



Strategic Recreation Needs Assessment

November 20, 2019

Summary

The Gunnison County Metropolitan Recreation District (Met Rec) strives *to provide high-quality over the air TV service and strategic leadership that leverages innovative partnerships to accomplish vital recreation opportunities for our communities.*

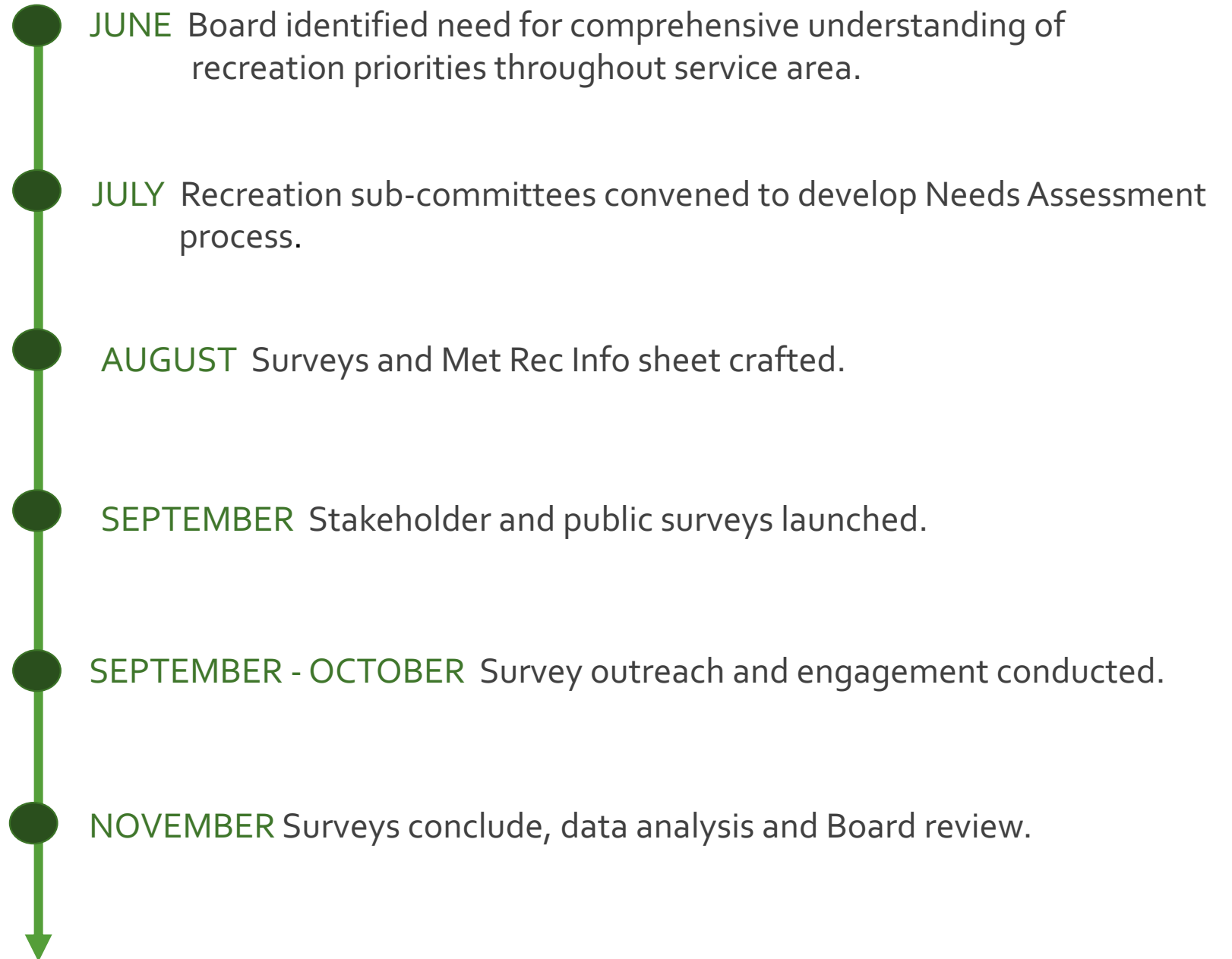
By voting yes on 7D, residents expressed their support for a lasting Met Rec, capable of fulfilling its mission.

