities and programs and can be used to schedule services, maintenance, and the replacement of components. In addition to determining LOS, it can project long-term capital and life-cycle costing needs. All portions of the information are in available standard software and can be produced in a variety of ways for future planning or sharing with the public.

It is important to note that the GRASP® methodology provides not only accurate LOS and facility inventory information, but also works with and integrates with other tools to help agencies make decisions. It is relatively easy to maintain, updatable, and creates easily understood graphic depictions of issues. Combined with a needs assessment, public and staff involvement, program, and financial assessment, GRASP® allows an agency to defensibly make recommendations on priorities for ongoing resource allocations along with capital and operational funding.

Addressing Low-Scoring Components

Components whose functionality ranks below expectations are identified and scored with a “one.” Find a list of these as extracted from the inventory dataset below. When raising the score of a component through improvement or replacement, the Level of Service is increased as well. The following is an outline strategy for addressing the repair/refurbishment/replacement or re-purposing of low-functioning components.

I. Determine why the component is functioning below expectations.

- Was it poorly conceived in the first place?
- Is it something that was not needed?
- Is it the wrong size, type, or configuration?
- Is it poorly placed, or located in a way that conflicts with other activities or detracts from its use?
- Have the needs changed in a way that the component is now outdated, obsolete, or no longer needed?
- Has it been damaged?
- Or, has the maintenance of the component been deferred or neglected to the point where it no longer functions as intended?
- Does component scores low because it is not available to the public in a way that meets expectations?
- Is the component old, outdated, or otherwise dysfunctional, but has historical or sentimental value? An example would be an archaic structure in a park such as a stone barbecue grill, or other artifacts that are not restorable to its original purpose, but which has historical value.

II. Depending on the answers from the first step, a select a strategy for addressing the low-functioning component:

- If the need for that type of element in its current location still exists, then the feature should be repaired or replaced to match its original condition as much as possible.
 - Examples of this would be many of the existing shelters that need shingles or roof repairs. Other cases could be playgrounds with old, damaged, or outdated equipment, or courts with poor surfacing or missing nets.
- If the need for that type of component has changed to the point where the original one is no longer suitable, then it should be replaced with a new one that fits the current needs.
- If a component is poorly located or poorly designed to start with, consider relocating, redesigning, or otherwise modifying it.
- Remove a component because of changing demands, unless it can be maintained in good condition without excessive expense or has historical or sentimental value. Inline hockey rinks may fall into this category. If it has been allowed to deteriorate because the community has no desire for inline hockey, then maybe it should be re-purposed into some other use.

III. It is possible that through ongoing public input and as needs and trends evolve, and there is the identification of new demands for existing parks. If there is no room in an existing location for the unique needs, the decision may include removal or re-purpose a current component, even if it is quite functional.

- As the popularity of tennis declined and demand for courts dropped off in some communities over recent decades, usable courts became skateparks or inline rinks. In most cases, this was an interim use, intended to satisfy a short-term need until a decision to either construct a permanent facility or let the fad to pass. The need for inline rinks now seems to have diminished. In contrast, temporary skateparks on tennis courts have now had permanent locations of their own. They become more elaborate facilities as skateboarding and other wheel sports have grown in popularity and permanence.
- One community re-purposed a ball diamond into a dog park. The diamond is well-suited for this use because it is already fenced. Also, the combination of the skinned infield where the dogs enter and natural grass in the outfield where traffic disperses is ideal. In time this facility either becomes a permanent facility or is constructed elsewhere. Or, dog parks could fade in popularity like inline hockey rinks and are replaced with some other facility that dog owners prefer to the current model. Meanwhile, the use of the ball diamond for this purpose is an excellent interim solution.

LIST OF LOW-SCORING COMPONENTS AND MODIFIERS

Table 21: Outdoor Low Scoring Components

GIS Map ID	Location	Component	Quantity	Neighborhood Score	Community Score	Comments
C012	Civic Center	Open Turf	1	1	1	Downtrodden
C014	Dan Williams Park	Horseshoe Court	2	1	1	In need of update or repair
C021	FMHS Sports Park	Track, Athletic	1	1	1	Dirt track and field events like shotput.
C023	Fruita 8 9 School	Track, Athletic	1	1	1	Dirt track
C032	Fruita Middle School	Tennis Court	2	0	0	Unusable. Currently City truck storage.
C049	Olga Anson Park	Open Turf	1	1	1	Turf undulates and is not conducive to organized play.
C051	Prospector Park	Playground, Local	1	1	1	No ADA accessibility
C030	Orr Park	Skate Park	1	1	1	Raptor Skate Facility. Equipment has known issues and in need of update or replacement
C054	Reed Park	Basketball Court	1	1	1	Faded paint and pickleball court. Surfacing in poor condition.
C055	Reed Park	Playground, Local	1	1	1	Playground is dated.
C107	Rimrock Elementary School	Trailhead	1	1	1	Trail access point at school. Limited access and signage.
C091	Shelledy Elementary School	Disc Golf	1	1	1	A couple baskets
C093	Shelledy Elementary School	Game Court	1	1	1	Gaga ball

Table 22: Low Scoring Outdoor Modifiers

LOCATION	Design & Ambiance	Drinking Fountains	Seating	BBQ Grills	Dog Stations	Security Lighting	Bike Racks	Restrooms	Shade & Shade Trees	Trail Connections	Park Access	Parking	Seasonal Plantings	Ornamental Plantings	Picnic Tables
16 Rd and L Rd	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Adobe Creek Golf Course	2	2	2	0	0	0	0	2	2	2	2	2	0	2	0
Big Salt Wash Greenway	2	0	0	0	2	0	0	0	0	2	2	1	0	2	0
CDOT Welcome Center	2	2	2	0	3	2	2	3	2	2	2	2	0	2	2
Circle Park	2	2	2	0	2	2	2	0	2	0	1	0	0	2	2
Civic Center	2	0	2	0	0	2	1	0	2	0	2	2	0	2	2
Dan Williams Park	2	2	2	0	2	0	0	0	2	0	2	0	0	2	1
Enoch's Lake	2	0	0	0	0	0	0	0	2	0	1	2	0	0	2
FMHS Sports Park	2	2	2	0	0	0	2	0	0	2	1	2	0	0	0
Fruita 8 9 School	2	2	2	0	0	0	2	0	0	2	1	2	0	2	0
Fruita Bike Park	2	2	2	2	0	2	3	1	2	2	2	1	0	2	2
Fruita Community Center	2	2	2	0	0	2	2	2	2	0	2	2	0	2	2
Fruita Lagoons	1	0	0	0	0	0	0	0	0	2	1	0	0	0	0
Fruita Middle School	2	0	0	0	0	0	0	0	0	0	1	1	0	0	2
Fruita Riverfront Park	1	0	2	0	0	0	0	1	0	0	1	1	0	0	0
Heritage Park	2	2	2	0	2	0	0	2	2	2	2	2	0	2	2
James Robb State Park	3	2	2	2	2	2	2	3	2	2	1	2	0	0	2
Little Salt Wash Greenway A	1	0	0	0	0	0	0	0	0	2	2	0	0	0	0
Little Salt Wash Park	2	2	2	0	2	0	2	2	2	2	2	1	0	2	2
Monument Ridge Elementary School	2	0	2	0	0	2	2	0	2	0	2	2	0	0	2
Olga Anson Park	2	0	2	0	2	0	0	0	0	2	2	0	0	0	0
Orr Park	1	0	2	0	0	2	2	2	2	0	2	2	0	2	2
PABCO Lake	2	0	2	0	0	0	0	2	0	2	2	2	0	0	1
Prospector Park	2	0	2	0	2	0	0	0	2	0	2	0	0	2	1
Reed Park	2	2	2	0	2	0	0	2	0	0	2	2	0	2	2
Res 1	1	0	0	0	0	0	0	0	0	2	1	0	0	0	0
Rimrock Elementary School	1	0	2	0	0	0	2	0	0	2	1	2	0	0	0
Rotary Triangle Park	1	0	2	2	0	0	0	0	0	2	1	0	0	2	2
Shelledy Elementary School	2	0	2	0	0	0	0	0	0	0	1	2	0	2	0
Snooks Bottom Open Space	3	0	2	0	2	0	0	1	2	3	2	1	0	2	0
Viet Nam War Memorial	3	0	2	0	0	2	0	0	0	2	2	2	0	2	0
Wastewater Treatment Site	2	0	2	0	0	0	0	0	0	2	1	2	0	0	0
Wills Property	1	0	0	0	0	0	0	0	0	2	0	0	0	0	0

Red highlighted modifiers scored low. Modifiers, in yellow that was not present at the time of site visits, scored a zero. These scores do not imply that all parks and facilities should have all modifiers but instead that the presence of modifiers positively impacts the user experience.

Note: There were no low scoring indoor components or modifiers identified during site visits.

AGENCY OR SYSTEM-WIDE CONSIDERATIONS AND RECOMMENDATIONS

- Improve standards for HOA parks and future development

Park or location-specific considerations

- Civic Center:
 - Allow turf recovery time between events
- Dan Williams Park:
 - Enhance trail potential
- Enochs Lake:
 - Consider Master Planning
- Fruita Bike Park:
 - Finish parking lot as it is presently confusing to use
 - Create access from North side of town
- Fruita Community Center:
 - Rebuild or relocate Skate Park
- Fruita Middle School:
 - Consider different uses for tennis court area such as skate park or storage
- Fruita Riverfront Park:
 - Enhance access and investigate the potential for river access and boat ramp
- Heritage Park
 - Could be promoted as a regional trailhead
- Little Salt Wash Greenway A:
 - Build trail connectivity throughout
- Little Salt Wash Park:
 - Enlarge parking
 - Replant trees missing or removed trees in diamond field plaza
- Reed Park:
 - Discuss making this into a space for city events and activities.
 - Park should be considered for development
 - Decent proximity to downtown and could maybe serve additional needs.
 - Replace basketball/pickleball courts
- Res. 1:
 - Consider Master planning
- Sewer lagoons:
 - Consider formal Master plan
- Snooks Bottom Open Space:
 - Enlarge parking
 - Establish permanent restroom
 - Enhance access to river
- Wastewater Treatment Site:
 - Establish better signage and wayfinding
 - Provide restrooms at trail
- Wills Property
 - Consider additional parking, pickleball courts, maintenance facilities, pathway connections, additional open turf/multi-purpose fields, community garden, and edible forest features
 - Pursue a public process for design that takes the above into consideration

6. Level of Service Improvements

Addressing Lower and No Service Areas

One way of using the GRASP® Perspectives is to consider prioritization of identified gap areas. For example, in the walkable access analysis, several regions with low or no service were identified. Further investigations of these areas can help when prioritizing future improvements or recreation opportunities. Future growth or subdivision development may significantly impact future gap areas. Prioritization of improvements may consider multiple factors, including providing maximum impact to the highest number of residents. Social equity factors, such as average household income, could also influence priorities.

Component Inventory and Assessment

Maintaining and improving existing facilities typically ranks very high in public input. Existing features that fall short of expectations should be enhanced to address this concern. Elements have been assessed based on condition and functionality in the inventory phase of this plan. Identify and address those with low scores, as explained below. The assessment should be updated regularly to assure the upgrade or improvements of components as they are affected by wear and tear over time.

Booster Components

Another way to enhance the level of service is through the addition of booster components at specific park sites or recreation facilities. These are most effective in low-service areas where parks exist that have space for additional components.

High Demand Components

The statistically-valid survey asks respondents to rank facilities by importance based on those they felt the city needed to add or improve. Consider these high demand components when adding new elements to the system.

The highest priority for added, expanded, or improved recreation activities listed by survey respondents are:

- a. Increase trail connectivity and trail access
- b. Community events and festivals
- c. Designated open space/natural areas
- d. Youth programs and activities
- e. Outdoor waterpark, water access, splash pads/spray parks
- f. Community and neighborhood parks

Many of these needs may be addressed by upgrading facilities, retrofitting lesser used assets, and by adding components that could serve as future program opportunities:

TRENDS IN PARKS AND RECREATION

Trends to consider when deciding what to do with low-functioning facilities, or improving existing parks to serve the needs of residents, include things like:

- Dog parks continue to grow in popularity and may be related to an aging demographic in America, with more “empty-nesters” transferring the attention they once gave to their children, to their pets. It is also an essential form of socializing for people who may have once socialized with other parents in their child’s soccer league, and now that the kids are grown, they are enjoying the company of other dog owners at the dog park. And for singles, a dog park is an excellent place to meet people.
 - Fruita currently does not have an official dog park but Snooks Bottom Open Space is a popular dog area.

- Skateboarding and other wheel sports continue to grow in popularity. Making neighborhood parks skateable and distributing skating features throughout the community provides greater access to this activity for younger people who cannot drive to a more extensive centralized skate park.
 - The current skate park is in need of upgrade, replacement or relocation
- A desire for locally-grown food and concerns about health, sustainability, and other issues is leading to the development of community food gardens in parks and other public spaces.
 - There were no identified community gardens in Fruita.
- Events in parks, from a neighborhood “movie in the park” to large festivals in regional parks, are growing in popularity to build a sense of community and generate revenues. Providing spaces for these could become a trend.
 - Formal event spaces were identified at Civic Center and James Robb State Park.
- Spraygrounds are increasing in popularity. An extensive and growing selection of products for these is raising the bar on expectations and offering new possibilities for creative facilities.
 - No spraygrounds exist currently.
- New types of playgrounds are emerging, including discovery play, nature play, adventure play, and even inter-generational play. Some of these rely upon movable parts, supervised play areas, and other variations that are different from the standard fixed “post and platform” playgrounds found in the typical park across America. These types of nature-based opportunities help connect children and families to the outdoors.
 - The playground at Fruita Bike Park has nature play elements.
- Integrating nature into parks by creating natural areas is a trend for many reasons. These include a desire to make parks more sustainable and introduce people of all ages to the natural environment.

7. Walkability

Walkability is an essential consideration in recreation. Various walkability metrics and methodologies have emerged to assist park and recreation managers and planners in understanding this dynamic. These include:

- Walk score
- Walkability TM
- Walkonomics
- RateMy Street
- Walkability App
- Safe Routes to Parks
- Safe Routes to Play
- Safe Routes to School
- Sidewalk and Walkability Inventory

It is vital to take bicycles and public transportation users into account as well as pedestrians. The concept of “complete streets” refers to a built environment that serves various types of users of varying ages and abilities. Many associations and organizations guide on best practices in developing walkable and bikeable complete streets infrastructure. One such entity, the Association of Pedestrian and Bicycle Professionals (APBP, www.apbp.org) actively promotes complete streets in cities around the country. Another such organization, the National Association of City Transportation Officials (NACTO, www.nacto.org), recently released the NACTO Urban Street Design Guide, which provides a full understanding of complete streets based on successful strategies employed in various North American cities. This most comprehensive reference on the topic is a valuable resource for all stakeholders involved in city planning. It proves to be a critical reference in building the cities of tomorrow.

Recreational Connectivity

The infrastructure available to get people to and from destinations is increasingly vital as many people prefer a leisurely walk or bike ride to a trip in the car. Users expect easy access to parks, recreation centers, and other community resources. Employing different modes of travel to include walking and bicycling may be referred to as recreational connectivity.

Recreational connectivity is the ability to access a variety of recreational opportunities or amenities by multiple modes of transportation. In addition to recreational trails, this may also include city sidewalks, bicycle paths, bicycle routes, and public transit infrastructure. Of course, the scope of creating and maintaining such a network is a substantial undertaking that involves many players. Along with a community expectation for this type of user-friendly network infrastructure comes the hope that stakeholders work together in the interest of the public good. At the municipal level, this might include public works, law enforcement, private land-owners, public transit operators, and user groups, as well as the local parks and recreation department.

The concept of recreational connectivity is essential within the scope of parks and recreation planning but also has more profound implications for public health, the local economy, and public safety, among other considerations. As more people look for non-automotive alternatives, a complete network of various transportation options is in higher demand. Other elements of this infrastructure might consist of street/railroad crossings, sidewalk landscaping, lighting, drainage, and even bike-share and car-share availability.

WHERE TO START?

Recognizing that trail development occurs at a variety of scales, many trails serve park users only while others are of a citywide or regional extent. Also, people with a destination in mind tend to take the most direct route, while recreationists tend to enjoy loop or circuit trails more than linear pathways. An exemplary trail system provides multiple opportunities for users to utilize trail segments to access different parts of the city directly or enjoy recreational circuits of various sizes. By employing park trails, city trails, and regional trails, users should ideally be able to select from several options to reach a destination or spend time recreating. Simple, early steps such as creating preferred routes and loops on city sidewalks or low traffic streets are a great place to start.

CONNECTING PEOPLE TO TRAILS

As the trail system develops, additional resources are desirable to support users. It is worthwhile to consider signage and wayfinding strategies, trailheads and access points, public trail maps, and smartphone applications as strategies to connect people to trails and affect positive user experience.

Signage and Wayfinding

Signage and wayfinding strategies enhance a system by promoting ease of use and improving access to resources. Branding is an essential aspect of adequate signage and wayfinding markers. A hierarchy of signage for different types of users assists residents and visitors as they navigate between recreation destinations. Further, a strong brand can imply investment and commitment to alternative transit, and which can positively impact city identity and open economic opportunities.

