



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: CITY COUNCIL AND MAYOR

FROM: CITY MANAGER'S OFFICE

DATE: DECEMBER 3, 2024

AGENDA TEXT: RESOLUTION 2024-45 – Adopting the City Council 2024-2027 Strategic Plan.

BACKGROUND

The purpose of the City of Fruita Strategic Plan is to outline City Council priorities staff will work to achieve over the next 2-4 years in addition to core service delivery. The plan's priorities are aligned with the City's values including the City's long-term planning documents beginning with the City's 10-year comprehensive plan [Fruita in Motion](#), subsequent [master plans](#), and [community survey](#) results conducted every four years. The Strategic Plan is updated every two years following the Municipal election occurring in April of even years. After reviewing the City's values, community survey results, progress of goals in the comprehensive and master plans, and current and future community needs, City Council determines what short-term priorities and/or projects will help to achieve these long-term planning efforts.

In August of 2024, the City Council and staff participated in a strategic planning session to develop an updated Fruita Strategic Plan for 2024-2027. Following that session, staff updated the Strategic Plan. Specifically, staff went over the changes at the August and September City Council workshops and also detailed the changes as part of the budget presentations on the 2025 Budget. Throughout this period, the Council provided feedback and guidance. Since the workshops, adjustments have been made to the timing of certain projects based on workload and external factors affecting specific initiatives.

The 2024-2027 Strategic Plan places a strong focus on the objectives designed to connect the community, enhance local opportunities, and improve core city services. Under "Connecting Communities," the objectives are to update the community survey and distribute it in early 2025, improve upon police outreach efforts, and to strengthen the relationship between the city and its residents by improving communication and engagement.

Under "Opportunities to Live and Work in Fruita," the plan includes objectives aimed at fostering economic growth and ensuring that housing and employment options are expanded to meet future demand. The City will also review and consider future growth boundaries to guide the development of residential and commercial areas.

For "Core Service Delivery," the objectives focus on making the city an employer of choice, developing a long-term facility plan with funding mechanisms, and continuing to advance capital improvement projects that meet the city's infrastructure needs.

The updated Strategic Plan continues to serve as a guide for City Council and staff in creating the Annual City Budget, which is adopted each December for the following calendar year. The budget prioritizes action items based on service delivery areas and capital projects and sets specific operational goals and performance measures for each service area. The Strategic Plan also serves as a tool for tracking progress on each objective, with City staff providing quarterly updates to ensure alignment with the City's priorities.

FISCAL IMPACT

The final Strategic Plan will be used to determine Council and Community priorities for the next several years, and as such, has a significant fiscal impact. All projects and initiatives will be subject to Council approval through the annual budget process.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

The Strategic Plan is the main goal document utilized by the City Council which aligns all long-term plans, community survey input and guides the formation of the annual budget and annually updated capital improvement plan. The plan is organized by the strategic outcomes of core services, quality of place, economic health, and lifestyle.

OPTIONS AVAILABLE TO THE COUNCIL

1. Adopt the City Council 2024 Strategic Plan as presented.
2. Adopt the City Council 2024 Strategic Plan with adjustments.

RECOMMENDATION

ADOPT RESOLUTION 2024-45: ADOPTING THE CITY COUNCIL 2024-2027 STRATEGIC PLAN.