

**FRUITA CITY COUNCIL WORKSHOP  
MARCH 17, 2021  
6:30 P.M.**

The virtual workshop of the Fruita City Council was called to order at 6:30 p.m. by Mayor Kincaid. City Council members present were Ken Kreie, Karen Leonhart, Kyle Harvey, Matthew Breman, Heather O'Brian, and Lori Buck.

### **1. COMMUNITY SURVEY REVIEW**

City Manager Mike Bennett reviewed the history of the City's Community Surveys and how they have helped to provide an assessment of how the community is doing compared to itself in previous years as well as compared to other communities across the nation. Staff hopes to receive the survey results by June 1, 2021.

Mr. Bennett said the purpose of this workshop was to get feedback from the Council on the final draft Community Survey and determine if they had any other topics to add upon which they also might want to gauge the community.

Mr. Bennett stated that he reached out to Stacey Mascarenas to see if Family Health West was again interested in partnering with the City on the survey and that he has not heard back, but he did leave all the pertinent information for them including the deadline dates to get the survey out in the mail in April, have the analysis done in May and the results presented on June 1<sup>st</sup>.

### **PRESENTATION**

Ryan Murray, Project Manager with ETC Institute, shared his screen and reviewed the draft survey one section at a time. Minor changes were made to the survey, which will be sent to all households in Fruita.

People will also have a choice to opt in to a focus group or online panel if they are willing to participate in another "hot topic" quick survey consisting of three to five questions. For this, the ETC Institute will work with the City about every three months to reach out to the residents who have opted in (a couple of hundred responses are anticipated) and the tabular data results are immediately given to the City for instantaneous results on those particular questions. Some of ETC's clients use Qualtrics where they basically design the survey and send the link to ETC who maintains the resident list and sends out all the emails to the residents (or by whichever method the City wants to use).

### **COUNCIL DISCUSSION**

The Council discussed and reworded a question(s) about putting a question on a ballot regarding whether or not residents want cannabis to be sold within the City of Fruita.

There was also discussion about potential additional questions asking how the City managed during the pandemic, whether residents have had any economic impacts due to COVID-19, whether residents were involved in the formulation of the Community Plan, and whether people know how to get information about possible forthcoming City Council meetings, City Council policies and what City Council will be considering next.

The Council also discussed the meaning of the word, "aware" (regarding which communication methods residents are "aware" of) because the results wouldn't necessarily be helpful if someone is

“aware” of a method but doesn’t actually utilize it. Mr. Murray said the question that uses “aware” would gather the most responses possible and then there was a subsequent question asking residents what methods they *prefer* to use to get information about the City of Fruita.

The decision was made by the Council to move forward and not wait any longer for Family Health West to respond about whether or not they wanted to participate in this Community Survey.

The survey will be available online and Mr. Murray explained how ETC Institute will be able to track which households have already responded with a paper survey if they try to also complete an online one. He noted that the paper survey will always trump the online survey.

One survey packet will be mailed to each household and ETC Institute will then follow up with e-mails from a purchased list. People will have the opportunity to call, go online or fill out and mail in their survey. ETC then does all the data entry and verification. The survey results are scheduled to be presented to the City Council at their meeting of June 1, 2021 at 7:00 p.m.

With no further business before the Council, the Mayor adjourned the meeting at 7:47 p.m.

Respectfully submitted,

Debra Woods  
Deputy City Clerk