Trailheads and Access Points

It is also vital to provide users access to trails. There are two ways to approach this. First, develop formal trailheads to include parking, bike racks, signage, restrooms, drinking water, a trail map, and other amenities. A trailhead provides access to trails that serve a higher volume of users at destinations reached by automobile. The second approach involves providing a trail access point,

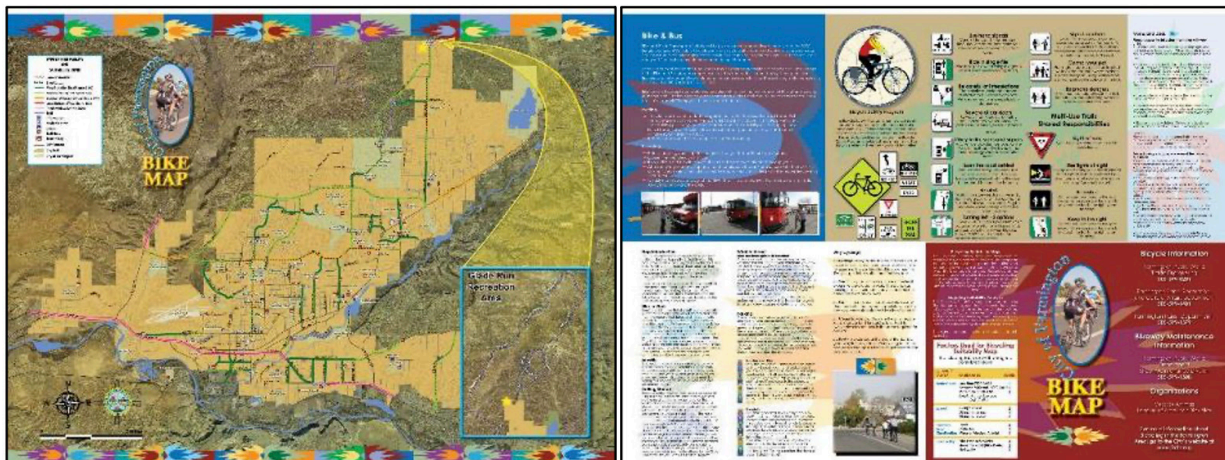
usually without the extensive amenities found at a trailhead. Trail access points are appropriate in residential or commercial areas where users are more likely to walk or ride a bicycle to reach the trail. Trailheads and access points should be primary points of interest on any trails mapping.

Map and App Resources

By making trail maps, available users may enjoy trails with greater confidence and with a better understanding of distances, access points, amenities, and the system. Even with a developing trail system, such a trail map can provide valuable information to users. While Fruita has website information and maps regarding hiking and mountain biking trails in the region, there is limited information on trails within the city.

A good example of a city trails map is from the City of Farmington, NM. In this case, they created a bike map (see the following graphic) for the community, which includes various trail types to add bike paths and bike routes. In addition to showing streets with bicycle paths and safe on-street bike routes, the Farmington map also includes information about trail ownership, helpful as it displays some trails within easements or even on private land with use agreements. As the trail system evolves, this map should be updated to produce newer versions for distribution to users.

Figure 50: Example Trail and Bicycle Map



This example illustrations shows trail and bicycle map to users with a host of information about trails, bike paths, and bike routes.

Another way of trail mapping is through web-based smartphone technologies. Maps made available on this type of platform are more dynamic for users, always on hand, and can be easily updated. Upfront investment needed for this type of resource may be cost-prohibitive at present. However, it is likely as technologies advance; these costs become more manageable in the future. It may be worth considering the development of web-based maps in long term planning decisions.

I. GRASP Maps

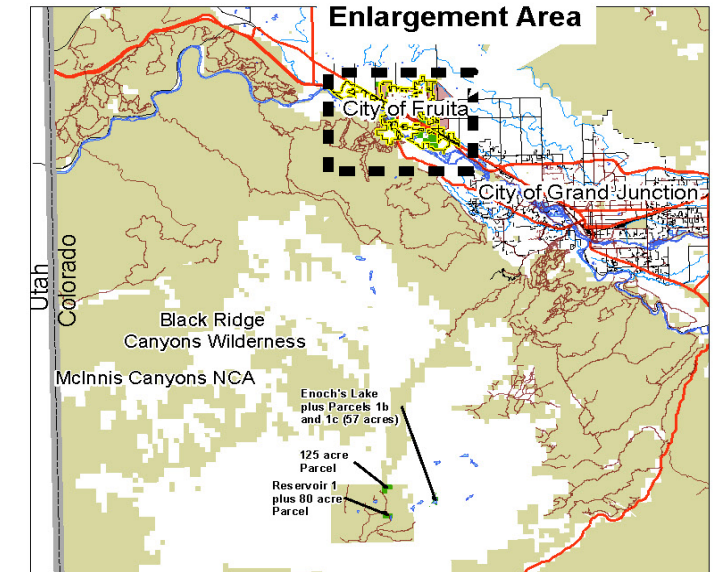
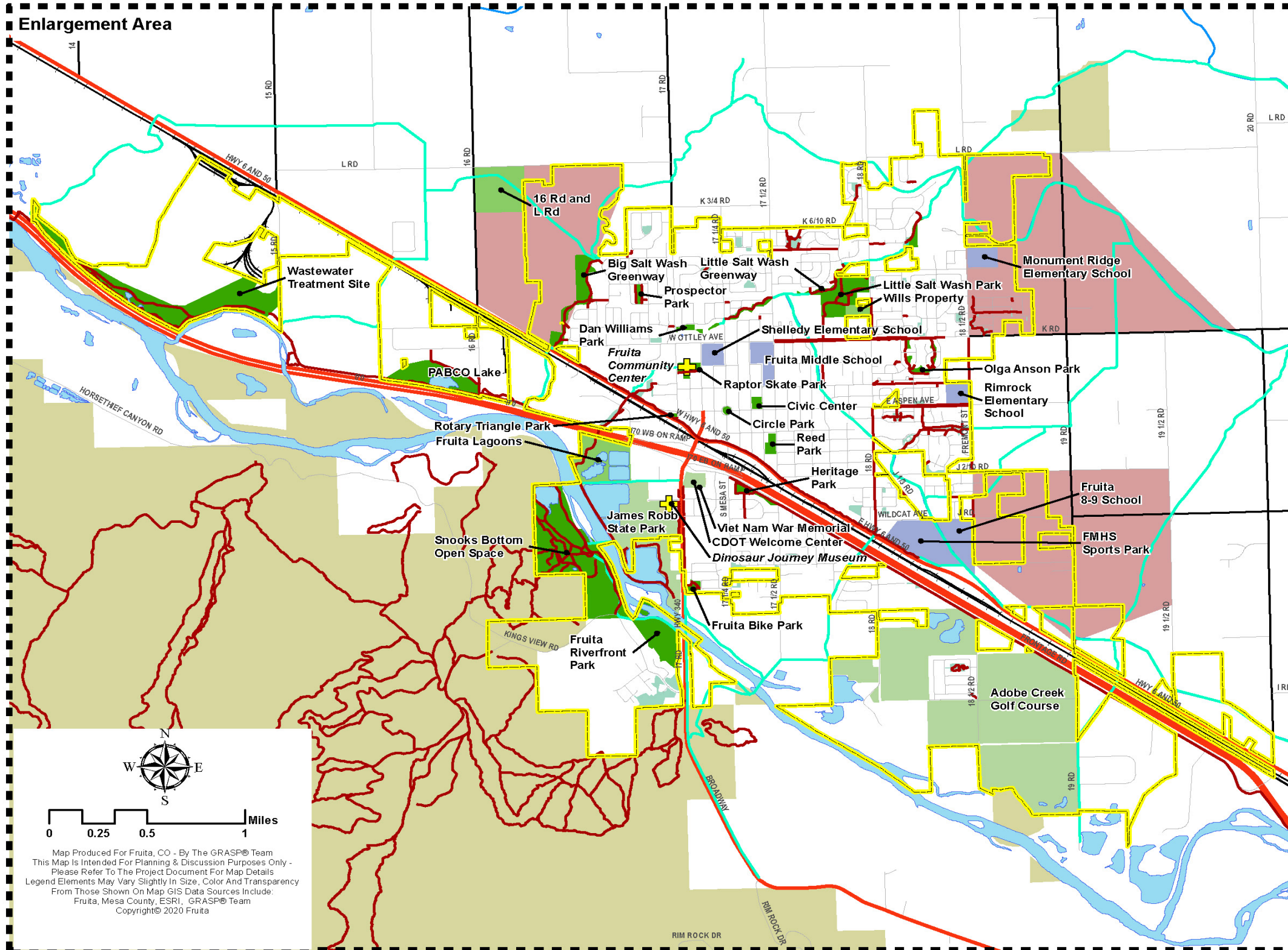
The following pages include the GRASP maps.



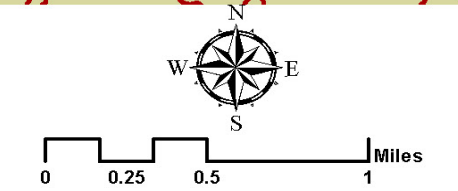
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Fruita System Map - Current and Future Facilities

Fruita, CO



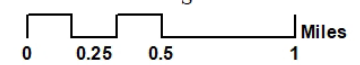
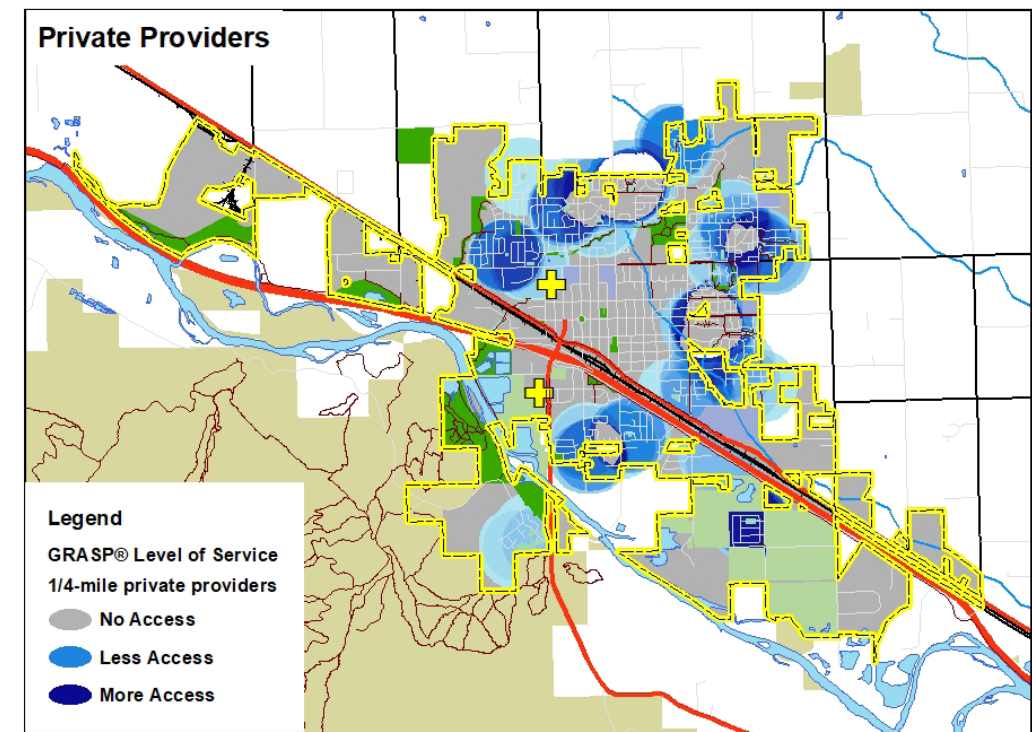
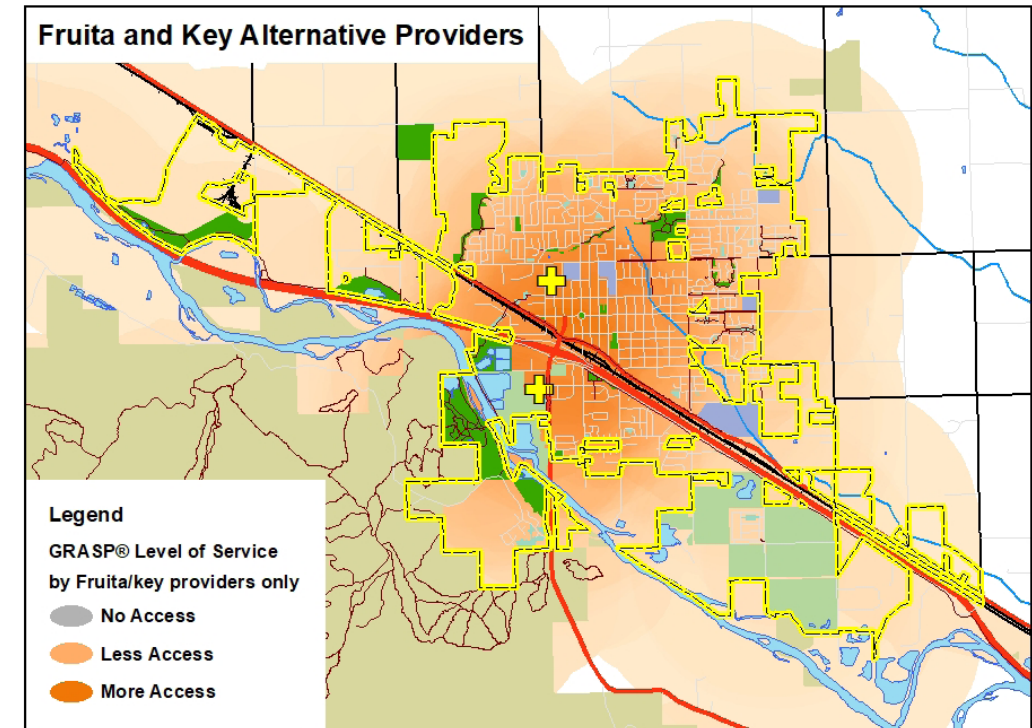
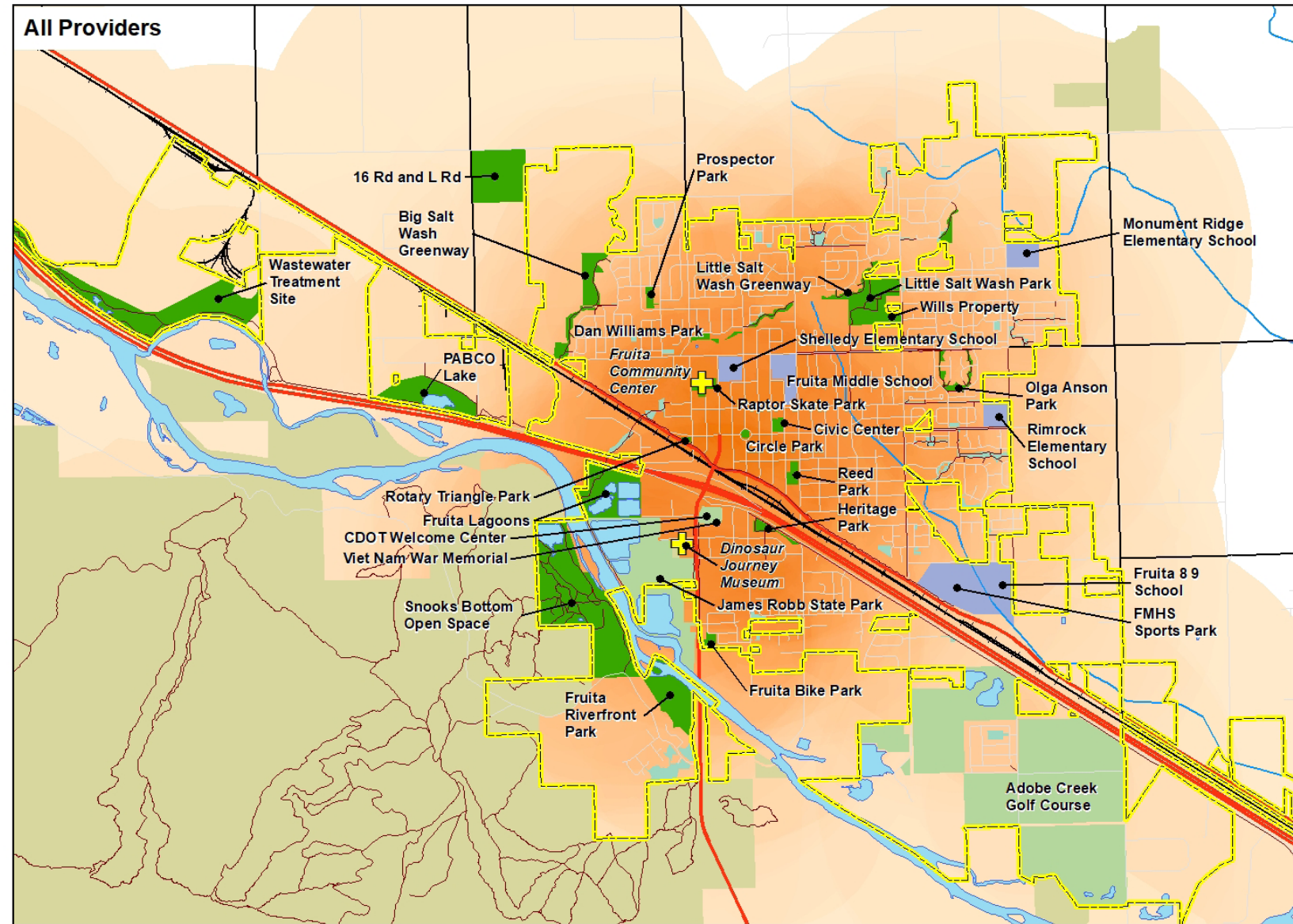
- Legend**
- Areas for Future Parkland
 - Indoor Facility
 - Existing Trail
 - Proposed Trails
 - River and Lakes
 - Canals and Streams
 - Interstate and Highways
 - Major Roads
 - Other Roads
 - Railroad
 - Fruita Outdoor Recreation Location
 - Other Provider
 - School
 - Fruita - Future Park
 - Private Provider Location
 - Other Federal and State Lands
 - FruitaCityLimits



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Neighborhood Access to Outdoor Recreation

