



TO: Mayor & City Council

FROM: Mike Bennett, City Manager

DATE: May 17, 2022

AGENDA TEXT: Parks, Health, Recreation, Opens Space & Trails (PHROST) Master Plan Overview

BACKGROUND

Parks & Recreation Director Marc Mancuso will provide a brief overview of the Parks, Health, Recreation, Opens Space & Trails (PHROST) Master Plan which can be found [here](#). The PHROST plan was approved by City Council on April 6, 2021.

With the adoption of the Fruita in Motion: Plan Like a Local Comprehensive Plan in February 2020, and with a substantial grant from Great Outdoors Colorado, the City of Fruita in January 2020, embarked on updating the Parks, Open Space and Trails Master Plan (adopted in late 2009) and adding themes of Health and Recreation.

GreenPlay, LLC was hired to help steward the City through the process of developing a Parks, Health, Recreation, Open Space and Trails (PHROST) Master Plan. A steering committee consisting of all members from City Council and the Parks and Recreation Advisory Board along with representatives from the Planning Commission, Arts and Culture Board, the Livability Commission, and the Fruita Youth Action Council was formed to work alongside GreenPlay, LLC and City staff as the Master Plan was developed through a public process.

An extensive public process to gather community input regarding the future needs and desires for parks and recreation facilities and services was conducted. Following the public information gathering draft master plans were developed, edited, and redrafted to reflect the community's sentiment as well as to create a clear and readable document. Here is a brief, accounting of the process to develop the PHROST Master Plan:

- January 2020 – Strategic Kick-off meetings with GreenPlay and sharing of all pertinent plans, reports, and data specific to parks and recreation offerings in Fruita
- February 2020 – Information gathering sessions
 - Stakeholder meetings with recreation partners (Fruita Little League, FMHS Athletics, Greater Grand Junction Sports Commission, etc.), partner agencies (BLM, CPW, local schools, etc.) and local health care agencies and providers (Mesa County Public Health, Family Health West, Red Canyons Family Medicine, etc.)
 - Community input meeting at the Cavalcade (100+ in attendance)
- March – May – Community-Wide Survey was conducted (926 responses were collected)

- July 2020 – Findings Presentation to the Community and feedback was taken (held at the FCC and socially distanced)
- November 2020 – Review of first draft of the PHROST Master Plan by Steering Committee
- January 2021 – Draft Recommendations Presentation to City Council (PHROST Master Plan reformatted based on comments received)
- April 2021 – Presentation of the PHROST Master Plan to Parks and Recreation Advisory Board (April 5th) and City Council (April 6th)

In the PHROST Master Plan you will find a detailed description of the current state of Fruita Parks and Recreation. An inventory of all parks and recreation facilities, programs and events were conducted. A description of current initiatives and activities such as the Fruita Youth Initiative and Fruita Trails Initiative the City leads is also described and documented. This gives a snapshot in time and provides an understanding of the changes that have occurred in the Fruita Parks and Recreation system over the last 10 years but also will give a baseline to measure progress in the coming 10 years. This information can be found in Section C of the PHROST Master Plan.

Based on the community feedback and the current state of the Fruita Parks and Recreation system, a series of goals, policies and action items have been recommended along with a list of infrastructure improvements to Parks, Open Space Areas and Trails. Recommendations to improve recreational programming and the overall health of the Fruita community have also been developed. These recommendations can be found in Sections D and E of the PHROST Master Plan.

Finally, a discussion of how to potentially fund the recommendations of the PHROST Master Plan can be found in Section F. A current description of current funding mechanisms is provided and other funding opportunities are also identified.

FISCAL IMPACT

The plan details multiple projects and efforts with estimated costs, but this is for informational purposes only.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

This plan is part of the City's master plan.

OPTIONS AVAILABLE TO THE COUNCIL

For information only.

RECOMMENDATION

No recommendation. For information only.