



# FRUITA

## COLORADO

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March 15, 2025

Dear Fruita Residents,

We need your feedback! Every four years, the City of Fruita conducts a Community Survey to assess resident satisfaction with city services, quality of place, and city policies. The City of Fruita takes these results seriously and uses them in all decision making for planning for the future.

After the last Community Survey in 2021, the City of Fruita developed a Strategic Plan to identify and prioritize goals for the next 2 - 4 years. This plan incorporates the objectives outlined in community-led master planning documents such as the 10-year *Fruita in Motion Comprehensive Plan* while also addressing the priority areas identified in the survey.

The City of Fruita exists to provide essential core services to our residents and we need your input on these city services. Not only does this survey help the City to improve and prioritize needs, it also provides trends with past Community Surveys and benchmarks to communities across the country. The feedback you provide is vital in helping us continually improve service delivery.

We greatly appreciate your time. We realize this survey takes time to complete, but every question is important.

Please return your completed survey within the next 10 days using the postage-paid envelope provided. If you would prefer, the survey can also be taken online at [fruitasurvey.org](http://fruitasurvey.org).

The survey data will be compiled and analyzed by ETC Institute, which is one of the nation's leading firms in the field of local government research. ETC Institute will present the results to the City this summer. Responses to the survey are confidential.

If you have any questions, please contact the City of Fruita at 970-858-3663 or at [communications@fruita.org](mailto:communications@fruita.org). Thank you in advance for your participation.

Sincerely,

Mayor Matthew Brehm

*Honor the Past – Envision the Future* **FRUITA**