Fruita, CO

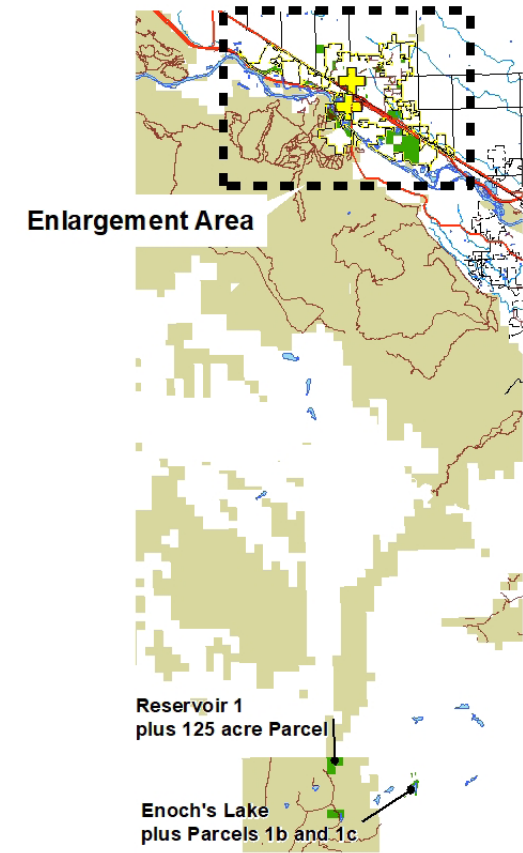
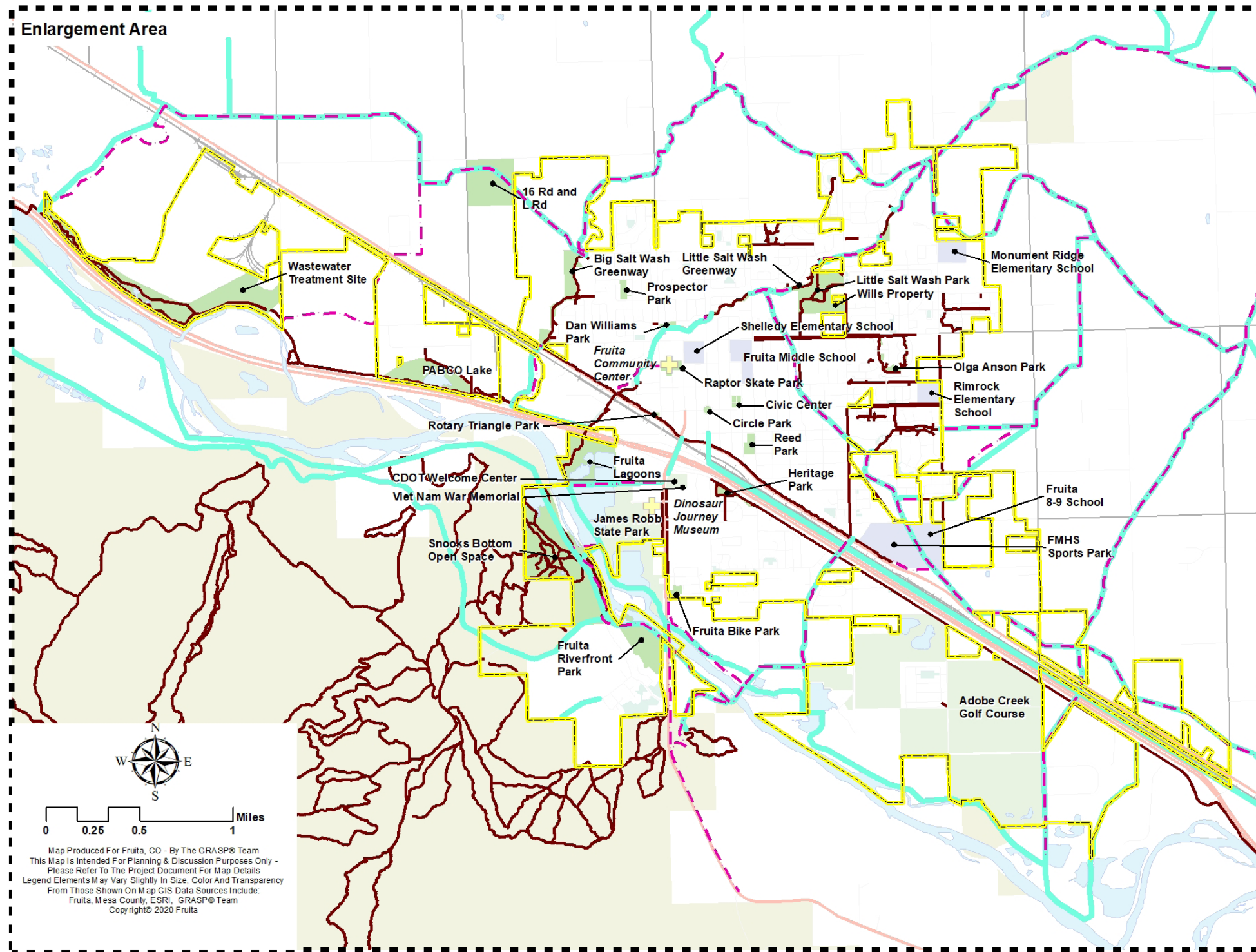


- Legend**
- GRASP® Level of Service Range: 0 - 577
 - No Service within 1-mile
 - Less Access
 - More Access
 - Indoor Facility
 - Existing Trail
 - Canals and Streams
 - Interstate and Highways
 - Major Roads
 - Other Roads
 - Railroad
 - Fruita Outdoor Recreation Location
 - Other Key Provider
 - School
 - Private Provider Location
 - River and Lakes
 - Other Federal and State Lands
 - FruitaCityLimits

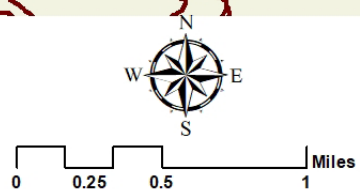
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Existing & Proposed Trails Map

Fruita, CO



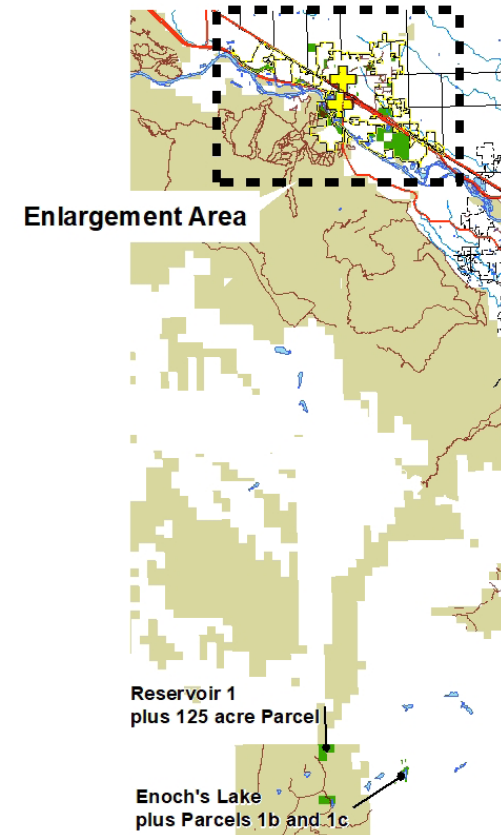
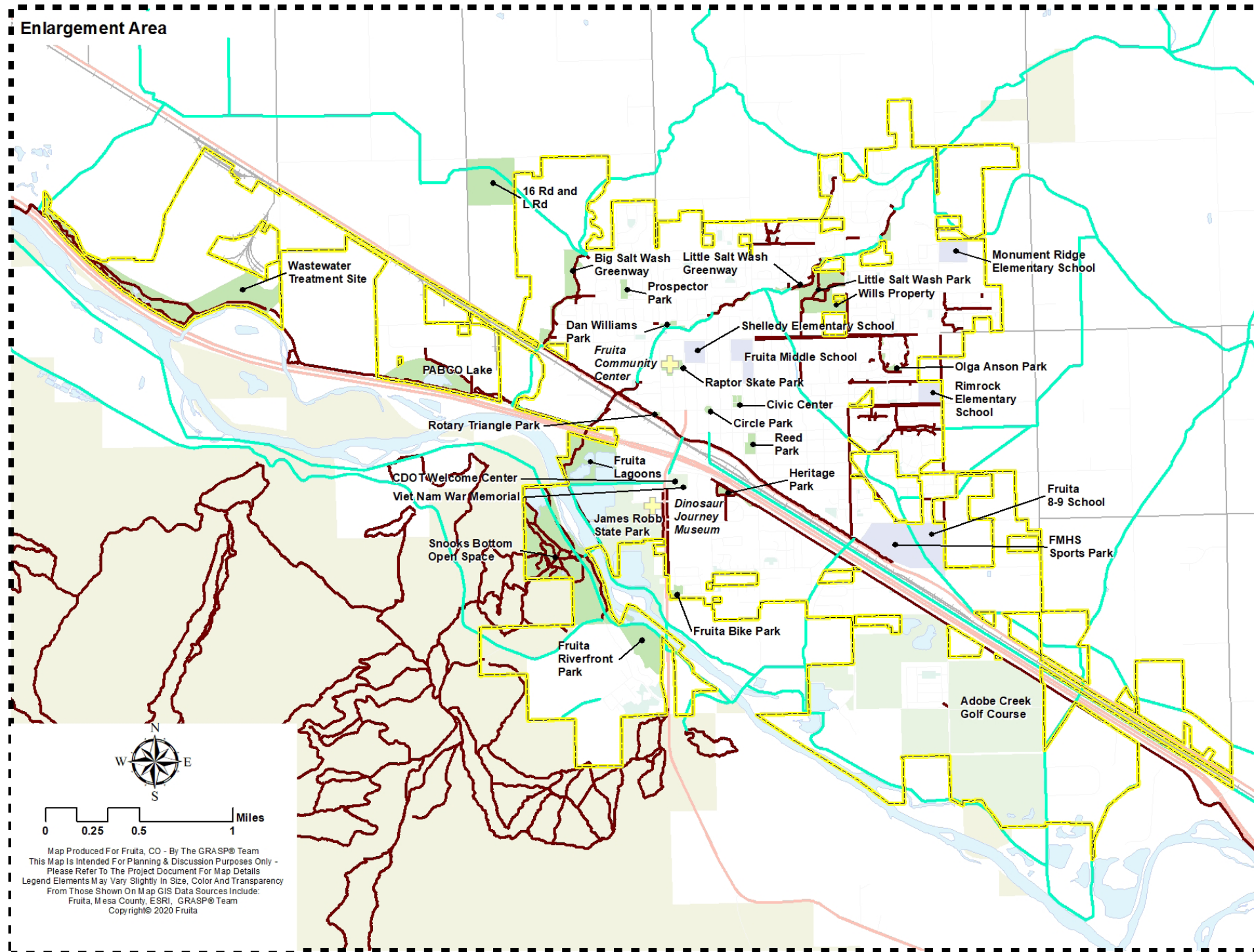
- Legend**
- Indoor Facility
 - Proposed Trails
 - Existing Trail
 - River and Lakes
 - Canals and Streams
 - Interstate and Highways
 - Major Roads
 - Other Roads
 - Railroad
 - Fruita Outdoor Recreation Location
 - Other Provider
 - School
 - Private Provider Location
 - Other Federal and State Lands
 - Fruita City Limits
 - Other City Limits



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Trails Visioning and Priority Map

Fruita, CO



Legend

- Indoor Facility
- Other Proposed Trails
- Existing Trail
- River and Lakes
- Canals and Streams
- Interstate and Highways
- Major Roads
- Other Roads
- Railroad
- Fruita Outdoor Recreation Location
- Other Provider
- School
- Private Provider Location
- Other Federal and State Lands
- FruitaCityLimits
- Other City Limits

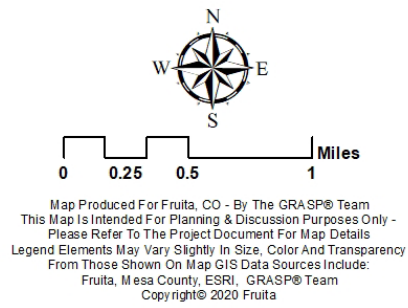
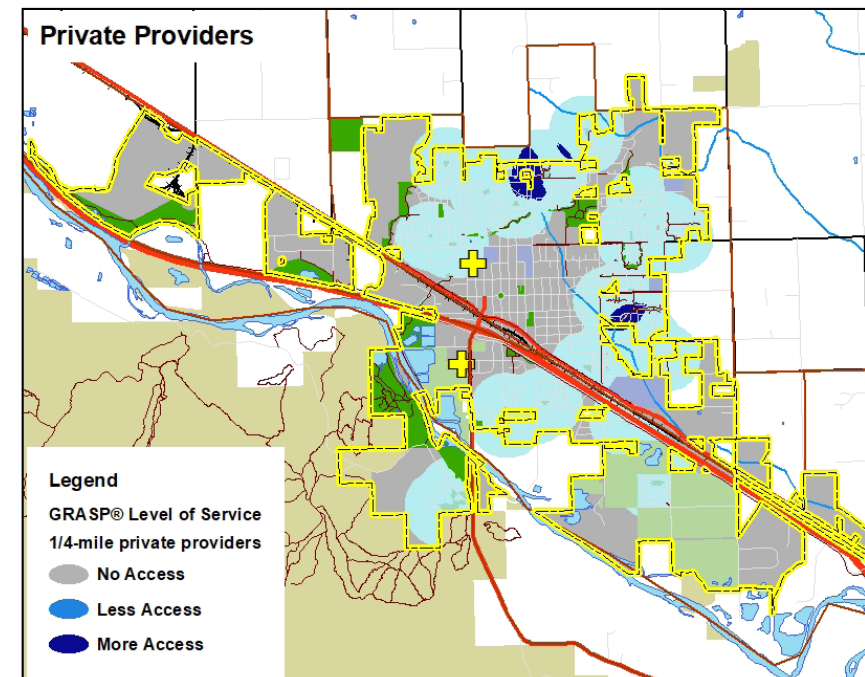
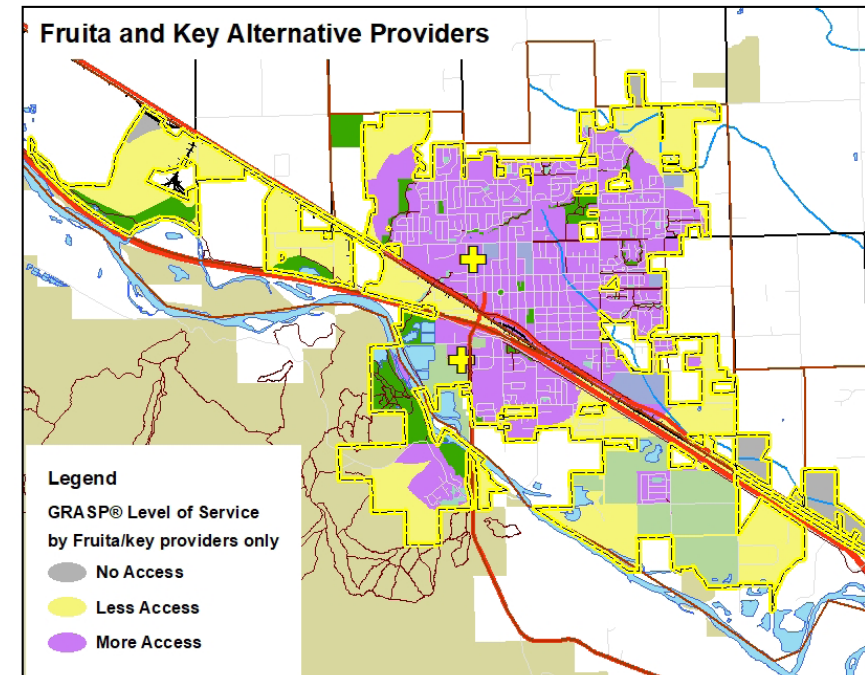
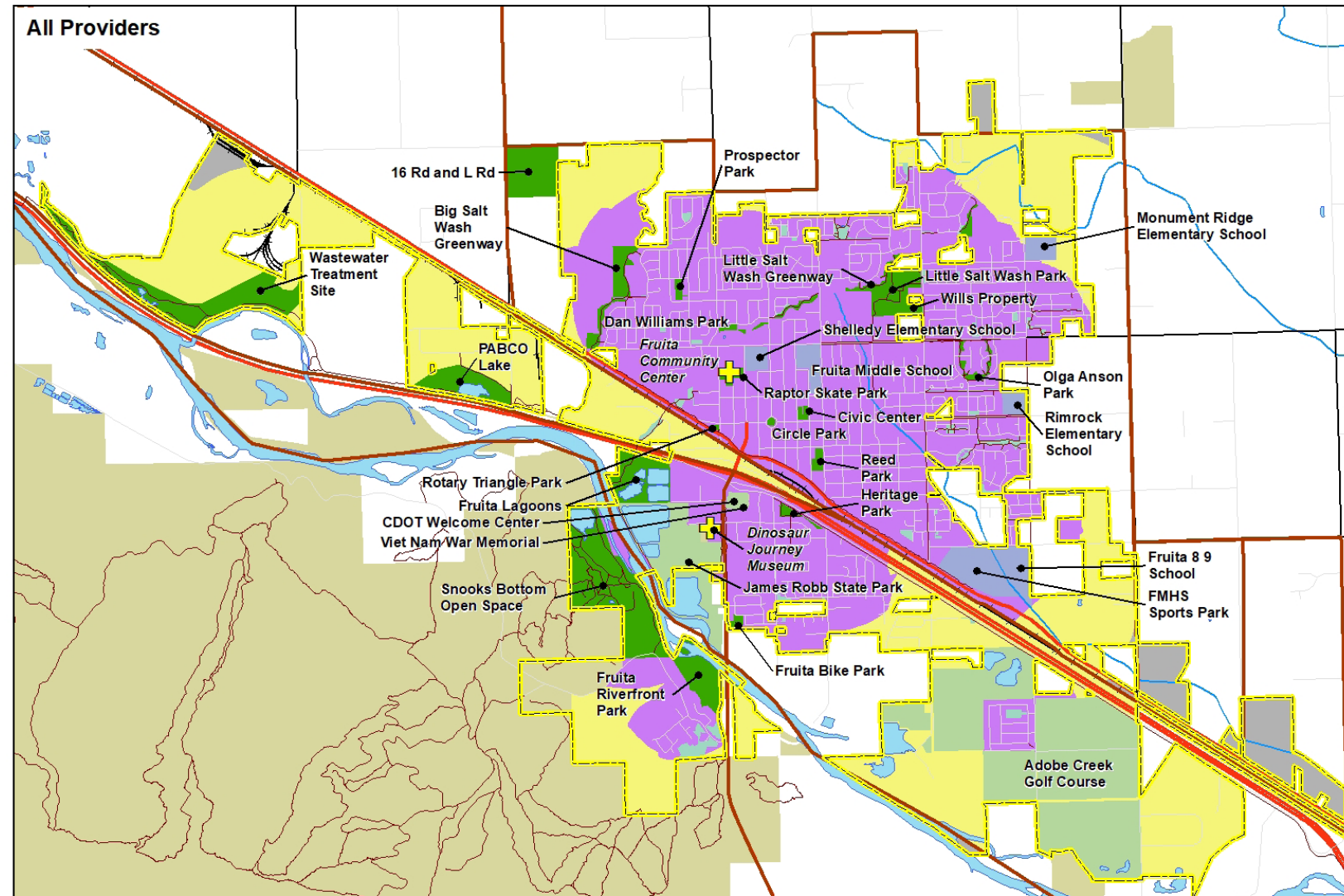