To effectively accomplish this, Met Rec engaged the public and recreation stakeholders in a Strategic Needs Assessment consisting of two online surveys.

Purpose

To better understand how Met Rec can ***best*** support the community's recreation needs beyond TV.

Process & Approach



The Surveys

Two online surveys were used to identify and assess recreation needs throughout Met Rec's service area:

Public Survey

Developed to identify and understand needed public recreation amenities.

Stakeholder Survey

Developed to acquire a thorough understanding of stakeholder recreation needs.

Survey Outreach

Public survey information publicized in local newspapers and by multiple recreation stakeholders:

- West Elk Soccer Association
- West Elk Hockey Association
- Crested Butte Mountain Bike Association
- Gunnison Trails
- Crested Butte School of Dance
- Gunnison Soccer
- Crested Butte Nordic



MET REC NEEDS YOUR HELP WITH ITS RECREATION NEEDS ASSESSMENT.

By voting yes on 7D, residents expressed their support for a lasting Met Rec, capable of fulfilling its mission. To effectively accomplish this, Met Rec seeks to better understand how it can best support the community's recreation needs.
Your input is needed!

**Please complete the Questionnaire
online at: www.gcmetrec.com**

Newspaper outreach (CB News & Gunnison Times)

Met Rec Info Sheet

Survey respondents were encouraged to read an Info Sheet, sharing basic information about Met Rec's mission, revenue, expenditures and service area.



Our Mission To provide high-quality over the air TV service and strategic leadership that leverages innovative partnerships to accomplish vital recreation opportunities for our communities.

The Gunnison County Metropolitan Recreation District (Met Rec) is a special district of Colorado. Special districts are created to provide desired services to residents that municipalities do not. Over 1,000 special districts have been created in Colorado to provide different services, including park and recreation services. Today, Met Rec seeks to understand how it can best support the community's recreation needs beyond TV.

What Makes Met Rec Unique?

- It's supported by a reliable funding source; a 1 mil levy on real and personal property and by the Conservation Trust Fund.
- Met Rec's service boundary encompasses almost all of Gunnison County, giving it the ability to support recreation needs across jurisdictional boundaries.
- Alternatively, the service boundary is comprised of south and north sub-districts, which allow both ends of the valley to make key community recreation and television decisions for themselves.
- Historically, Met Rec has served as a local funding pool, having awarded over \$1 million in grant funding to community organizations.
- As a special district, Met Rec meets the criteria to apply for large grants, including from Great Outdoors Colorado (GOCO), and Colorado Parks and Wildlife.

Met Rec Funding

Property Tax

- The bulk of Met Rec's funding comes from a 1.0 mil levy on real and personal property (1.0 per \$1,000 of assessed value).
- In 2018, the voters successfully "de-bruced" Met Rec. This removed TABOR restrictions that formally capped Met Rec's revenue by limiting its mil levy. Now, Met Rec can utilize the 1.0 mil limit!

Residential Property



Actual value: \$100,000
Assessed value (7.15%): \$7,150
Mil Rate: 1 / \$1,000 = \$7.15

Commercial Property



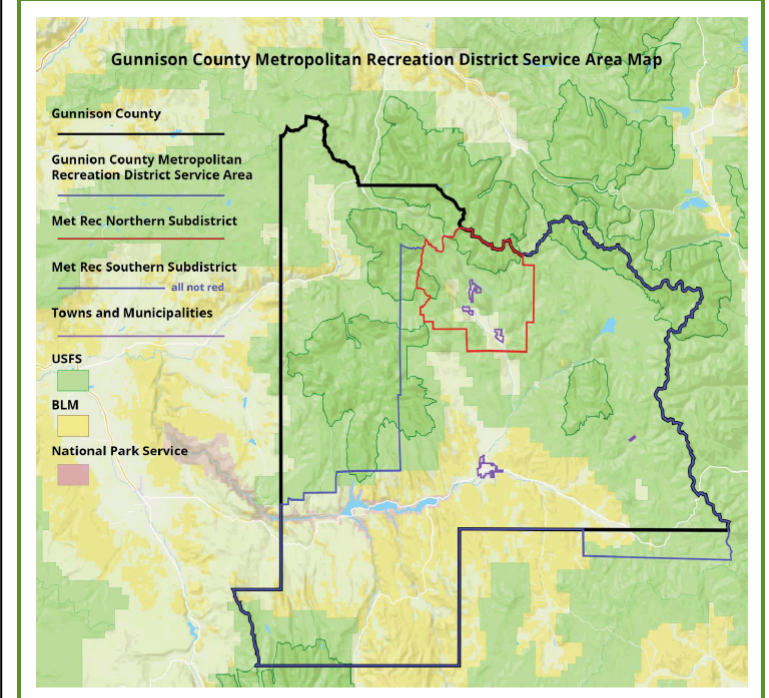
Actual value: \$100,000
Assessed value (29%): \$29,000
Mil Rate: 1 / \$1,000 = \$29.00

