



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: Fruita City Council and Mayor

FROM: Ciara DePinto, Communications and Engagement Specialist

DATE: March 7, 2023

AGENDA TEXT: PRESENTATION – Overview of Fruita Academy

BACKGROUND

In the City of Fruita's Strategic Plan, as part of improving the overall quality of place in Fruita, expanding communication and engagement efforts has been identified as a top priority. These expanded efforts will help increase the city's efficiency, transparency, and overall quality of service, all while achieving a goal of strengthening the relationship between the city and the community. As part of the city's larger strategic communications and engagement plan, the city is looking to create an educational program called the "Fruita Academy" to help residents cultivate a deeper understanding of Fruita and local government.

After researching similar programs from other communities, staff is recommending a program that includes a four-week in-person class where participants will hear from different leaders within the City of Fruita on city services and procedures. Participants will also have the opportunity to tour Fruita's Wastewater Treatment Facility and the Fruita Community Center. The goal of the program is to help better connect Fruita residents to their local government by providing an opportunity to learn and understand government services.

The program is open to anyone who wishes to participate. A short application will be available online at fruita.org starting in April. The first program will be held on Thursdays, 3:00 p.m. – 5:00 p.m., from July 13 – August 3 with two optional tours being held on the second and fourth Wednesday of the program. The time and days of the week will change in the future to help accommodate different schedules.

Participants will be encouraged to attend all sessions and tours. At the end of the program, participants will be recognized for their commitment to connecting with the City of Fruita at a City Council meeting.

Fruita Academy Outline:

- Session #1: July 13, 3:00 p.m. - 5:00 p.m. - Elected Officials, Administration
- Session #2: July 20, 3:00 p.m. - 5:00 p.m. – Police, Park and Recreation
- Session #3: July 27, 3:00 p.m. - 5:00 p.m. - Public Works, Engineering
- Session #4: August 3, 3:00 p.m. - 5:00 p.m. – Planning, Building Inspections
- Tour #1: July 19, 12:00 p.m. - 1:00 p.m. - Fruita Community Center
- Tour #2: August 2, 12:00 p.m. - 1:00 p.m. - Wastewater Treatment Facility