0 0.25 0.5 1 Miles

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Gap Analysis for Walkable Access to Outdoor Recreation

Fruita, CO

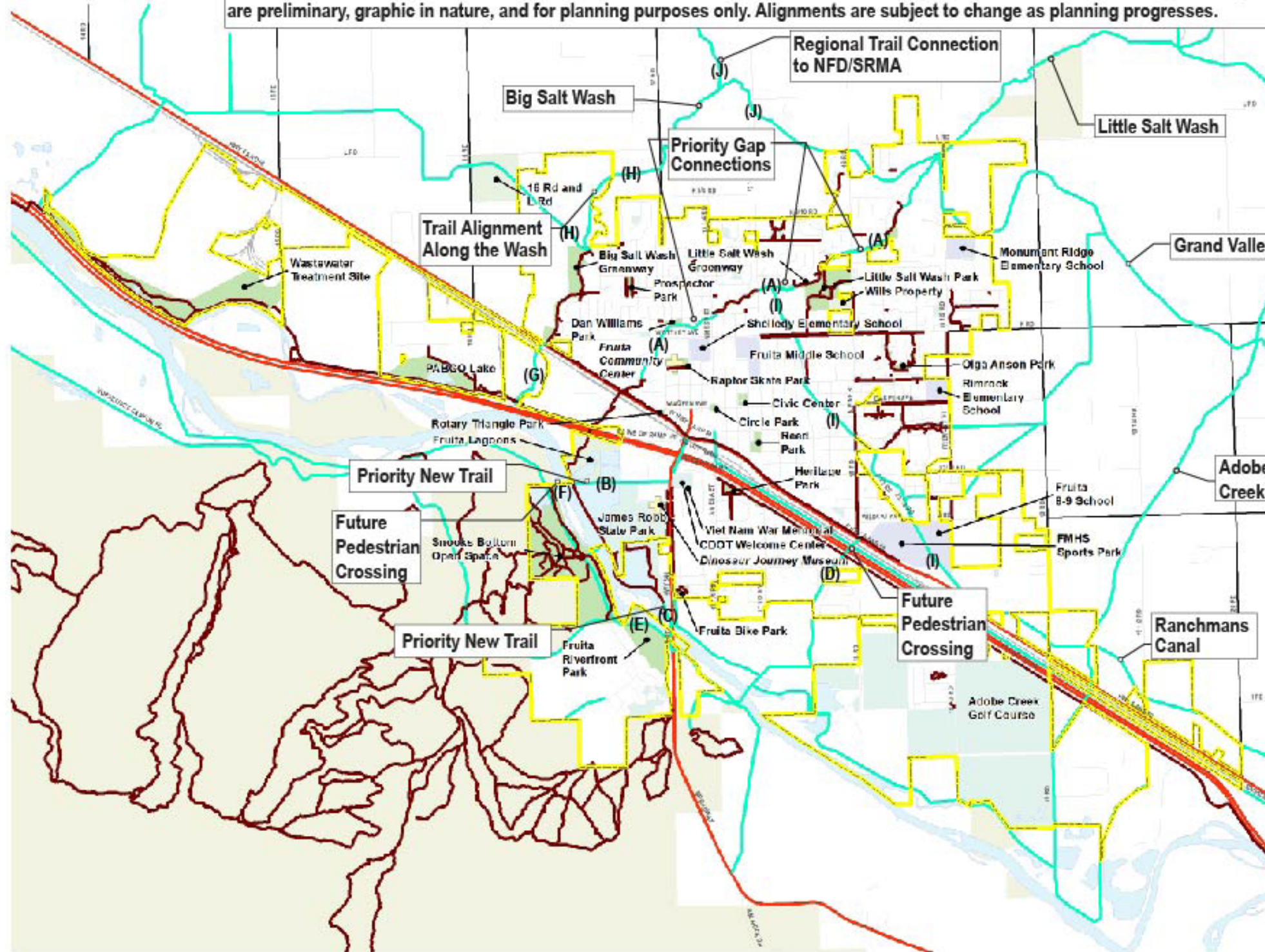


- Legend**
- GRASP® Target Analysis
Threshold: 68
- No Access within 1/2-mile
 - Below Target
 - At or Above Target
 - Pedestrian Zone
- Indoor Facility
 - Existing Trail
 - Canals and Streams
 - Interstate and Highways
 - Major Roads
 - Other Roads
 - Railroad
- Fruita Outdoor Recreation Location
 - Other Key Provider
 - School
 - Private Provider Location
 - River and Lakes
 - Other Federal and State Lands
 - FruitaCityLimits

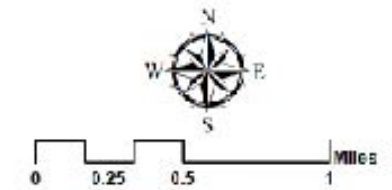
Trails Framework

Fruita, CO

Note: This map depicts conceptual trail locations for planning purposes only. This is in no way intended to be an active trails map. The City does not condone access to private lands without the owner's consent. Trail locations are approximate and subject to change. The alignments shown are preliminary, graphic in nature, and for planning purposes only. Alignments are subject to change as planning progresses.



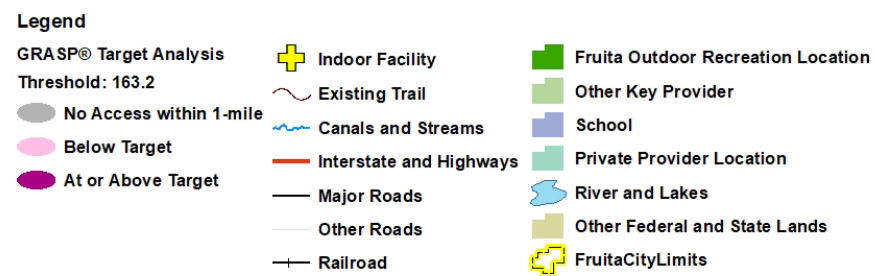
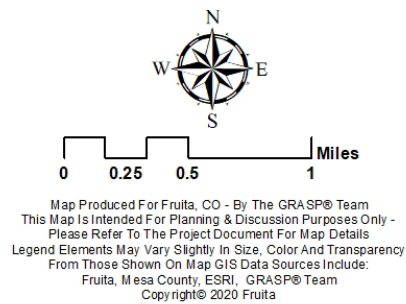
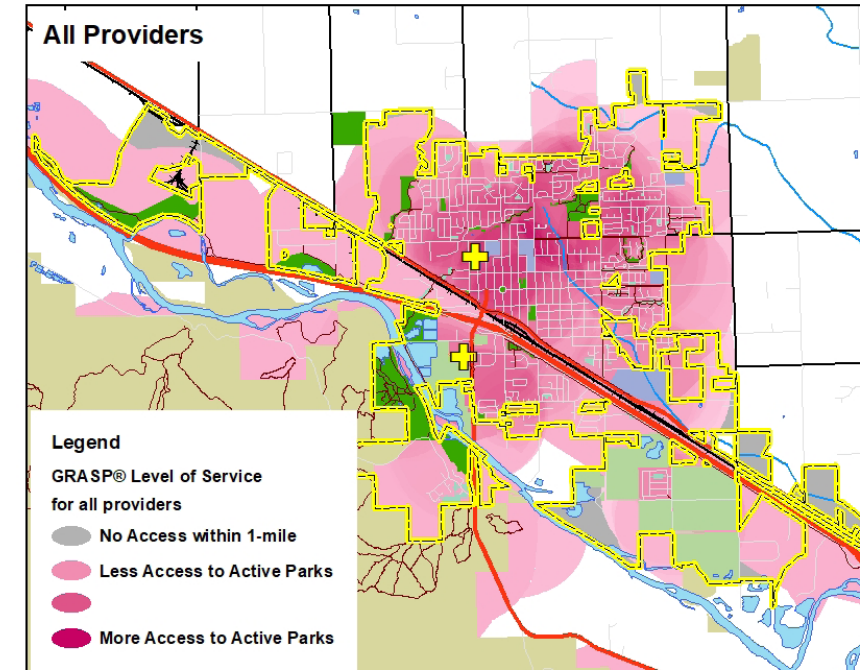
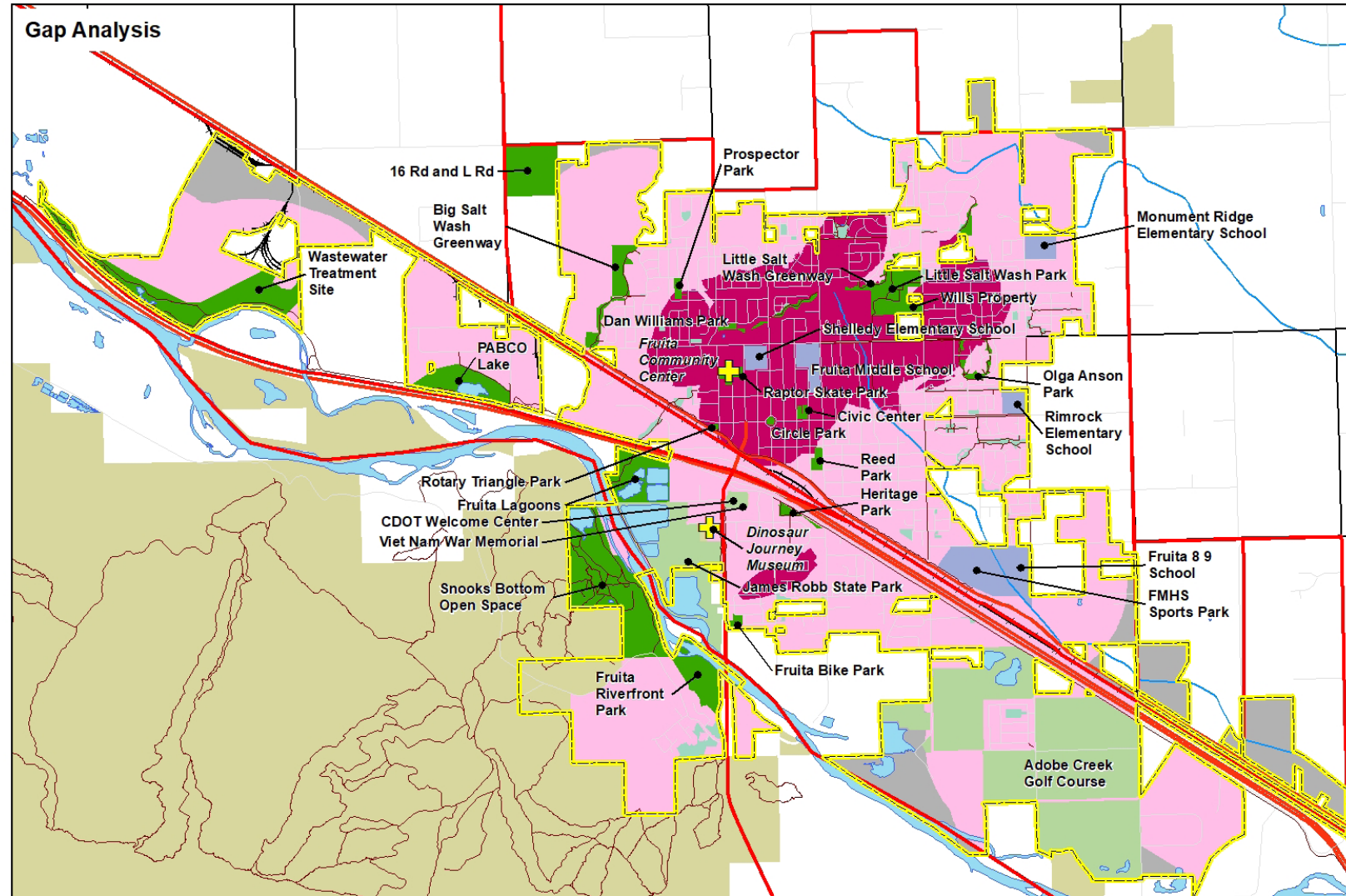
- Legend**
- Indoor Facility
 - Existing Trail
 - Proposed Trails
 - River and Lakes
 - Canals and Streams
 - Interstate and Highways
 - Major Roads
 - Other Roads
 - Railroad
 - Fruta Outdoor Recreation Location
 - Fruta - Future Park
 - Other Provider
 - School
 - Private Provider Location
 - Other Federal and State Lands
 - Fruta City Limits



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 From Time to Time on Map GIS Data Services, Updates
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Walkable Access to Active Park Components

Fruita, CO





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APPENDIX C: PRIMARY HEALTH FACTORS RESEARCH AND REFERENCES

Extensive research has shown that parks and recreation agencies can affect preventive health in communities through a variety of health factors (related to the social determinants of health). An intensive and ongoing literature review was previously performed by the GP RED Healthy Communities Research Group Staff, starting initially with a focused effort by Dianna Damask, MPH, as an intern at GP RED in 2012, along with Dr. David Compton and Dr. Kiboum Kim. There has been much work since to identify the critical factors and indicators relevant to policies improving health, such as contributing to the potential increase in physical activity and reduction of the prevalence of overweight and obesity issue. Penbrooke (2017) continued this work as part of a doctoral dissertation and currently leads this work for GP RED's Healthy Communities Research Group (HCRG).

Five primary factors and corresponding indicators have been deduced from the literature reviews and additional validation. These factors include:

1. Nutrition regimen
2. Social interaction
3. Transportation and Access to Amenities and Nature
4. Physical activity
5. Safety and Perception of Safety

Additional factors such as having opportunities for stress management, and reduction of overconsumption of harmful self-soothing behaviors (e.g., smoking, alcohol, drugs, food, gambling, sex, etc.) have been also identified, and may be a focus for some communities.

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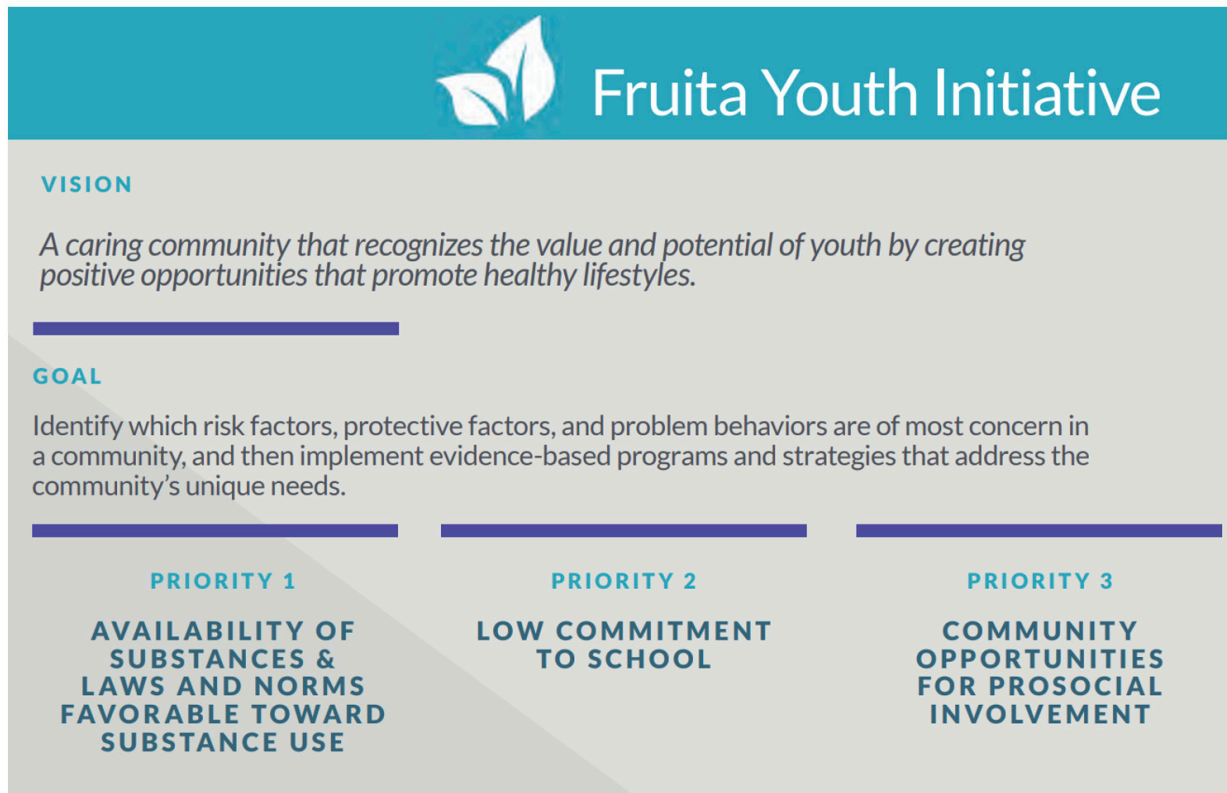
APPENDIX D: WORKING HEALTH PARTNERS

This planning process included identification of many partners to evaluate the health aspects. One of the key partners is Mesa County Public Health (MCPH). Prior to this project, the MCPH worked with partners to create a guiding 2018 – 2020 Community Health Needs Assessment (CHNA) for the County (including Fruita), which can be found at <https://fhw.org/images/Mesa-County-Community-Health-Needs-Assessment.pdf>.