Conservation Trust Fund (CTF)

- The CTF funds are a portion of the Colorado Lottery proceeds. These funds are mandated for distribution to local governments for acquiring and maintaining parks, open space and recreational facilities.
- Met Rec receives CTF funds annually; ⅓ of the funds received are distributed (based on population) to local governments in Met Rec's service area and ⅔ are utilized by Met Rec to support its mission.

Met Rec Spending

Year	Total Revenue	Recreation Grant Funding	CTF Revenue Sharing
2016	\$389,305	\$17,748	\$42,173
2017	\$387,730	\$19,411	\$38,655
2018	\$406,972	\$25,000	\$40,103
2019	\$624,561	\$86,266	~\$38,000



Within its district boundaries, Met Rec encompasses five municipalities. This gives it the unique ability to harness support from across town and city boundaries to deliver a collective impact capable of delivering key, *valley-wide* recreation needs. Alternatively, Met Rec can work within its north and south sub-district boundaries to support *community-specific* recreation needs.

Please help Met Rec identify how it can best support recreation in the valley by completing the questionnaire ([link in e-mail](#)). Please don't hesitate to contact District Manager, Hedda Peterson with any question, comments, or concerns, at hedda@gcmetrec.com. You can also call, at (970) 641-9148.

Thank You!

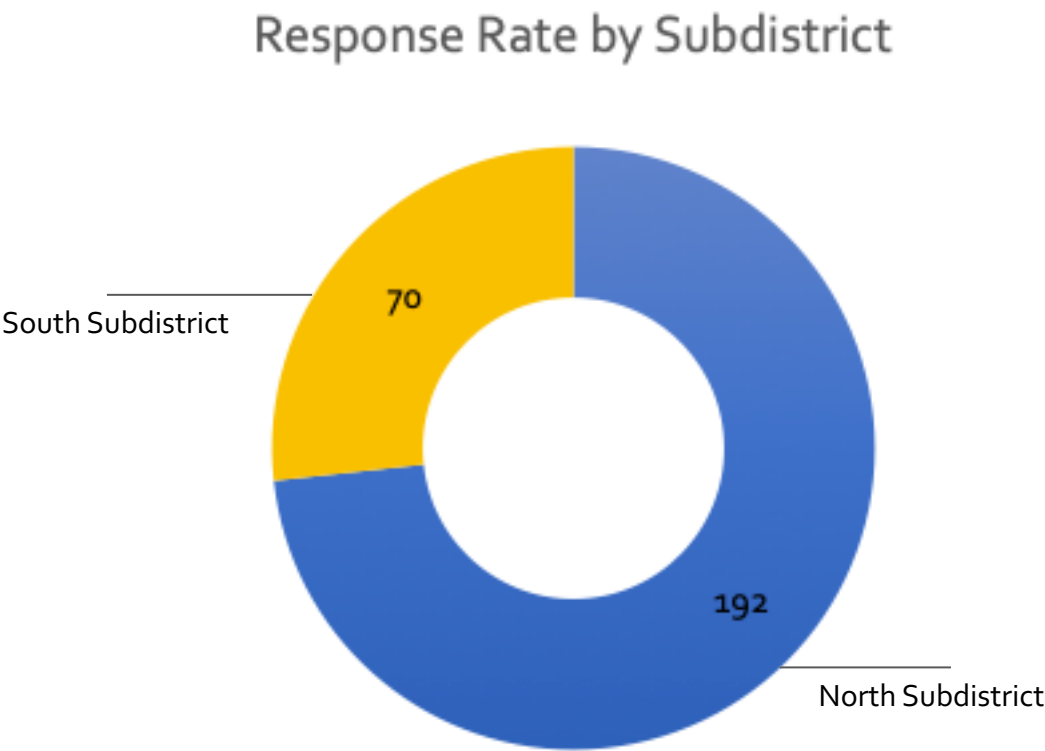
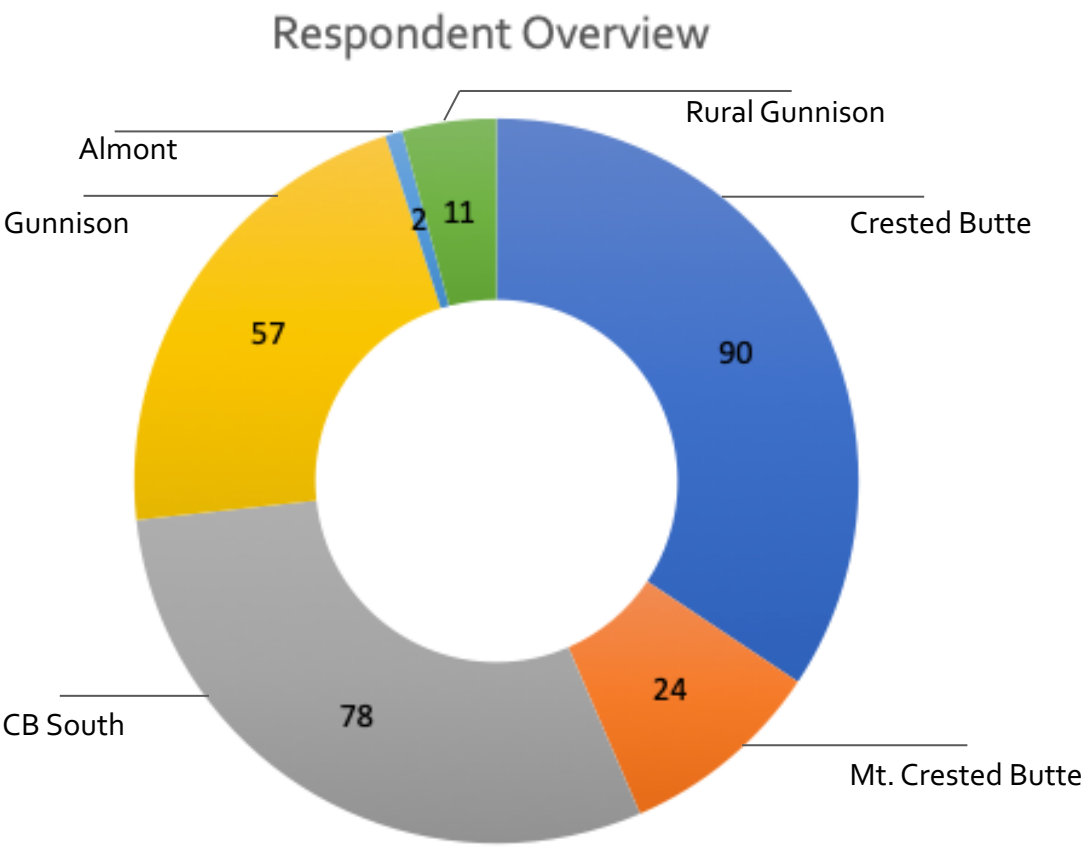
Public Survey

The public survey included 4 short-answer and a Likert-scaled questions, addressing 4 primary areas of inquiry:

1. Area of Residency
2. Met Rec Community Value
3. Importance for Met Rec to support:
 - Summer & Winter Trails
 - Youth & Adult Recreation
 - Facilities
 - Access to Recreation
4. Greatest Regional Recreation Need

Public Survey Response Rate

The Public Survey yielded 262 responses.



Met Rec Community Value

What value does Met Rec bring to the community?

"Met Rec has the potential to provide regional funding for recreational amenities that individual neighborhoods and municipalities cannot afford alone."

"Not completely sure but I know it supports recreational opportunities and facilities in the valley and it has expanded its responsibilities beyond cable services."

"Supports rabbit-ear TV, recreation facilities, and I wish it supported better cell coverage."

"Ability to raise and leverage funds to improve recreation amenities in the Valley."

"Still assessing as 7D just passed and Met Rec looks to broaden outside TV."

