

City of Fruita 2021 Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to resident concerns. If you have questions, please call the Administration Department at (970) 858-3663. If you prefer, you can also take the survey online at www.fruitasurvey.org.

1. **Overall Satisfaction with City Services.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police services	5	4	3	2	1	9
02. Overall quality of City parks	5	4	3	2	1	9
03. Overall quality of City recreation programs	5	4	3	2	1	9
04. Overall quality of City streets	5	4	3	2	1	9
05. Overall quality of crosswalks	5	4	3	2	1	9
06. Overall quality of service you receive from City employees	5	4	3	2	1	9
07. Overall quality of representation you receive from City Council	5	4	3	2	1	9
08. Overall effectiveness of City communication with the public	5	4	3	2	1	9
09. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9
10. Overall quality of sewer service	5	4	3	2	1	9
11. Overall quality of the City's recycling program	5	4	3	2	1	9
12. Overall quality of garbage collection	5	4	3	2	1	9

2. **Which FOUR of the items listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years?** *[Write-in your answers below using the numbers from the list in Question 1.]*

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

- 2a. **If you selected "overall flow of traffic and congestion management in the City" as one of the items that should receive the most emphasis from the City in Question 2, are there specific locations where traffic congestion is a concern?**

3. **Several items that may influence your perception of the City of Fruita are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

How would you rate the...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. Overall quality of life in the City	5	4	3	2	1	9
02. Overall quality of services provided by the City of Fruita	5	4	3	2	1	9
03. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
04. Overall image of the City	5	4	3	2	1	9
05. Overall image of Highway 6 & 50 area	5	4	3	2	1	9
06. Overall image of Highway 340 area	5	4	3	2	1	9
07. Overall image of downtown area	5	4	3	2	1	9
08. Overall image of South Fruita area	5	4	3	2	1	9
09. Overall appearance of the City	5	4	3	2	1	9
10. Overall appearance of business signs	5	4	3	2	1	9
11. Overall feeling of safety in the City	5	4	3	2	1	9
12. Overall quality of new commercial development in the City	5	4	3	2	1	9
13. Overall quality of new residential development in the City	5	4	3	2	1	9
14. Availability of high-speed internet service options in Fruita	5	4	3	2	1	9

4. **Public Safety.** For each of the items listed, please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Public Safety		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of pedestrian safety & crosswalks	5	4	3	2	1	9
2.	Visibility of police in neighborhoods	5	4	3	2	1	9
3.	City's efforts to prevent crime	5	4	3	2	1	9
4.	How quickly police respond to emergencies	5	4	3	2	1	9
5.	Safety/prevention education programs	5	4	3	2	1	9
6.	Feeling of safety when using on-street bicycle infrastructure (bike lanes/signage)	5	4	3	2	1	9

5. Which TWO of the public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 4.]

1st: _____ 2nd: _____

6. **City Communication.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

City Communication		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Availability of information about City programs and services	5	4	3	2	1	9
2.	City efforts to keep you informed about local issues	5	4	3	2	1	9
3.	How open the City is to public involvement and input from residents	5	4	3	2	1	9
4.	Quality of the City's web page	5	4	3	2	1	9
5.	Quality of the City Link quarterly newsletter	5	4	3	2	1	9
6.	Quality of the City's social media accounts	5	4	3	2	1	9
7.	Quality of the City's weekly update	5	4	3	2	1	9
8.	Quality/availability of the minutes from public meetings	5	4	3	2	1	9

7. Please CHECK ALL of the communication outlets that you are aware of or use.

____ (01) City Manager Event Series	____ (11) Snapchat
____ (02) City of Fruita web page	____ (12) Television
____ (03) Facebook	____ (13) The Daily Sentinel
____ (04) Fruita City Link – electronically	____ (14) The radio
____ (05) Fruita City Link – print by mail	____ (15) TikTok
____ (06) Instagram	____ (16) Tumblr
____ (07) LinkedIn	____ (17) Twitter
____ (08) Nextdoor	____ (18) Weekly Update from City Manager
____ (09) Posted notices	____ (19) YouTube
____ (10) Reddit	____ (20) Other: _____

8. Which THREE of the sources listed in Question 7 are your MOST PREFERRED ways to learn about activities and services in the City of Fruita? [Write-in your answers below using the numbers from the list in Question 7.]

1st: _____ 2nd: _____ 3rd: _____

- 8a. Thinking generally, where do you prefer to get news and information from?

9. **Diversity, Equity, and Inclusion.** For each of the statements listed, please rate your level of agreement using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

Diversity, Equity, and Inclusion		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	The City of Fruita is a place that is open and welcoming to people of all races, backgrounds, and racist beliefs are not tolerated	5	4	3	2	1	9
2.	I feel welcome and a sense of belonging in Fruita	5	4	3	2	1	9
3.	Fruita has affordable and equitable housing options for all income levels	5	4	3	2	1	9
4.	I am concerned about rising housing prices in Fruita	5	4	3	2	1	9
5.	I am treated equitably by City staff	5	4	3	2	1	9
6.	I am treated equitably by the City's municipal court system	5	4	3	2	1	9
7.	The City's elected officials support policy that is equitable to all residents	5	4	3	2	1	9
8.	I feel safe going to Fruita Police Department for help if I need it	5	4	3	2	1	9
9.	Fruita Police Department treats everyone fairly regardless of their race, ethnicity, gender, or income	5	4	3	2	1	9

10. **Enforcement.** For each of the items listed, please rate your opinion on a scale of 1 to 3, where 3 means "Too Lax" and 1 means "Too Strict," with regard to the following issues.