In January 2017 the City of Fruita began working with MCPH to implement the Communities That Care (CTC) process in Fruita. The CTC system is a way for community members to work together to prevent youth problem behaviors and adverse health outcomes. These outcomes include substance use, delinquency, teen pregnancy, school drop-out, violence, and poor mental health, as identified in the Fruita Youth Initiative (FYI).

This PHROST plan can support the goals of the CHNA, and specifically the vision and goals for and the FYI, as shown in **Figure 51**.

Figure 51: Fruita Youth Initiative



1.) Youth Activities and Nutrition Survey

Purpose of the Youth Activity and Nutrition Survey (YANS) and Methods

As a key part in contributing to the understanding of youth in Fruita, the planning team included GP RED (www.gpred.org) a national non-profit focused on research, education, and development (RED) to conduct an online survey of the middle school students in Fruita. GP RED's Healthy Community Research Group (HCRG) worked with East Carolina University to host and analyze the surveys.

The purpose of this survey was to understand what middle school youth do during out of school time and to gather some baseline information about their habits, level of weight, perceptions of safety, and levels of engagement. Determining activities that youth participate in when out of school appears to have an influence on their physical activity, social interaction, and nutritional habits. Middle school age is important, as this is the time of life when youth are starting to make their own decisions regarding activities and nutrition. Research has shown that interventions at this time of life can provide lifelong positive impacts. The study recognized that given the current circumstances (during the pandemic) things have been different, and that was taken into account. Understanding which activities and programs youth are engaged in out of school can help to improve services for youth in Fruita to build and sustain active and healthy lifestyles.

Note: The GP RED HCRG Research Team is well aware of the potential accuracy challenges of relying upon self-reported data from youth. Given the available resources, and as this information is collected anonymously in an age appropriate format, this method appears to be the best available method to gather large amounts of community-specific youth data of this type at this time.

The City of Fruita was pleased to have involvement from all three Fruita middle schools for this survey, including Fruita 6/7, Fruita 8/9, and Redlands Middle School. To begin, the project team met online with leaders from each of the schools to introduce the survey, discuss the methodology, and answer any questions. As students were all taking classes online, the representatives then assigned teachers to include the survey as an online assignment in late April 2020. Students were sent directions and an online link, and completed the survey from their home. A copy of the YANS survey instrument was provided to the City and the Schools as a Resource Document. It is acknowledged that the timing of this survey during the stay-at-home orders and school closures due to the COVID-19 pandemic may have influenced the results. Care was taken to adjust wording accordingly wherever possible.

Parental Notification and Contributions

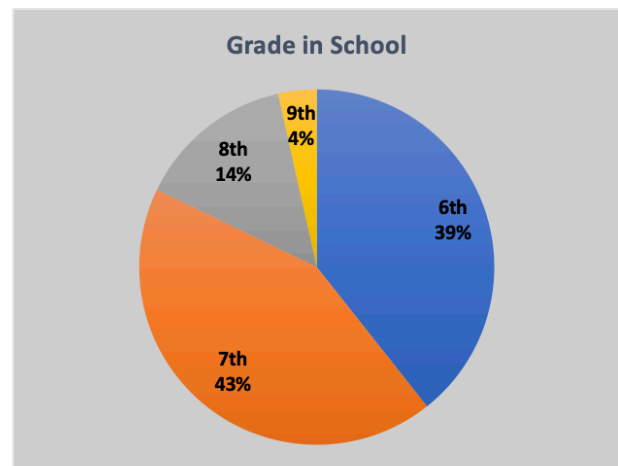
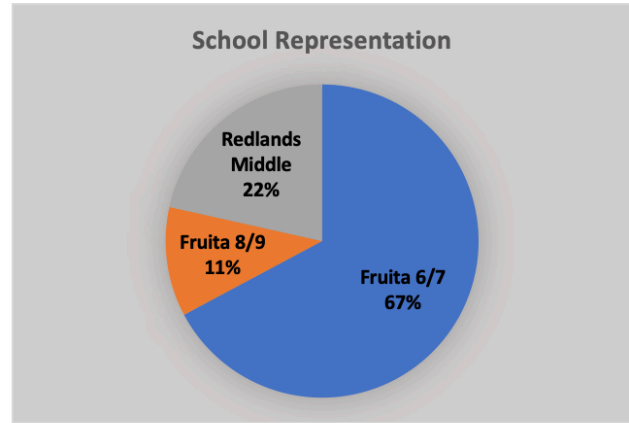
Because the information gathered is critical to long-term youth health (and the data will contribute both to Fruita overall and community and to a much larger database from around the country), parents and caregivers were notified about their student's participation. The researchers at GP RED and two university-based Independent Review Boards (IRBs) have determined that this survey is respectful and not overly intrusive to students. Because the responses are completely anonymous and confidential, it is not possible to separate individual data from the total collected data. No one, not even the researchers, is able to tell how any particular student responded. The survey did not ask for any potentially harmful information and the questions have been validated for these grade levels to be easily answered.

Demographics of Survey Respondents

In total, 488 students completed the survey. The students who completed the survey were over-represented by those attending Fruita 6/7, and correspondingly, those in the 6th and 7th grades. Girls outnumbered boys and those who identified as White/Caucasian were the predominant survey participants, as they are in the community. The complete respondent demographics findings may be seen in **Table 24**.

Table 23: YANS Student Demographic Summary

School	Freq	Percent
Fruita 6/7	328	68%
Fruita 8/9	55	11%
Redlands Middle School	105	22%
Total	488	
Gender		Percent
Girls	291	60%
Boys	193	40%
Nonbinary	4	0.8%
Age		Percent
12 years old	112	23%
13 years old	202	42%
14 years old	132	27%
15 years old	32	7%
16 years old	7	1%
Grade		Percent
6 th	192	39%
7 th	209	43%
8 th	70	14%
9 th	17	4%
Race/Ethnicity		Percent
African American/Black	1	0.2%
Asian	7	1.4%
Latino/Hispanic	34	7.0%
Native American	30	6.2%
White/Caucasian	355	72.9%
Mixed race/ethnicity	60	12.3%



BMI Results from Youth in Fruita

Students were to weigh themselves privately and to have someone measure their height just prior to taking their own survey online. These were later calculated to assess their body mass index (BMI) during the survey analysis.

Body Mass Index (BMI) is a formula standardized by the National Institutes of Health, used to describe an individual’s weight in comparison to height. This measurement is an estimate of the amount of body fat an individual carries. For most adults, the higher the BMI, the higher the lifetime risk for chronic disease, disability and early death. For youth and children the same method is used, but in addition, the BMI is compared to age- and sex-specific ranges. Body Mass Index is a screening and comparison tool, not a diagnostic tool. Most health professionals use this tool as a measurement of weight classification and health risks. While BMI remains challenging to accurately obtain for individuals, a controlled project protocol attempts to help increase reliability of this self-report format. This project used the best method available for comparative analysis outside of a controlled environment with trained attendants.

Calculation of Body Mass Index = weight (in pounds) ÷ height (in inches)2 x 703 = BMI

The YANS dataset was adjusted for response errors to exclude non-completed surveys (many students did not include weight) and BMI percentages under 10 percent and over 50 percent (due to presumed reporting or measurement errors), resulting in a usable dataset of N = 412. The overall descriptive statistics for total BMI for Fruita are shown in **Table 24**.

Table 24: Descriptive BMI Statistics

Descriptive Statistics						
	N	Minimum	Maximum	Median	Mean	Std. Deviation
BMI Calculation	408	10.04	40.27	18.30	19.04	4.30

No significant differences were found when examining the BMI data by gender. The mean BMI score for girls was 19.2 and the mean BMI score for boys was 18.8. However, when investigating the data by the year in which a youth was born, one significant difference ($p > .01$) was found. Those born in 2006 (roughly age 14 in 2020, $M = 19.9$) had higher mean BMI scores than those born in 2008 (roughly age 12 in 2020, $M = 18.0$). Similarly, those in 7th grade ($M = 19.4$) had higher BMI mean scores than those in the 6th grade ($M = 18.2$). Interestingly, a significant difference was found between schools – students in Redlands Middle School ($M = 18.2$) had higher BMI scores than students attending Fruita 6/7 ($M = 19.1$). It is important to note that BMI increases with each grade level.

The overall mean for all students ($M = 19.0$) is under the national category upper limit of healthy weight BMI of 22.5 for boys and 22.8 for girls, so on average, the majority of students are currently of healthy weight, as shown in **Table 25**.

Table 25: Mean BMI by Grade and Gender

Gender	Grade	Mean	SD	N
Female	6 th	18.7	3.72	87
	7 th	19.2	4.44	98
	8 th	19.7	3.50	50
	9 th	19.8	4.54	14
	ALL	19.2	4.02	249
Male	6 th	17.9	4.08	78
	7 th	19.7	5.36	73
	8 th	19.7	2.82	8
	9 th	--	--	0
	ALL	18.8	4.73	159

Table 27 shows proportion of classifications of underweight (Female: BMI <16.5; Male: BMI < 15.5), healthy weight (Female: 16.5 ≤ BMI ≤ 22.8; Male 15.5 ≤ BMI ≤ 22.5), and overweight/obese (Female BMI > 22.8; Male BMI > 22.5) by gender. In both instances, almost two-thirds of girls and two-thirds of boys are in the healthy weight category. Twenty-point-six percent total are underweight.

Table 26: Categories of Weight Classifications

BMI Categories			
Sex		N	Percent
Girl	Underweight	58	23.3
	Healthy weight	158	63.4
	Overweight/obese	33	13.3
	Total	249	100.0
Boy	Underweight	27	17.0
	Healthy weight	104	65.4
	Overweight/obese	28	17.6
	Total	159	100.0

Overall, 15.5 percent of the surveyed middle school youth in Fruita are considered overweight or obese. This compares as slightly higher to the rates of overweight or obese youth in the state of Colorado (14.6% for ages 2-14, as per the Colorado Department of Health, 2017), and slightly lower than nationwide averages (20.6% for ages 12-19 as per the Centers for Disease Control, 2019 - <https://tinyurl.com/y7kwp3va>).

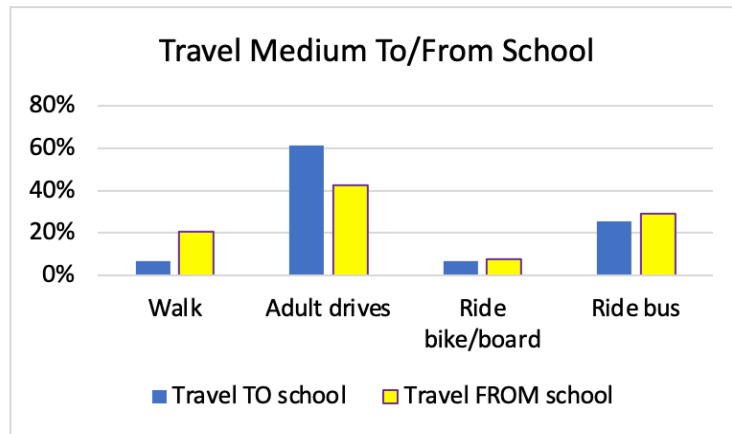
It is important to note that the different agencies include different age ranges, so it is difficult for direct comparison to middle school youth in Fruita. This is the first time that this type of middle-school assessment has been completed specifically for Fruita, and the data shows that BMI is increasing with grade level. It will be important to assess this over time to discern if policy and program changes are effective in Fruita.

Transportation - How Students Get Around

A variety of studies indicate potential correlations between primarily self-transport or vehicular transport and youth BMI (Friedan, 2010; Glanz & Sallis, 2006; Grow & Saelens, 2008). For this study, students were asked to think about when school was in session and respond to a question about how they got to and from school.

Nationally in the U.S. in 2013 45 percent of youth were driven to school, 32% took the bus, and 20% walked, and two percent rode bikes/boards (Streetsblog, 2013). In Fruita, parents are driving students much more than the national average. The Fruita results show that adults drove girls (66%) to school more than they drove boys (54%). The same pattern held true for going from school to home with 49% of girls being driven home and 35 percent of boys receiving a ride from an adult. Similarly, boys (11%) were more apt to ride their bike or longboard to and from school than girls (3.5%). Both boys and girls were more likely to walk home from school than walk to school.

Figure 52: Travel To/From School

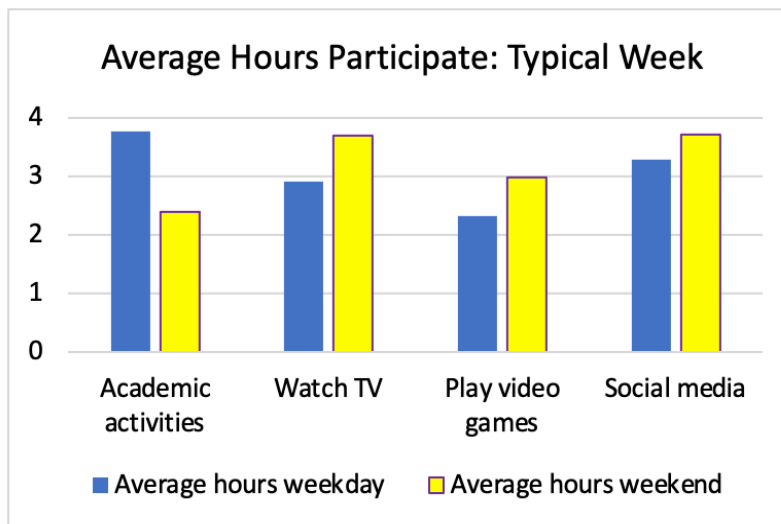


Participation in Non-Active Activities

Research indicates that individual entertainment, passive screen time, and social media is increasing, and increased screen time is typically related to increased overweight and obesity (Gronsted & Hu, 2011; Stamatakis, Rogers, Ding, Berrigan, Chau, Hamer, & Bauman, 2015). Therefore, we are interested in the amount of time spent on social and entertainment vs. academic activities. We recognize that social media may be on the computer – but focus is on the type of activity, not the tool. The argument can also be made that video games can be social.

Those completing the survey noted the average hours they participate in various activities in a typical week. The question was framed in such a way as to ask students to reflect on their lives before the COVID-19 virus and social distancing rules. As might be expected, work on academics was highest during the week with close to four hours (3.75) in the week being spent on homework and projects. Engagement in social media was equally high during the week with student engagement in that activity at 3.25 hours. On the weekends, the youth were equally involved in watching television and accessing social media (3.7 hours per week).

Figure 53: Average Hours Participation: Typical Week



Reasons for Participation

Students were asked to think about one of the activities they commonly engaged in prior to COVID-19 and to indicate the strength of reason for participation. On a 5-point scale, 5 = “a very important reason.”

Figure 54 shows that young people engaged in activities primarily for fun, closely followed by “to take a break from responsibilities” and because it made them happy.

Again, asking students to reflect on their activities prior to COVID-19 and social distancing rules, the next item required respondents to rank order the five most important reasons to participate in a given activity. For this question, a ranking of 1 indicated that a selection was the MOST important reason and a ranking of 5 denoted the least important reason; thus, the lower the rank mean, the higher ranking a reason was assigned. As can be seen in **Table 29**, students said the most important reason was “because the activity was fun” followed by “to be with friends.” The least important reason for engagement in activities was because their parents/guardians wanted them to be involved.

Figure 54: Reasons to Participate in Activities



Table 27: Top Five Reasons Youth Participate

Reason TO participate	Rank (mean)
The activity is fun	1 (2.66)
To be with friends	2 (2.77)
To learn new skills	3 (2.87)
To reduce stress	4 (3.26)
My parents/guardians want me to	5 (3.44)

We also asked students to rank the 5 most important reasons for why they did NOT participate in a given activity pre-COVID-19. A rank of 1 indicated the biggest reason for not participating. As can be seen in **Table 30**, the most important reason for not participating in an activity was because they had no interest in the activity. Having no skills and not being allowed to participate had the least impact on activity participation.

Table 28: Reasons Not to Participate

Reason NOT to participate	Rank (mean)
I have no interest	1 (2.56)
I'm too busy	2 (2.70)
For social reasons	3 (2.87)
I have no skills	4 (3.43)
I'm not allowed	5 (3.44)

Parental Modeling and Engagement

While peer behavior often becomes more important with age, the role of modeling and support by parents and guardians are still key determinants for behaviors by youth. (Haines, 2007; Puhl, 2010) Bandura's social learning theory highlights that while most human behaviors are learned through observational modeling, on later occasions this coded information can still serve as a guide for individual action (Bandura, 1977).

Questions examined four categories of factors in parents/guardians influencing their children's healthy behaviors were examined including 1) physical activity support, 2) parent engagement in physical activities, 3) parent surveillance, and 4) parent dietary habits.

Students were asked to think about their parents/guardians and the extent to which their parents/guardians acted on several attributes. On a scale of 1 to 5 where 1 equaled "Strongly Disagree" and 5 equaled "Strongly Agree" the students responded to various statements. As shown in **Table 29**, generally, parents/guardians were likely to encourage youth to play outside and be active. From the perceptions of the students, their parents/guardians were willing to pay for the young person to participate in physical activities (PA). The respondents neither agreed nor disagreed that their household had and followed a formal nutrition plan. The results show that parents in Fruita are encouraging healthy behaviors, but may not be as likely to model them themselves.

Table 29: Parental Direction and Modeling

Parental Encouragement and Modeling Activities	Mean rating
They encourage me to play outside and be active	4.39
They are willing to pay for me to be in physical activities	4.36
Encourage me to participate in activities when I'm not in school	4.13
They prepare homemade meals rather than frozen meals	4.07
They exercise 3 or more times a week on a regular basis	3.87
They control how many snack and junk foods we have in the house	3.78
Keep track of what I eat and drink	3.76
Drink mostly water with meals	3.72
Set limits on my use of electronics	3.65
Like to do physical activities with me when I'm not in school	3.61
Ask about my activities and how long I do them	3.60
They monitor and keep track of my activities when I'm not in school	3.55
They have a nutrition plan that we all follow	3.02

Physical Activity

In wanting to understand the impact of COVID-19 on student physical activity (PA), a question was asked about their activity levels before and after the appearance of the virus. This surveying was conducted in late April 2020. Forty-two percent indicated a drop in PA since the virus appeared. This was likely a result of the stay-at-home orders to minimize public exposure. Young people were much less apt to connect with friends and engage in informal out-of-school activities post-virus.

