

## City of Fruita 2025 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 [FruitaSurvey.org](https://FruitaSurvey.org). **As a thank you for fully completing your survey, you will have an opportunity to opt-in for a chance to receive one (1) ETC \$500 prepaid Visa gift card at the end of this survey.**

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 the public transportation system in Fruita	5	4	3	2	1	9
11. Overall quality of sewer service	5	4	3	2	1	9
12. Overall quality of the City's recycling program	5	4	3	2	1	9
13. 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
9.	Your ability to provide feedback that is heard by the City	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	____(10) Television
____(02) City of Fruita web page	____(11) The Daily Sentinel
____(03) Facebook	____(12) The radio
____(04) Fruita Academy	____(13) TikTok
____(05) Fruita City Link	____(14) Twitter change to X
____(06) Instagram	____(15) Weekly Update from City Manager
____(07) Nextdoor	____(16) YouTube
____(08) Posted notices	____(17) Other: _____
____(09) Snapchat	

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: \_\_\_\_

9. **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

10. **Belonging, Representation, Fairness, and Support.** 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."

Belonging, Representation, Fairness, and Support		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 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.	The City's elected officials support policy that is equitable to all residents	5	4	3	2	1	9
7.	I feel safe going to Fruita Police Department for help if I need it	5	4	3	2	1	9
8.	Fruita Police Department treats everyone fairly regardless of their race, ethnicity, gender, or income	5	4	3	2	1	9

11. **Parks and 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."

Parks		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of City parks	5	4	3	2	1	9
02.	Number of City parks	5	4	3	2	1	9
03.	Variety and types of City parks	5	4	3	2	1	9
04.	Maintenance of trails	5	4	3	2	1	9
05.	Number of walking and biking trails	5	4	3	2	1	9
06.	Amount of Open Space	5	4	3	2	1	9
07.	Maintenance of Snooks Bottom Open Space	5	4	3	2	1	9
08.	Availability of public lands/open space	5	4	3	2	1	9
09.	Registration processes for programs	5	4	3	2	1	9
10.	Amount of overall program offerings	5	4	3	2	1	9
11.	City special events and festivals	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. **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
1.	Overall impression of Community Center	5	4	3	2	1	9
2.	Hours of operation	5	4	3	2	1	9
3.	Cleanliness	5	4	3	2	1	9
4.	Customer service	5	4	3	2	1	9
5.	Overall impression of indoor pool	5	4	3	2	1	9
6.	Overall impression of outdoor pool	5	4	3	2	1	9
7.	Hours of operation	5	4	3	2	1	9

14. Please check ALL of the events that you or members of your household attend regularly. *[Check ALL that apply.]*

\_\_\_\_ (1) Mike the Headless Chicken Festival  
 \_\_\_\_ (2) Thursday Night Concerts  
 \_\_\_\_ (3) Fruita Fall Festival  
 \_\_\_\_ (4) Movie Nights in the Park

\_\_\_\_ (5) Farmers Market  
 \_\_\_\_ (6) Parade of Lights  
 \_\_\_\_ (7) Holiday Lighting  
 \_\_\_\_ (8) Truck N Treat  
 \_\_\_\_ (9) Trick or Treat Sweet

15. **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

16. Which **THREE** of the maintenance/public works items listed in Question 15 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 15.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

17. **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

18. Which **TWO** of the traffic flow/transportation items listed in Question 17 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 17.]*

1st: \_\_\_\_ 2nd: \_\_\_\_

19. **Tourism in Fruita.** Do you think tourism in Fruita is heading in the right direction or wrong direction?

\_\_\_\_(1) Right direction \_\_\_\_ (2) Wrong Direction \_\_\_\_ (3) Not Sure

20. **Fruita as a Place to Visit.** How likely would you be to recommend Fruita as a place to visit?