Enforcement		Too Lax	About Right	Too Strict
1.	Overall traffic enforcement	3	2	1
2.	Weed control	3	2	1
3.	Animal control regulations	3	2	1
4.	Junk in residential yards	3	2	1
5.	Junk in commercial areas	3	2	1
6.	Sidewalk repairs (sidewalks or maintenance are responsibility of adjacent property owner)	3	2	1

11. **Parks.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Parks		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of City parks	5	4	3	2	1	9
2.	Number of City parks	5	4	3	2	1	9
3.	Variety and types of City parks	5	4	3	2	1	9
4.	Maintenance of trails	5	4	3	2	1	9
5.	Number of walking and biking trails	5	4	3	2	1	9
6.	Amount of Open Space	5	4	3	2	1	9
7.	Maintenance of Snooks Bottom Open Space	5	4	3	2	1	9
8.	Availability of public lands/open space	5	4	3	2	1	9

12. Which THREE of the parks items listed in Question 11 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 11.]

1st: _____ 2nd: _____ 3rd: _____

13. Please CHECK ALL of the reasons you or members of your household have used the Snooks Bottom Open Space during the past 12 months.

____(01) Disc golf	____(08) Biking
____(02) Walking	____(09) Swimming
____(03) Lake	____(10) Nature viewing
____(04) Hiking	____(11) Watercraft/floatation uses
____(05) Fishing	____(12) Running
____(06) Walking dog	____(13) Other: _____
____(07) Passive open space use	____(14) None; have not used it during the past 12 months

14. **Recreation.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Recreation		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Program offerings for the entire family	5	4	3	2	1	9
2.	Program offerings for Children (5th grade and under)	5	4	3	2	1	9
3.	Program offerings for Youth (6th - 8th grade)	5	4	3	2	1	9
4.	Program offerings for Teens (9th grade and up)	5	4	3	2	1	9
5.	Program offerings for Adults	5	4	3	2	1	9
6.	Program offerings for Seniors	5	4	3	2	1	9
7.	Registration processes for programs	5	4	3	2	1	9
8.	Amount of overall program offerings	5	4	3	2	1	9
9.	City special events and festivals	5	4	3	2	1	9

15. Which **THREE** of the recreation items listed in Question 14 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write-in your answers below using the numbers from the list in Question 14.]*

1st: _____ 2nd: _____ 3rd: _____

16. **Community Center.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Community Center		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall impression of Community Center	5	4	3	2	1	9
02.	Hours of operation	5	4	3	2	1	9
03.	Availability of meeting spaces	5	4	3	2	1	9
04.	Cleanliness	5	4	3	2	1	9
05.	Customer service	5	4	3	2	1	9
Aquatics							
06.	Overall impression of indoor pool	5	4	3	2	1	9
07.	Overall impression of outdoor pool	5	4	3	2	1	9
08.	Hours of operation	5	4	3	2	1	9
09.	Availability of lap lane times	5	4	3	2	1	9
10.	Availability of leisure/family swim times	5	4	3	2	1	9
11.	Availability of water aerobics classes	5	4	3	2	1	9
12.	Cleanliness	5	4	3	2	1	9
13.	Customer service	5	4	3	2	1	9

17. Which **THREE** of the Community Center/Aquatics items listed in Question 16 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write-in your answers below using the numbers from the list in Question 16.]*

1st: _____ 2nd: _____ 3rd: _____

18. **Public Works.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

City Maintenance/Public Works		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of major city streets	5	4	3	2	1	9
02.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
03.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
04.	Maintenance of downtown Fruita	5	4	3	2	1	9
05.	Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
06.	Adequacy of city street lighting	5	4	3	2	1	9
07.	Overall quality of City provided irrigation water	5	4	3	2	1	9
08.	Landscaping and appearance of public areas along city streets	5	4	3	2	1	9
09.	Snow removal on city streets	5	4	3	2	1	9
10.	Overall availability of irrigation water	5	4	3	2	1	9
11.	Overall condition of sidewalks	5	4	3	2	1	9
12.	Overall quality of on-street bicycle infrastructure (bike lanes/signage)	5	4	3	2	1	9

19. Which **THREE** of the maintenance/public works items listed in Question 18 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write-in your answers below using the numbers from the list in Question 18.]*

1st: ____ 2nd: ____ 3rd: ____

20. **Traffic Flow and Transportation.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with each of the following items.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall ease of travel by car in Fruita	5	4	3	2	1	9
2.	Overall ease of travel by bicycle in Fruita	5	4	3	2	1	9
3.	Overall ease of pedestrian travel in Fruita	5	4	3	2	1	9