Students were asked about their interest in physical education classes during regular school weeks. Almost 40 percent responded that they wanted to be involved in physical education four to five times per week. Another 20 percent expressed a desire for such classes to be offered three times a week while slightly more than that said twice a week would be sufficient. Finally, slightly less than 20 percent reported that they did not want to participate in physical education at all.

With an interest in determining if demographic variables experienced PA differently, several analyses were conducted exploring gender differences in responses to survey items.

Figure 55: Activity Level Related to COVID-19

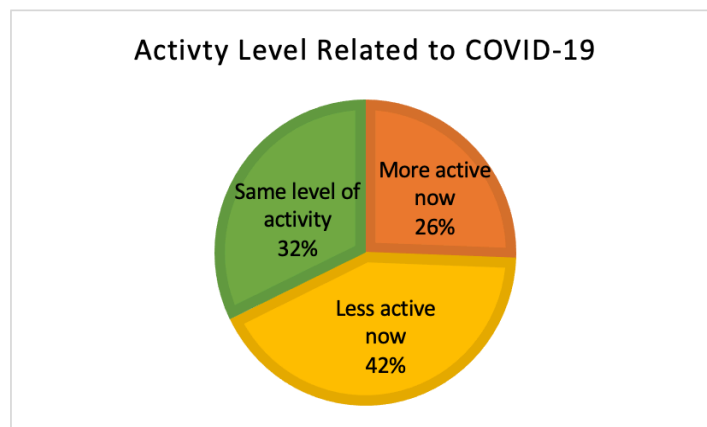
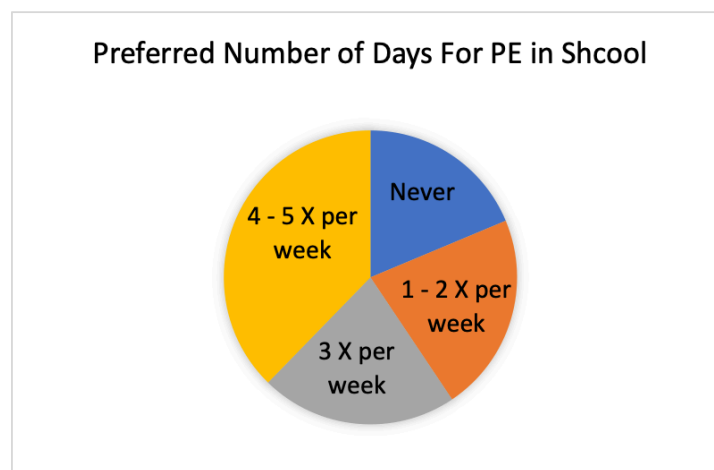


Figure 56: Preferred Number of Days for PE in School



Significant findings ($p < .05$) included the following:

- Boys ($M=3.19$) played more video games than did girls ($M=1.73$) during the week
- Girls ($M=3.81$) watched more TV on the weekends than did boys ($M=3.56$)
- Boys ($M=4.01$) participated in physical activities to improve their skills more than girls ($M=3.74$)
- Parents encouraged girls ($M=3.06$) to participate in physical activities more than they encouraged boys ($M=2.99$)
- Boys ($M=1.94$) experienced more peer pressure to participate in activities than did girls ($M=1.55$)
- Boys ($M=3.79$) reported that their parents asked about their involvement in physical activities more than girls ($M=3.52$) indicated
- Boys ($M=3.80$) believed that their parents kept track of their involvement in physical activity more than the girls ($M=3.43$) believed this

Statistical analyses were also run for age, grade in school, school, and race/ethnicity. Only two significant differences (with an alpha of $< .05$) were found related to age. Fifteen and 16-year-olds ($M=3.19$) watch more television during the week than do those of other ages ($M=2.91$; 2.71); they ($M=4.33$) also utilized social media on weekends more than younger students ($M=3.73$; 3.42).

Significant ($p < .05$) differences were found with regard to grade in school with parents of 6th graders more involved in setting limits with use of electronics than children from the other grades. In addition, 6th graders ($M=3.26$; others $M=3.08$, 2.43 , 2.18) believed that their parents had a nutrition plan that the family followed and kept track of their involvement in physical activity ($M=3.74$; others $M=3.06$; 2.65) than those in 8th and 9th grades. Lastly, the parents of those in 6th grade ($M=3.72$) were more apt to engage in physical activity with the youth than those in the 9th grade ($M=2.47$).

Interestingly, analyses found that there were significant ($p < .05$) differences between students at the Fruita schools compared with Redlands. Students from the two Fruita Middle Schools engaged in TV watching, video game use, and social media access both during the week and on weekends more than did students from Redlands Middle School. Those attending Redlands Middle School were more apt to participate in activities to improve their skills and to learn something new than were students enrolled in Fruita 6/7. All other comparisons between students at the schools were not statistically significant.

Racial Differences in PA

The only significant difference ($p < .05$) with regard to racial/ethnic identity was that White/Caucasian ($M=4.19$) students reported that their parents encouraged their involvement in physical activity more than did those of other racial/ethnic groups (African American/Black $M=2.00$; Latino/Hispanic $M=4.03$; Native American $M=4.04$; Mixed race/ethnicity $M=4.07$).

Nutritional Habits

In addition to better understanding their involvement in PA, we were interested in learning more about the eating habits of the youth completing the survey. While information asked students to think about the previous week in school, it is important to note that the last week in school could have been in March and the survey was completed in late April. Thus, the recollection of the students could have been mis-remembered. It is likely that students answered questions thinking about their typical week when school was in session. Significant gender, age, and racial differences are noted.

EATING BREAKFAST:

Research findings support the importance of promoting regular breakfast consumption among adolescents, as typically breakfast-eating frequency declines through adolescence and has been inversely associated with body weight in cross-sectional studies, (Bruening, Larson, Story, Neumark-Sztainer, &

Hannan, 2011). The first set of questions about eating breakfast asked the students to think about the previous week (including the weekend) as they responded.

- 14% of students missed breakfast 4 or more times during the previous week; 67% ate breakfast every day; 11% missed at least one breakfast
 - 8% girls missed breakfast 6-7 days; 5% of boys did so
 - 54% girls never missed breakfast, 69% of boys ate breakfast every day
 - 29% of youth ate quick foods at least twice in the past week; 58% never ate quick foods
 - 55% of girls never ate quick foods for breakfast in the previous week; 61% of boys did not eat quick foods for breakfast during that same period of time
 - 1% of girls ate quick foods 6-7 days of the week and 4% of boys did so almost every day of the week
- 33% of respondents ate cereal at least twice during the previous week and 6% of them ate cereal 6-7 days of the week
 - 4% of girls ate cereal 6-7 days in the previous week while 8% of boys did the same
 - 55% of girls ate cereal once or twice during the week; 43% boys did so
- 89% of students never ate fast food for breakfast while 10% of them ate it 1-2 times a week
- 8% of the youth had eaten a hot breakfast 6-7 days of the prior week and 36% ate it 1-2 times during that time period
- 60% of young people answering the survey ate breakfast at home every day in the past week and 7% only did so 1-2 days a week
 - 56% girls ate breakfast at home every day; this was the case of 64% of the boys
 - 97% did NOT eat breakfast at school; 3% did so at least once

EATING LUNCH AT SCHOOL:

Skipping meals is particularly common during adolescence and can have a detrimental effect on multiple aspects of adolescent health. Understanding behaviors related to meal-skipping can help in design of nutrition interventions (Pearson, Williams, Crawford, and Ball, 2012). In Fruita:

- 17% of all middle-school youth missed lunch at least once during the school week
 - This was true for 23% of the girls and 13% of the boys
- 40% brought lunch from home to eat at school every day of the past week
- 13% bought lunch at school every day of the week; 8% did so 1-2 times
- 17% of students ate a free lunch at school at least once while 11% ate free lunch every day of the school week
 - 17% of girls received a free lunch at least once; the same was true for 22% of the boys

Because weekend eating is irrespective of attendance at school, students were asked to reflect on the past weekend and respond to the following question about eating lunch.

EATING LUNCH ON THE WEEKEND:

- 13% of all children missed lunch at least one day of the weekend
 - There was a gender disparity with 15% of girls missing lunch at least one day and only 7% of boys missing a weekend lunch
- 67% ate lunch at home both days
 - 64% of the girls ate at home both days while 72% of the boys ate lunch at home

Similar to eating lunch on the weekend, dinner is consumed during out-of-school hours. Thus, for the question about dinner, students were asked to think about the previous week (including the weekend) and respond to the best of their ability.

EATING DINNER IN THE PAST WEEK:

- 9% of respondents missed at least one dinner in the past week; 7% missed dinner once or twice during the week
 - This was the case more for girls (13%) than it was for boys (3%)
- 12% of the youth ate snacks for supper one to two times during the past week
 - Girls (14%) ate snack food almost twice as often as boys (8%)
- 44% of students reported eating fast food once or twice in the past week while 40% did not eat fast food for supper during that same time period
 - 36% of girls and 47% to the boys did not have fast food for supper in the previous week
 - 48% of girls ate fast food once or twice in the prior week and this was true for 38% of the boys
- 53% of all youth ate a full supper 6-7 times during the past week
 - 51% of girls ate a full supper in the previous week while 56% of the boys did so

The next question asked those who completed the survey about the amount of different types of foods they consumed in the previous week. The summary of responses follows.

FOOD TYPES IN PAST WEEK:

- VEGETABLES – 30% of students indicated that they ate a serving of vegetables 6-7 days of the previous week; 15% ate no vegetables, and 27% ate fresh vegetables 2-3 days of the week
- FRESH FRUIT – Less than half (43%) of youth reported eating fresh fruit at least once a day for the previous 6-7 days; at the same time 22% of the students said they ate fresh fruit 2 days or less in the past week
- FAST FOOD – When asked about eating fast food, 9% of students indicated that they ate fast food almost every day of the week; 58% of them noted that they had eaten fast food for at least 1-2 days in the past week

While the questions about food consumed asked students to reflect on the previous week, the next set of questions about beverages asked the youth to think about the day before they completed the survey. Research has indicated a potential correlation between sugar-sweetened beverages and obesity (Cordain, Eaton, Sebastian, Mann, Lindeberg, Watkins & Brand-Miller, 2005; Ferder, Ferder, & Inserra, 2010).

DRINKS YESTERDAY

- SUGARED SOFT DRINKS – 52% of the students indicated that they drank no sugared soft drinks on the previous day. Slightly more than one-third (35%) had such a drink at least once during the prior week and 5% said they had 3 or more sugared soft drinks the previous day
- DIET SOFT DRINKS – A much higher percentage of respondents indicated that they had not had a diet soft drink the day before (82%) than a sugared soft drink, and only 2% said they drank more than 3 cans/glasses
- SPORTS DRINKS – 70% of students reported that they had no sports drinks the previous day while 19% indicated that they had one or 2 such drinks
 - 81% of the girls said they drank no sports drinks the day before while 69% of boys indicated the same
 - 15% of the girls said they had one or 2 sports drinks while 24% of boys drank one or 2 such bottles on the previous day
- WATER – In terms of drinking water 3% of students said they drank none; 18% reported that they had 1 to 2 glasses of water; 32% of the youth indicated that they drank 3 or 4 glasses, and 46% of those responding said they drank more than 4 glasses of water the day before
- SUGARED DRINKS – 54% of young people said they had no sugared drinks the previous day while

- 32% reportedly drank 1-2 glasses; 7% of students admitted to 3 or more sugared drinks
- WHITE MILK – 41% of children did not drink any milk the day before, but 20% had more than 3 glasses of white milk
 - When looked at by gender, 13% of girls indicated that they had 3 or more glasses of white milk while 29% of boys did the same
- JUICE – 58% of students said they had no juice the previous day while 26% had 1 or 2 glasses; 10% of respondents reported that they had 3 or more glasses of juice on the day prior

Desired Activities and Spaces

Students were asked what types of after-school activities they would like to do, but for which they perceived that the opportunity does not exist in the Fruita area. It is clear from the responses that there is a strong desire for a “teen hang-out” space. The top four desired spaces and/or facilities are:

Table 30: Top Desired Spaces and Facilities

Teen Hang Out Space	30%
Sports and Sports Facilities	14%
Water Park	8%
Skate/Dirt Bike Parks	7%

Table 31: Other Desired Activities and Spaces for Youth

Art center	Trampoline park	Rock climbing center/zipline	Library/museums
Camping and fishing areas	Ice rink	Disc golf course	Volunteer opportunities in the community
Aerial gymnastics	Bowling center	Arcade	Recreation center that accepts/allows young people to work out

Safety and Perception of Safety

Sometimes one barrier to activity participation may be the safety or perception of safety around how youth get to an activity location (Carver & Timperio, 2008; Friedan & Dietz, 2010). However, in Fruita, it does not appear to be a large factor. Overall, students feel safe (the overall mean for feeling safe on a 3-point scale was 2.67). As is typical, there was a significant difference between Girls (M=2.65) and Boys (M=2.71), (p = .02). However, there was no significant difference based on school attended, grade in school, race/ethnicity, how they got to school, or how they got home from school.

Summary of Key Findings from the YANS

- This was an online self-reported survey of 488 middle school students in Fruita to ask about specific youth activities, nutritional habits, and related aspects.
- 15.5% of the surveyed middle school youth in Fruita indicated a Body-mass index (BMI) that can be considered overweight or obese. This is slightly higher than the rates of overweight or obese youth in the state of Colorado overall, but slightly lower than nationwide averages. The rates do increase with each grade level.
- In Fruita, parents drive students much more than the national average. Adults drive girls (66%) to school more than they drive boys (54%).

- For screen time, during the week students spend 3.75 hours on homework, and 3.25 hours on social media. On the weekends, they spend most of their screen time on TV and social media (3.7 hours each). Boys play more video games, and girls watch more TV.
- The primary reasons they participate in activities is to have fun and be with their friends.
- Parents in Fruita are mostly encouraging healthy behaviors, but may not be as likely to model them themselves.
- Boys believe that their parents ask more about their physical activities and keep track of their activities than girls do.
- Students indicated that 42% were less active in late April 2020 than during the time before schools were shut down due to the pandemic.
- Almost 40% indicated they would prefer to have physical education 4 to 5 times per week while in school. Slightly less than 20% would prefer no PE at all.
- There were significant differences between students at the two Fruita Middle Schools as compared with Redlands. Students from the two Fruita Middle Schools engaged in TV watching, video game use, and social media access both during the week and on weekends more than did students from Redlands Middle School. Those attending Redlands Middle School were more apt to participate in activities to improve their skills and to learn something new than were students enrolled in Fruita 6/7.
- White students reported that their parents encouraged their involvement in physical activity more than those of other racial/ethnic groups.
- There were often differences in gender in terms of nutritional habits related to skipping meals, types of drinks, and whether they are eating at home, with some room for improvement in these areas that could be addressed through educational programs and/or food policies.
- Top desired new spaces and facilities include a “Teen Hang Out Space,” sports facilities, a water park, and a skate/dirt bike park.
- Overall, students feel safe in Fruita, with a difference in that boys tend to feel safer than girls.

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APPENDIX E: STANDARDS FOR THE DEVELOPMENT AND IMPLEMENTATION OF PROGRAMS AND EVENTS

Recreation programs are intended to be customer-driven and conceptually sound. The programs provided by FPR help to develop the social, physical, and mental well-being of individuals, families, neighborhoods, and organizations within the Fruita community. The standards described in this section provide a guide for the on-going orderly development and/or management of FPR programs.

1.) Program Development and Delivery Standards

As FPR designs programs and special events to meet community needs, the following standards should be considered. Ideally, multiple standards which are in support of FPR's mission, vision, and guiding principles (Section D, 1) should be met as programs and special events are created and delivered to community members. FPR programs and special events should:

- Promote prosocial interaction
- Be financially affordable and available to households at or below the poverty level
- Encourage physical activity
- Increase access to natural environments
- Provide learning about nutrition regimen
- Consider participants' abilities to transport themselves to program locations
- Promote transportation connections that do exist in marketing efforts
- Provide staff supervision
- Consider target customer needs and are designed to meet those needs (i.e., involving youth and FYAC in developing fun youth activities where they can be with their friends)
 - Programs for youth should be fun and should promote healthy behaviors such as eating well and/or physical activity
- Respond to Fruita's multi-cultural demography by considering what varied interests and abilities exist amongst community members (<https://takeitoutsideca.com/wp-content/uploads/2016/08/TIO.CulturallyRelevantProgramming.pdf>)

Establishing Fees and Charges

PRICING STRATEGY

Pricing of services must be done on a service-by-service basis and includes all services provided by FPR – not only recreation programs. Definition of costs and fees as discussed are provided here and followed by *Criteria for Establishing Fees and Charges* that align with pyramid levels.

Table 32: Definitions of Costs and Fees

<p>DIRECT COST: Costs that are directly attributable to efforts to put on or provide a program or service. Examples are program specific supplies and marketing, rental fees for facilities, and applicable portions of full-time, part-time, and seasonal staff, as well as corresponding benefits. Cost associated with individual programs or services are not easily identifiable, so some reasonable assumptions may be necessary.</p> <p>INDIRECT AND DIVISIONS OVERHEAD COST: These costs are incurred by FPR Divisions and are not directly attributable to a specific program or service, but are necessary to support the effort, and are incurred for a common objective. Examples may include applicable portion of staff and benefits charges that are shared among multiple services, gas and vehicle maintenance, insurance, fund transfer charges, and staff overtime costs.</p>	<p>PARTIAL COST FEE: A fee recovering something less than the cost calculation determined through the chosen methodology. The remaining portion of the costs are subsidized.</p> <p>FULL COST FEE: A fee based on a traditional price-cost relationship; recovers the total cost of a service or program including all costs determined through the chosen methodology, enabling the break-even point to be reached. Full-cost fee is often used as a strategy for services perceived as “private,” benefiting only users while offering no external benefits to the general community.</p> <p>MARKET RATE FEE: Fee based on demand for a service or facility. The market rate is determined by identifying all providers of an identical service (Examples: private sector providers, other municipalities, etc.), and setting the fee at the highest level that the market will bear.</p>
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CRITERIA FOR ESTABLISHING FEES AND CHARGES

Criteria is established for each level of services as illustrated on *Figure 57: GreenPlay Pyramid Methodology*.