\_\_\_\_ (5) Extremely likely \_\_\_\_ (3) Not Sure \_\_\_\_ (1) Not at all likely  
 \_\_\_\_ (4) Somewhat likely \_\_\_\_ (2) Not likely

21. **Agreement with Tourism Related Items.** Rate your level of agreement with the following statements:

Rate your level of agreement with the following:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Overall, the positive impacts of tourism would outweigh the negative impacts	5	4	3	2	1
2.	Overall, I think tourism is good for Fruita	5	4	3	2	1
3.	Tourism is important to the local economy in Fruita	5	4	3	2	1
4.	My standard of living is higher because of the money tourists spend in Fruita	5	4	3	2	1
5.	Tourism improves my quality of life in Fruita	5	4	3	2	1
6.	It is important to me for City leaders to stress economic development in the City to ensure the future of Fruita is secured	5	4	3	2	1

**22. Awareness of Fruita.** In recent years, when it comes to visitor awareness, Fruita has been known for its mountain biking opportunities. What else do you think Fruita is known for?

**23. 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	No Need
01.	Small town atmosphere (mix of rural character and natural beauty)	4	3	2	1	9
02.	Sense of community	4	3	2	1	9
03.	Unique and vibrant feel of the community	4	3	2	1	9
04.	Access to quality shopping	4	3	2	1	9
05.	Affordability of housing	4	3	2	1	9
06.	Types of housing	4	3	2	1	9
07.	Availability of recreational opportunities	4	3	2	1	9
08.	Special events/festivals	4	3	2	1	9
09.	Ease of travel within Fruita	4	3	2	1	9
10.	Employment opportunities	4	3	2	1	9
11.	I feel welcomed regardless of who I am	4	3	2	1	9
12.	Quality of public schools	4	3	2	1	9
13.	The quality of your neighborhood overall	4	3	2	1	9
14.	Safety in your neighborhood	4	3	2	1	9
15.	Ability to get involved in City government	4	3	2	1	9
16.	Availability of high-speed internet options	4	3	2	1	9

**24. Which THREE of the reasons listed in Question 23 were MOST IMPORTANT in your decision to live Fruita?** [Write-in your answers below using the numbers from the list in Question 28.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

**25. How supportive would you be of the City of Fruita moving forward to acquire the Mesa County School District 51 Fruita Middle School?**

\_\_\_\_ (5) Very supportive [Answer Q25a.]

\_\_\_\_ (2) Not supportive [Go to Q26.]

\_\_\_\_ (4) Supportive [Answer Q25a.]

\_\_\_\_ (1) Not at all supportive [Go to Q26.]

\_\_\_\_ (3) Not sure [Go to Q26.]

**25a. If you are supportive, would you support the city finding a new funding source like a bond to fund improvements to the building?**

\_\_\_\_ (1) Yes

\_\_\_\_ (2) No

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

**27. 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

**28. What is your age?** \_\_\_\_ years

**29. What is your total household income?**

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

**30. Your gender:**

\_\_\_\_ (1) Male

\_\_\_\_ (3) Non-Binary

\_\_\_\_ (2) Female

\_\_\_\_ (4) Prefer to self-describe: \_\_\_\_\_

**31. 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: \_\_\_\_\_

32. Do you own or rent your home? \_\_\_\_ (1) Own \_\_\_\_ (2) Rent
33. Are you registered to vote? \_\_\_\_ (1) Yes \_\_\_\_ (2) No
34. Do you have a high-speed internet connection at home? \_\_\_\_ (1) Yes \_\_\_\_ (2) No
35. Which of the following best describes your current employment status?
- |   |   |
|---|---|
| ____ (1) Retired                          | ____ (5) Employed part-time [Answer Q35a] |
| ____ (2) Homemaker                        | ____ (6) Unemployed but seeking work      |
| ____ (3) Student                          | ____ (7) Unemployed not seeking work      |
| ____ (4) Employed full-time [Answer Q35a] |   |

**35a. 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: \_\_\_\_\_

**Optional Incentive Drawing:**

To enter ETC Institute's random drawing for a \$500 Visa gift card, please provide your contact information below.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**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.