



TO: FRUITA CITY COUNCIL

FROM: CITY MANAGER'S OFFICE

DATE: MARCH 4, 2025

AGENDA TEXT: COMMUNITY SURVEY - Final Review of the Discussion on the 2025 Community Survey - *City Manager Shannon Vassen*

BACKGROUND

The purpose of this agenda item is for the City Council to complete a final review of the 2025 Community Survey before it gets mailed to all households in Fruita. The City Council initially reviewed the survey at the January workshop, and staff has included several changes to the survey based upon that feedback. The updated survey is included with this agenda item as an attachment, and changes are highlighted. The survey was also significantly shortened to promote additional participation and questions that generally did not receive a response in prior years were removed.

Every four years, the City of Fruita conducts a community-wide survey to assess resident satisfaction on core services, quality of life, and more. The last survey was conducted in 2021, so it is time to distribute a new survey in 2025. In December 2024, the City of Fruita collected requests for proposals from interested firms to contract with the City to develop, distribute, and analyze the community survey. The City of Fruita received 13 proposals, and after a staff committee review process, ETC Institute was unanimously chosen to contract with the City for the survey. The City has worked with ETC on past community surveys and had an excellent experience through the entire process. They were also the lowest bidder at \$16,000 (\$25,000 was budgeted for the survey in total).

The updated timeline for working with ETC Institute is as follows, and it has been slightly amended due to the survey being finalized in March instead of February.

- Final Review of Survey Design: March 4, 2025
- Print and Mail Surveys: March 2025
- Cutoff Date for Receiving Surveys: April 2025
- Final Report Delivered to Staff: April/May 2025
- Presentation to City Council: May/June 2025