21. Which **TWO** of the traffic flow/transportation items listed in Question 20 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? *[Write-in your answers below using the numbers from the list in Question 20.]*

1st: ____ 2nd: ____

21. Indicate where it is most difficult to travel in Fruita using the modes of transportation listed below.

21a. Travel by car: _____

21b. Travel by bicycle: _____

21c. Pedestrian travel: _____

22. What products, services, events, and other amenities do you wish were available in Fruita? *[Check all that apply.]*

____(01) Larger selection of professional services such as banking, legal aid, etc.
 ____ (02) More selection of restaurants
 ____ (03) More general selection of products and/or services
 ____ (04) Expanded store hours
 ____ (05) Live music
 ____ (06) More/Improved lighting

____(07) More/Better parking
 ____ (08) More attractive atmosphere
 ____ (09) More activities
 ____ (10) Children's play area
 ____ (11) Larger/More grocery stores
 ____ (12) More healthcare/medical service options
 ____ (13) Other: _____

23. What type of products do you regularly shop online for? *[Check all that apply.]*

____ (1) Clothing
 ____ (2) Food
 ____ (3) Services
 ____ (4) Other: _____

23a. Approximately, what percentage of your household's shopping is done online?

____(1) 0%-25%

____(3) 50%-74%

____(2) 26%-49%

____(4) 75%-100%

24. Several reasons for deciding where to live are listed below. On a scale from 1 to 4, where 4 is "Needs are Very Well Met" and 1 is "Needs are Not Met," how well are these needs being met in Fruita?

		Needs are Very Well Met	Needs are Met	Not sure	Needs are Not Met
01.	Small town atmosphere (mix of rural character and natural beauty)	4	3	2	1
02.	Sense of community	4	3	2	1
03.	Unique and vibrant feel of the community	4	3	2	1
04.	Access to quality shopping	4	3	2	1
05.	Affordability of housing	4	3	2	1
06.	Types of housing	4	3	2	1
07.	Availability of recreational opportunities	4	3	2	1
08.	Special events/festivals	4	3	2	1
09.	Ease of travel within Fruita	4	3	2	1
10.	Employment opportunities	4	3	2	1
11.	I feel welcomed regardless of who I am	4	3	2	1
12.	Quality of public schools	4	3	2	1
13.	The quality of your neighborhood overall	4	3	2	1
14.	Safety in your neighborhood	4	3	2	1
15.	Ability to get involved in City government	4	3	2	1
16.	Availability of high-speed internet options	4	3	2	1

25. Which THREE of the reasons listed in Question 24 were MOST IMPORTANT in your decision to live Fruita? [Write-in your answers below using the numbers from the list in Question 24.]

1st: ____ 2nd: ____ 3rd: ____

26. What is the single most important issue facing the City of Fruita over the next several years?

27. Should City Council add a question about permitting the retail sale of cannabis in Fruita on the April 2022 ballot?

____(1) Yes ____ (2) No

27a. If the question were included on the April 2022 ballot how might you vote?

____(1) In favor of allowing retail cannabis sales in Fruita

____(2) Against retail cannabis sales in Fruita

28. Approximately how many years have you lived in the City of Fruita?

____(1) Less than 5 years ____ (2) 5-10 years ____ (3) 11-20 years ____ (4) More than 20 years

29. What is your age? ____ years

30. What is your total household income?

____(1) Under \$30,000 ____ (2) \$30,000 - \$59,999 ____ (3) \$60,000 - \$99,999 ____ (4) \$100,000+

31. Your gender:

____(1) Male

____(3) Non-Binary

____(2) Female

____(4) Prefer to self-describe: _____

32. Which of the following best describes your race/ethnicity? *[Check all that apply.]*
____(01) Asian/Pacific Islander ____ (04) White/Caucasian
____(02) Black/African American ____ (05) Hispanic
____(03) Native American ____ (99) Other: _____

33. Do you own or rent your home? ____ (1) Own ____ (2) Rent

34. Are you registered to vote? ____ (1) Yes ____ (2) No

35. Do you have a high-speed internet connection at home? ____ (1) Yes ____ (2) No

36. Which of the following best describes your current employment status?
____ (1) Retired ____ (5) Employed part-time *[Answer Q36a]*
____ (2) Homemaker ____ (6) Unemployed but seeking work
____ (3) Student ____ (7) Unemployed not seeking work
____ (4) Employed full-time *[Answer Q36a]*

36a. Please indicate where you currently work. *[Check all that apply.]*

____ (1) In Fruita
____ (2) In Grand Junction
____ (3) Remotely/From home (Due to COVID-19)
____ (4) Remotely/From home (NOT due to COVID-19)
____ (5) Other: _____

Interest in a Focus Group or Online Panel

If you would be willing to participate in a focus group/on-line panel sponsored by the City of Fruita to discuss some of the issues addressed on this survey, please provide your contact information below.

Name: _____

E-Mail: _____

Phone: _____

This concludes the survey-Thank you for your time!
Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you.