High or Full Tax investment/Low or No Cost Recovery:

These criteria apply to the Mostly Community Benefit Tier (1) of the pyramid.

Partial Tax investment/Partial Cost Recovery:

These criteria apply to the Considerable Community (2) and Balanced Community/Individual Benefits (3) tiers of the pyramid. Keep in mind that a service does not have to meet every criterion.

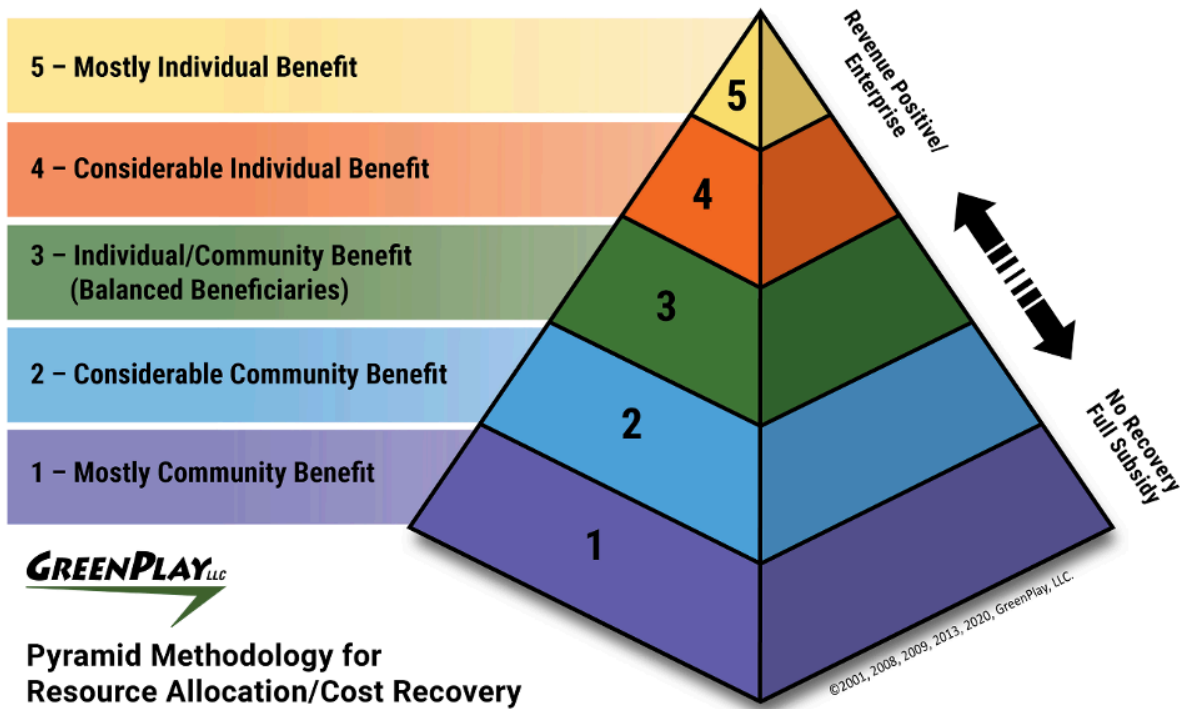
Low Tax Investment/Substantial Cost Recovery:

These criteria apply to the Considerable Individual Benefit tier (4) of the pyramid.

No Tax investment/Full Cost Recovery:

These criteria apply to the Mostly Individual Benefit tier (5) of the pyramid.

Figure 57: GreenPlay Pyramid Methodology for Resource Allocation/Cost Recovery



When establishing fees and comparing fees against other providers, it is important to evaluate several factors. These factors should be considered as applicable:

- Program contact hours
- Program session length
- Student/teacher ratio
- Contractor or in-house instructional staffing
- Instructor qualifications
- Program quality
- Materials included or additional fees
- Set up/tear down and preparation time included
- Facility amenities included in admission or pass
- Programs included with admission or pass
- Towel service, locker, equipment usage included or extra
- Hours of operation or availability of service
- Peak or off-peak pricing
- Packaging
- Value added amenities or services
- Service area demographics
- Tax investment versus cost recovery goals
- Use of alternative funding

Services Assessment Methodology

Public agencies have not traditionally been thought of as organizations needing to be competitively oriented. Unlike private and commercial enterprises which compete for customers (and whose very survival depends on satisfying paying customers), many public and non-profit organizations operate in a

non-market, or grants economy (one in which services may not be commercially viable). In other words, the marketplace may not supply sufficient and adequate resources.

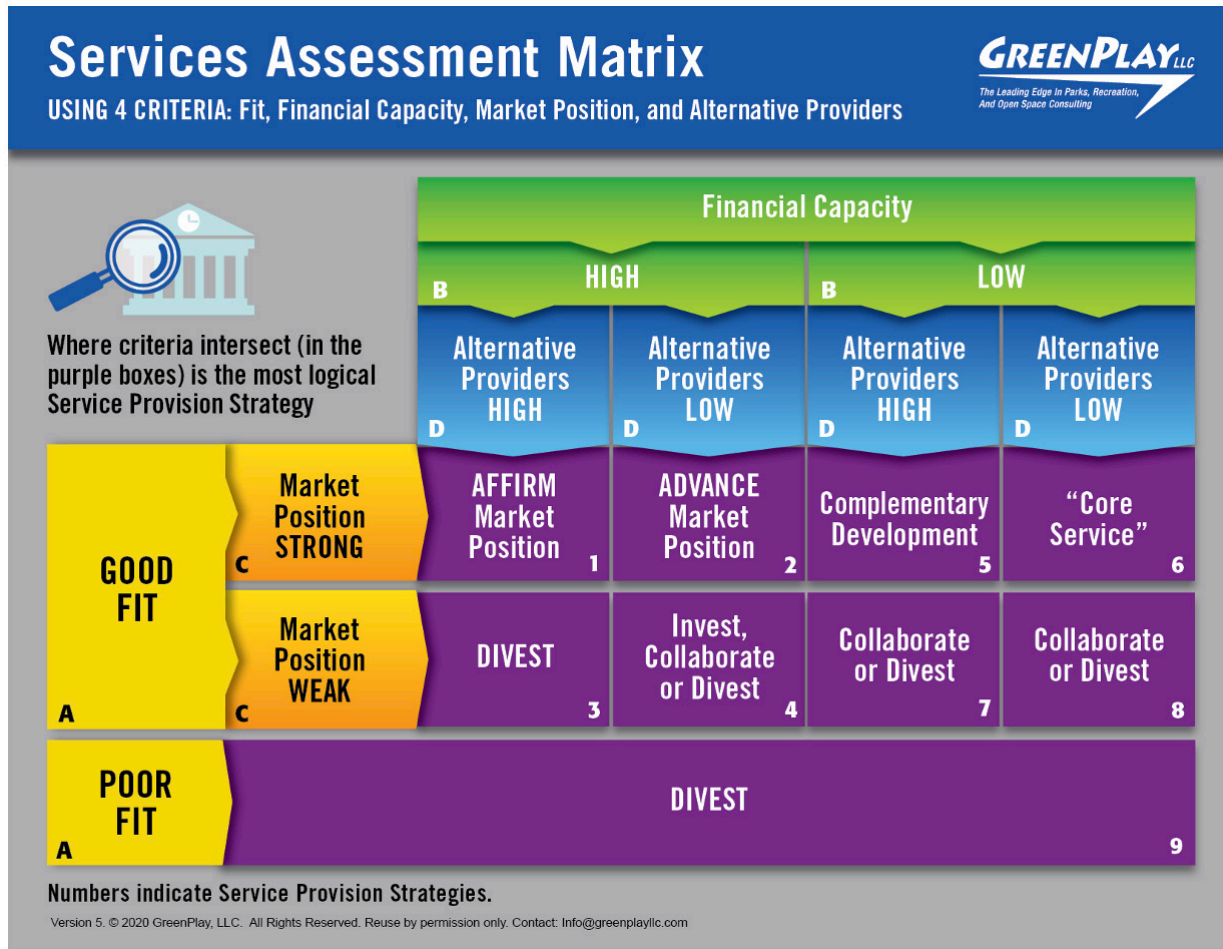
In the public sector, customers (taxpayers) do not directly decide how funding is allocated and which service gets adequate, ongoing funding. In fact, many public agencies and non-profits can be considered “sole-source,” the only place to get a service, so there is little to no market analysis. Therefore, the potential exists for apathetic service enhancement and improvement. Consequently, public and nonprofit organizations have not necessarily had an incentive to question the status quo, to assess whether customer needs are being met, or to examine the cost-effectiveness or quality of available services.

The public sector and market environments have changed; funders and customers alike are beginning to demand more accountability, and both traditional (taxes and mandatory fees) and alternative funding (grants and contributions) are getting harder to come by, even as need and demand increases. This increasing demand for a smaller pool of resources requires today’s public and non-profit agencies to rethink how they do business, to provide services where appropriate, to avoid duplicating existing comparable services, and to increase collaboration, when possible. In addition, organizations are leveraging all available resources where possible.

Based on the *MacMillan Matrix for Competitive Analysis of Programs*, the Public Sector Services Assessment is an intensive review of organizational services providing recommended provision strategies including, but not limited to, enhancement of service, reduction of service, collaboration, and advancing or affirming market position. This assessment includes an analysis of: each service’s relevance to values, vision, and mission; market position; other service providers in the area, including quantity and quality of provider; and the economic viability of the service.

The Matrix assumes that duplication of existing comparable services (unnecessary competition) among public and non-profit organizations can fragment limited resources available, leaving all providers too weak to increase the quality and cost-effectiveness of customer services. It also assumes that trying to be all things to all people can result in mediocre or low-quality service. Instead, agencies should focus on delivering higher-quality service in a more focused (and perhaps limited) way. The Matrix helps organizations think about some very pragmatic questions.

Figure 58: Services Assessment Matrix



THE SERVICES ASSESSMENT PROCESS

On a regular basis, either annually or biennially, FPR should go through this process of gathering data about each program and service provided and research other providers of similar services in the market area for each service. This information should then be used to answer questions to determine the fit, financial capacity, market position, and alternative providers for each service. This assessment will allow for the determination of a recommended service provision strategy for each service.

IDENTIFYING CORE SERVICES AND PROVISION STRATEGIES

The services assessment process will require staff to answer a series of questions regarding “fit” with the mission, vision, guiding principles and program standards of FPR; community need; the “strength of its market position” for each of its services and programs; present credibility and capacity, and community awareness; the “financial capacity” of the service or program to be viable without the support of tax funding; and the presence of “alternative providers” in the market place.

The resulting program and special events provision strategies for FPR identify:

- Services to affirm or advance its market position.
- Services to pursue in collaboration with others.
- Services for complementary development.
- Services to invest in so FPR’s market position is improved.
- Services to divest.

Multiple strategies are sometimes highlighted through this process for services. This is because there are several variables at work creating a weak market position an agency may or may not be willing or able to change. Market position is determined by the current resources available (could the investment be increased?), the location of the service (could it be moved?), the track record and credibility of the agency (is there any momentum toward improvement?), technical skill (could training be provided?), and community awareness of the offering (could marketing efforts be increased?). An appropriate solution for some of the challenges might be collaboration, or it may be time for divestment.

APPENDIX F: STANDARDS, DEFINITIONS, AND DESIGN GUIDELINES FOR PARKLANDS AND FACILITIES

1. Capacity Analysis and Traditional LOS Standards

Traditional, non-GRASP®, LOS analyses evaluate park access on a community-wide scale. For the purposes of these traditional analyses, the estimated population data for the population within city limits is used. The LOS analyses described below provide parklands and facilities standards that can assist with future planning.

A traditional tool for evaluating service has historically been capacity analysis, which compares the number of assets to the population. It also projects future needs based on providing the same ratio of components per population (i.e., as the population grows over time, components may need to be added to maintain the same proportion). The issue or limiting factor, in this case, is that the current inventory for these components was limited to Fruita properties only and did not include other providers in the area. **Table 34** shows the current capacities for selected components in Fruita. While there are no correct ratios for these components, this table must be used in conjunction with other information, such as input from focus groups, staff, and the general public, to determine if the current capacities are adequate or not for specific components.

Accurate population projects are essential to this type of table. The usefulness of the capacity table to project future facility needs based on population growth, if the future population's interests and behaviors are the same as today's, and that today's capacities are in line with today's needs. The capacities table bases its analysis on the number of assets without regard to distribution, quality, or functionality. Higher LOS is achieved only by adding assets, regardless of the location, condition, or quality of those assets. In theory, the LOS provided by assets is more accurately a combination of location and quality as well as their quantity, which is why this table should be used with discretion, and only in conjunction with the other analyses presented here.



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Table 33: Satisfaction with Parks, Programs, and Facilities

	Population	Aquatics, Lap Pool	Basketball Court	Basketball, Practice	Bike Course	Diamond Field	Disc Golf	Educational Experience	Event Space	Fitness Course	Garden, Display	Horseshoe Court	Loop Walk	Natural Area	Open Turf	Passive Node	Picnic Ground	Playgrounds	Public Art	Rectangular Field, Large	Shelters	Skate Park	Trailhead
INVENTORY																							
Fruita		1	1	1	2	4	2	4	1	1	1	7	3	4	9	8	1	7	3	1	2	3	4
CURRENT RATIO PER POPULATION																							
CURRENT POPULATION 2019	13,398																						
Current Ratio per 1000 Population		0.07	0.07	0.07	0.15	0.30	0.15	0.30	0.07	0.07	0.07	0.52	0.22	0.30	0.67	0.60	0.07	0.52	0.22	0.07	0.15	0.22	0.30
Population per component		13,398	13,398	13,398	6,699	3,350	6,699	3,350	13,398	13,398	13,398	1,914	4,466	3,350	1,489	1,675	13,398	1,914	4,466	13,398	6,699	4,466	3,350
PROJECTED POPULATION - 2024	14,383																						
Total # needed to maintain current ratio of all existing facilities at projected population		1	1	1	2	4	2	4	1	1	1	8	3	4	10	9	1	8	3	1	2	3	4
Number that should be added by all providers to achieve current ratio at projected population		0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	0	1	0	0	0	0	0



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Comparing Fruita to recent national statistics published by the National Recreation and Park Association in the *2020 NRPA Agency Performance Review: Park and Recreation Agency Performance Benchmarks* report, Fruita does well in most categories benchmarked. Fruita only fails to meet the median in basketball courts, dog parks, tennis courts, and rectangular fields.

Table 34: 2020 NRPA Park Metrics Comparison for Similar Sized Agencies (Developed City Parks Only)

2020 NRPA Agency Performance Review: Park and Recreation Agency Performance Benchmarks						
Outdoor Park and Recreation Facilities						
	Agencies	Median	Fruita		Need to add to	Need to add
Outdoor Facility	Offering this Facility	Number of Residents per Facility	Residents per Facility	Fruita Current Quantity	meet current median	with projected population
Residents Per Park	NA	1,300	1,117	12 parks		
Acres of Park Land per 1,000 Residents	NA	12.0	3.7	49		
Basketball Courts	86.5%	4,090	13,398	1	2	3
Dog Park	62.9%	10,000	NA	0	1	1
Playgrounds	93.9%	2,523	1,914	7	-2	-1
Skate Park	38.2%	10,118	13,398	1	0	0
Tennis Courts	81.1%	2,922	NA	0	5	5
Diamond Fields: baseball - youth	78.3%	3,396	3,350	4	0	0
Diamond Fields: softball fields - youth	59.0%	5,391	3,350		-2	-1
Diamond Fields: softball fields - adult	64.8%	5,072	3,350		-1	-1
Diamond Fields: baseball - adult	78.3%	7,804	3,350		-2	-2
Rectangular Fields: multi-purpose	64.5%	4,683	13,398	1	2	2
Rectangular Fields: soccer field - youth	46.9%	3,294	13,398		3	3
Rectangular Fields: soccer field - adult	40.7%	7,665	13,398		1	1
Rectangular Fields: football field	37.2%	7,500	13,398		1	1

Comparison based on median for less than 20,000 population comparison

indicate current surplus based on comparison

Similar calculations can also be made based on acres of land and parks per 1,000 residents. **The computation of the acreage in Table 18 above consists of only Fruita community, neighborhood, pocket, and special purpose parks (except PABCO).** Fruita currently provides a LOS of 3.7 acres of park land per 1,000 residents which is well below the NRPA published benchmark for similar size agencies for density (12.0 acres per 1,000 residents). It should be noted that the NRPA report states that Parkland refers to both maintained parks and open space areas, such as greenspace and courtyards which is likely skewing the comparison. Using this comparison, the City would need to add 112 acres of parks to meet the 12 acres per 1,000 residents benchmark. This can be achieved by developing acreage from the 172 acres of undeveloped parklands currently owned by the City.

The capacity table (**Table 19**) evaluates FPR’s LOS today and what is needed in order to maintain that LOS standard as the population increases. This analysis indicates that the 49 developed parkland acres currently provides approximately 3.7 acres per 1,000 people or 271 people per acre of “park”. (The 49 acres includes FPR managed properties – community, neighborhood, pocket, and special purpose parks with the exception of PABCO and also does not include undeveloped park properties, open space/natural areas, nor private parks and schools.) Based on projected population growth the City will need add four developed park acres (e.g., Community Park, Neighborhood Park, Pocket Park, or Special Purpose Park acres) over the next five years in order to maintain FPR’s current LOS standard.

Table 35: Acres of Park Land per 1,000 Residents

		2019 GIS Acres*	Fruita LOS Standard (6 acres/1,000)	Need to Add to Meet Fruita LOS Standard
INVENTORY				
Fruita Parks		49	80	31
Current Ratio of Park Acres per 1000 Population				
CURRENT POPULATION 2019	13,398			
Current Ratio of Park Acres per 1000 Population		3.7	6.0	
Population per acre		271	167	
PROJECTED POPULATION - 2024	14,383			
Total acres needed to maintain current ratio of City of Fruita facilities at projected population		53	86	
Acres that should be added to maintain current ratio at projected population		4		36
*Does not include 214 acres of Open Space and 262 acres of Mountain Properties.				

The total parkland acreage Fruita residents have access to is even higher considering the availability of public lands, open space/natural areas, and HOA parks. Parkland LOS needs in future development areas will need to be addressed as growth occurs, the City should keep in mind that LOS can also be supplemented by passive recreation opportunities in open spaces and natural areas.

2. Parkland Classifications, LOS & Design Standards

FPR offers access to a variety of parklands that sets the City apart from other communities in the region. FPR is continually striving to improve service to its residents; therefore, FPR and the City need strong planning standards that determine the appropriate type of amenities at park sites.

Comparing the 2009 POST Master LOS to the current LOS shows the City has LOS standards have decreased over the past ten years.

Table 36: 2009 and Current Parkland Level of Service

Classification	2009 POST Master Plan Actual	2009 POST Master Plan Standard	2020 PHROST Master Plan Current Level
Neighborhood Park	1.72 acres/1,000 residents	2.00 acres/1,000 residents	4.4 acres/1,000 residents
Community Park	2.07 acres/1,000 residents	4.00 acres/1,000 residents	1.72 acres/1,000 residents

The classification designations and design standards below are intended to provide an equitable system of parklands in Fruita as parklands are developed. These standards are meant to act as guidelines only and are not intended to be used as an impediment to creative design.

Table 37: Classification Designations and Design Standards

Classification Type	Typical Acreage	Purpose/Function	Characteristics
Pocket Park	1 acre or less	From a community-wide standpoint, a pocket park serves a neighborhood where opportunities for a larger park site are unavailable. Typically considered to serve residents within 0.25 mile of the park. Due to limited size, may only contain a few of the elements typical of a standard Neighborhood Park. Not a substitute for adequately sized Neighborhood Park. Developments may include Pocket Parks as amenities for residents which should be open to the public.	Same as those required for a Neighborhood Park.

<p>Neighborhood Park</p>	<p>2-5 acres; slightly smaller size may be acceptable if adjacent to other parkland/ natural areas or greenway parks, while also accommodating larger neighborhood park purposes/ functions. Larger sites provide space for additional amenities, features, etc.</p>	<p>Provides recreation and leisure opportunities within walking distance (0.5 mile) of residential areas. Should serve as a common area for neighbors of all ages to gather, socialize, and play.</p> <p>Typically, would include courts, open turf, play equipment, an ADA accessible loop walk, and shaded areas for picnics and sitting within a landscaped setting that is a blend of full irrigation for active uses and xeriscape. Features such as interpretive signs, water bodies, and passive nodes may also be included where appropriate. In most cases, programmed sports activities should be limited to practices. On-street parking is typically adequate, and separate parking areas are not necessary. Neither are bathrooms although they do increase visitor use when provided.</p> <p>School/park facilities include many of the same neighborhood standards, except that school/parks should include game fields (preferably 2), off-street parking that is situated for school and park purposes, and a playground designed for age groups not served by school playgrounds</p>	<p>Located adjacent to greenway, open space, elementary or junior high schools when possible. Centrally located within the area served. Accessible via walkway, neighborhood or secondary trail. Portions of the site should be relatively flat to accommodate fields and facility development. Size, slope, and soil conditions should be considered for optimum development. At least half of the park (2 sides) should be bordered by a street to provide easy public access, visual surveillance, and parking.</p> <p>Surrounding the site with the rear property lines of residential lots is strongly discouraged. Site should not be encumbered with constraints that preclude development of the site for desired uses.</p>
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Community Park	Greater than 20 acres	<p>Provides opportunities for community-wide activities and facilities. Should maintain a balance between programmed sports facilities and other community activity areas, such as urban forests, gardens, historic features, water features, performance areas, festival spaces, plazas, open turf, etc., and have features that appeal to the broader community.</p> <p>Sports complexes are not complete Community Parks as they are very special purpose in nature. However, they can be part of a Community Park as they contribute to the overall LOS for Community Parks. See definition below.</p> <p>Community Parks should generally be located to provide all residents access to a Community Park within 1-2 miles of their home. Community Parks may also serve as the Neighborhood Park for residential areas within 0.5 mile.</p>	<p>Portions of the site should be relatively flat to accommodate fields and facility development. Special site features, such as streams, lakes, forests, rock outcrops, historic or archaeological sites, and other interesting elements may add to the unique character of the park.</p> <p>Ideally, sites should be centrally located to geographical locations and have good access from a collector or arterial street.</p> <p>Direct access to primary community trail system desirable.</p> <p>Site should not be encumbered with constraints that preclude development of the site for desired uses.</p>
Special Purpose Park	Varies	Serves a specific purpose or a focused community need, such as an environmental education center, festival area, urban plaza, or bike park.	Varies

Open space/natural area	Varies	<p>Publicly owned area that is managed primarily for its natural resource qualities, such as wetlands, wildlife habitats, or unique vegetation.</p> <p>Generally, trails and other passive recreational facilities are available.</p> <p>Usually not suitable for active recreation facilities such as playfields or athletic facilities.</p>	<p>Emphasis on resource protection or preservation with some public access provided. Limited site area can be dedicated to leisure and nature-oriented recreation uses, such as roads, parking areas, trails, environmental education/interpretive areas, picnic sites, and visitor support facilities.</p>
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3.) Trail Standards, Classifications, and Design Considerations

This section has been extracted from the 2009 POST Master Plan’s Chapter 4, which provides guidance on trail standards, classifications, and design considerations.

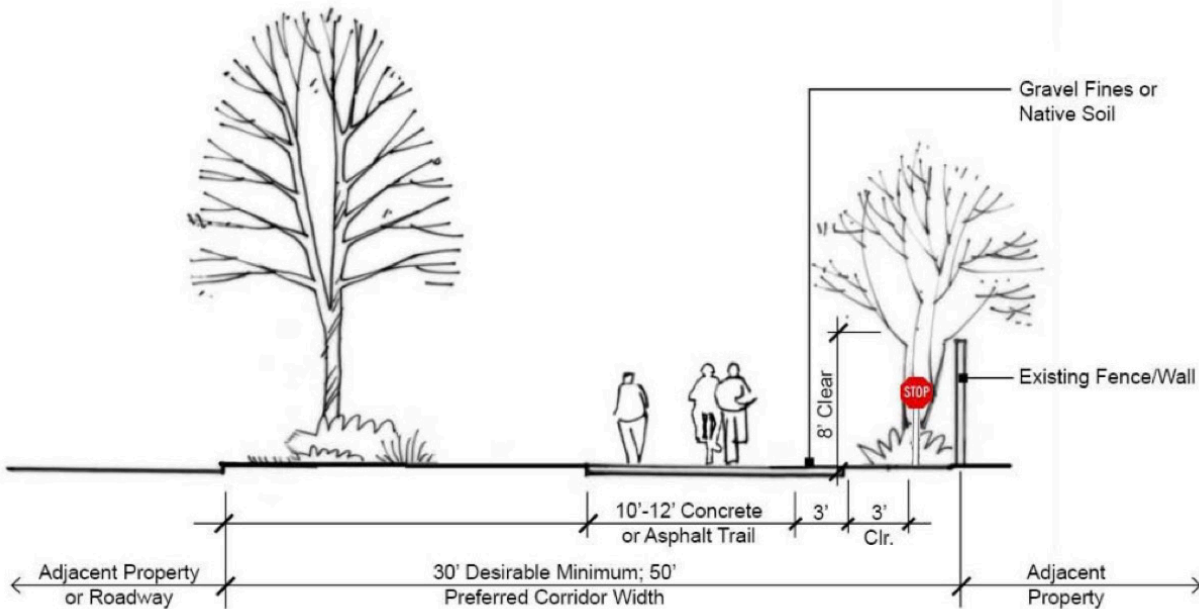
Trails are intended to provide a facility for pedestrian, bicyclists, and many other types of circulation. They should be separated from roadways in their own trail corridors, which provide more continuous movement without interruptions from driveways and other areas that vehicles utilize. The City of Fruita should continue its focused effort on implementing primary trails, which are higher volume, wider trails that connect with the larger Mesa County regional trail system, and utilizing the subdivision process to obtain good pedestrian connectivity through a neighborhood local (secondary) trail system.

Primary multi-purpose trails (here forward referred to as primary trails) often form the major trail spines throughout cities, counties, and neighboring communities. They accommodate all trail users, including walkers, joggers, wheelchair cruisers, in-line skaters, skaters, recreational and commute bicyclists, and equestrian users within the same trail corridor. **Table 38** lists specific standards for primary multi-purpose trails and local trails. The preferable location of primary multi-purpose trails should be along drainage ways, utility easements, or other linear features to connect parks, open space areas, recreation facilities, and major destination nodes. As much as is possible, trails should be located beside existing drainages, and canal and ditch easements. Trails that must be located adjacent to roadways should incorporate a 30-foot easement where feasible and appropriate. A three-foot wide, soft surface shoulder on one side of the trail should be provided for joggers and walkers who prefer a softer surface. **Figure 59** provides a cross-section illustration of what a typical primary multi-purpose trail might look like.

Table 38: Trail Standards

	Primary Trails	Secondary Trails
Uses	Connects community destinations, parks, and open space Recreation destination for pedestrians, bicyclists, and other non-motorized users Intended primarily for transportation and recreation	Internal connection within neighborhoods Connects neighborhoods to Primary Trail system Connects neighborhoods to adjacent commercial developments or other properties
Preferred Location	Transit, open space, greenway, or drainage corridors Are ideally detached	Roadway corridors Other existing corridors and easements where possible Developer provided corridors to link neighborhoods/cul-de-sacs, etc. Detached or attached sidewalks only as a last resort when no other options exist; standard attached sidewalks are not considered local trails
Preferred Corridor Width	30 feet minimum; 50 feet preferred	Per development code
Trail Width	12 feet ideal; 10 feet minimum Parallel 3-foot jogging path	8 feet minimum
Trail Surface	Concrete Crushed gravel jogging path	Concrete
Vertical Clearance	8 feet	8 feet
Horizontal Clearance	Minimum bridge width 10 feet Minimum 3 feet clear both sides	Minimum bridge width 8 feet Minimum 3 feet clear both sides
Lighting	At trailheads and access points At underpasses At crosswalks and intersections	Utilize adjacent roadway lighting where possible At intersections with other trails
Trail Waysides	Major waysides 1 per mile or as utilities are available Combine with trailheads where possible	N/A
Grade	5% max.	5% max. or per adjacent roadway
Trailheads	At major access points Use parks and open space parking areas and facilities where possible Restroom, shaded seating, and picnic areas Regulatory, informational, and entry signs Drinking fountain where feasible	N/A

Figure 59: Cross-Section of Typical Primary Trail



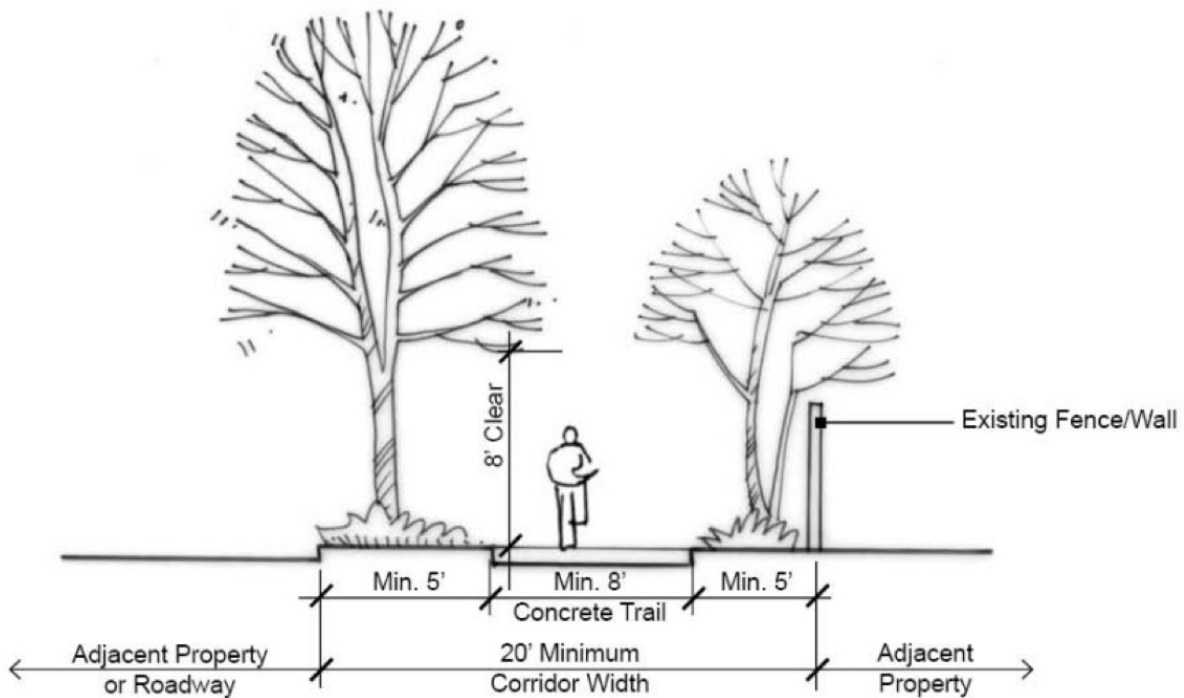
As these trails form key components of an interconnected regional trail system that provides an alter-native mode of transportation, funding can often be acquired through regional, state, and federal agencies. Coordination with adjacent governmental entities and land management agencies is critical to ensure trail connectivity.

Trail corridor width greatly influences the user experience, especially when enclosed on both sides by development. Ideally, the trail corridor for trails should be a minimum of 50 feet in width, built on existing power line easements, railroad or abandoned rights-of-way, gas pipeline corridors, and floodplains to create wider trail corridors. It should include a main bi-directional trail with a width of 10 feet at a minimum. A separate but parallel soft-surface trail (approximately 3 feet wide) should be provided where equestrian use is anticipated to separate equestrian users from bicyclists. The distance between these trail types can vary, but a minimum of six feet from tread to tread should be provided. A far line of sight and turning radius is necessary for commuter speeds. Center lane striping should be provided to delineate direction of travel on paved trails that are anticipated to accommodate high volumes of use.

Primary trails should be considered as a main transportation feature just like any road system, and pedestrian underpasses should be incorporated into any planned roadway or bridge improvements. Strong connections to community destination points encourage non-vehicular travel to events, and trail-heads should be conveniently located at activity centers. Trailheads should also have adequate parking and may contain certain facilities, such as information kiosks, drinking water, and restrooms. Inter-sections and other areas where users must stop or dismount should be minimized. Below-grade cross-ings with wide openings should be used as much as possible, especially at arterial streets, to minimize pedestrian-vehicle conflicts. Benches, overlooks, and interpretive areas at activity centers and other strategic locations should be provided throughout the corridor. Waysides, which provide resting points at approximate 1-mile intervals, should be provided and include seating, special paving, landscaping, lighting, trash receptacles, interpretive signage and, where feasible, a drinking fountain.

Local neighborhood trails are not shown on the Master Plan because they are to be provided as part of the subdivision process and their location is dependent upon the design and character of a development. Neighborhood trails are lower volume, narrower trails that provide connectivity within residential or commercial developments, or parks and open space. These paved, undivided trails should be provided by the project developer and be an integral part of the circulation and open space system of the development. Neighborhood trails should be included in all developments where needed to provide direct access to destinations, avoiding circuitous routes that can result from disconnected road patterns. These connections are considered part of the overall transportation system in the community and, given proper design and appropriate connectivity, could receive trail impact fee credit but in essence should be treated in a similar manner as road rights-of-way. These paths should be a mini-mum of 8 feet wide, with paved concrete. **Figure 60** provides a cross-section illustration of what a typical local trail might look like.

Figure 60: Cross-section of Typical Secondary Trail



4. Walkability

Safe routes to parks is an emerging concept designed to advance safe walking to and from parks thereby improving the well-being of residents and fostering the creation of livable communities. Trust for Public Land advocates for every person should be able to walk to a park within a 10-minute walk. Achieving 90-100 percent walkability should be the standard Fruita aspires to meet.

5. Community Health Impacts

As part of the built environment, parklands impact health issues in a community. The Center for Disease Control has created recommendations which connect parklands with health outcomes. Similarly, Mesa County Public Health’s Trail Advisory Committee has also determined strategies for addressing positive health outcomes through trails and trail-related projects. **Table 39** describes several standards which takes into consideration both efforts on the subject and should be considered as improvements and additions to Fruita’s parklands system are made.

Table 39: Parkland and Facility Development Standards

Health Impact Area	Standard
Inclusive access	Adequate physical access to a park is available for everyone, regardless of user ability by meeting or exceeding ADA standards
Mental health	Promotes the provision of relaxation and meditation in public spaces Increases views of greenspace, water, and/or wildlife habitat
Prosocial involvement	Provides park amenities that promote gathering opportunities Supports the design for park spaces used for community events and festivals
Physical activity	Creates loop walks in parks Provides amenities that require varying levels of difficulty, such as sports facilities; fitness stations with varying difficulty; skate parks; and open turf areas for running and unstructured play
Traffic injuries	Increases route signage, visibility, and buffer zones using streetscape design
Safety	Ensures proper sight lines Design of facilities supports multiple uses
Connectivity	Provides frequent park/trail access points Coordinates transit stops to facility access points Creates visible and safe pedestrian and bike routes to schools, FCC, and other key destinations