"Facilitates opportunities for recreation in the Gunnison Valley."

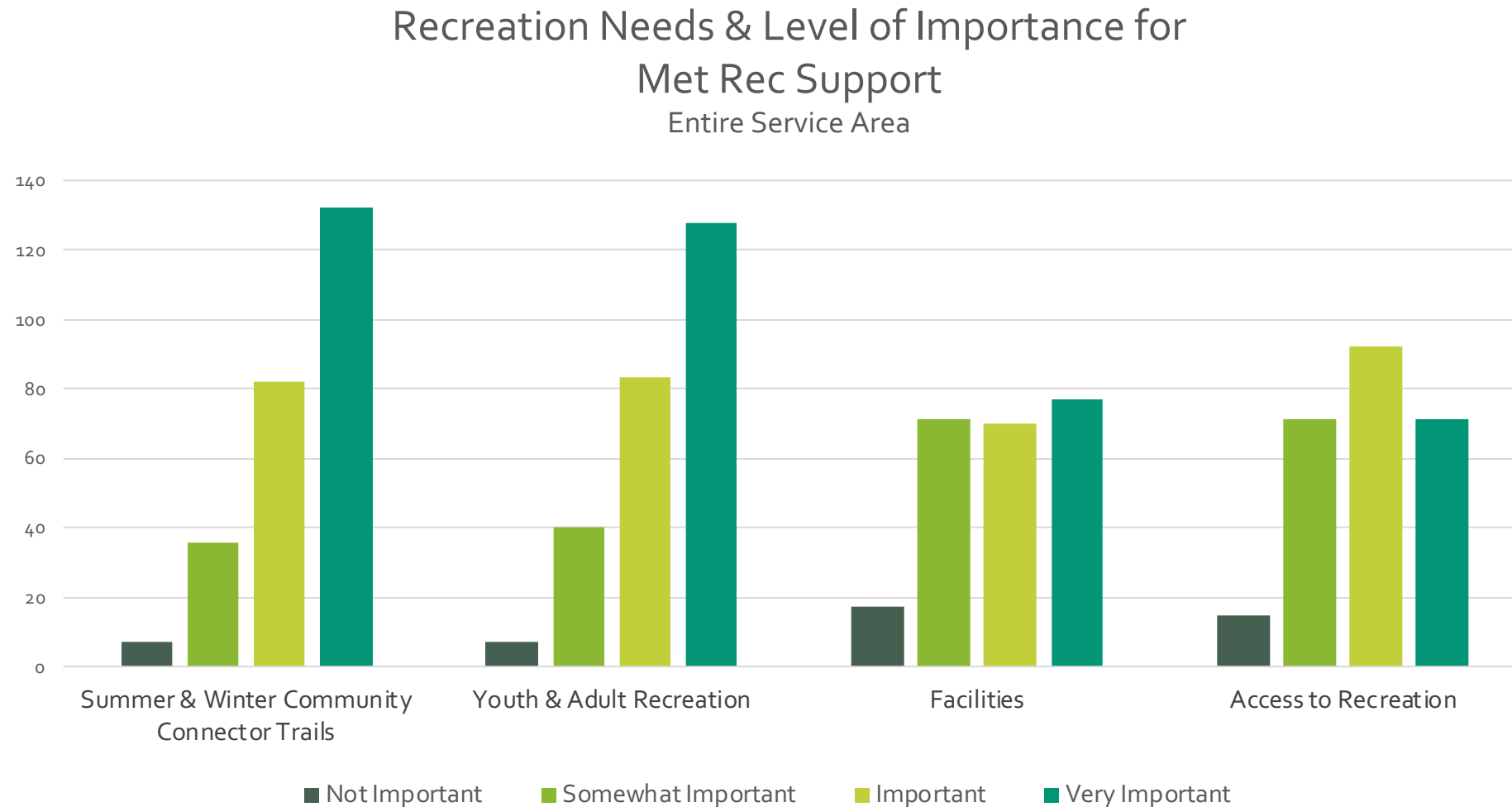
"A sustained funding source for capital recreation projects."

"Over the air TV and recreation grants for trail maintenance, etc."

"TV for those who don't want cable or satellite fees or all those channels. Grants enhancing the recreational aspects of the Valley."

- Anonymous survey comments

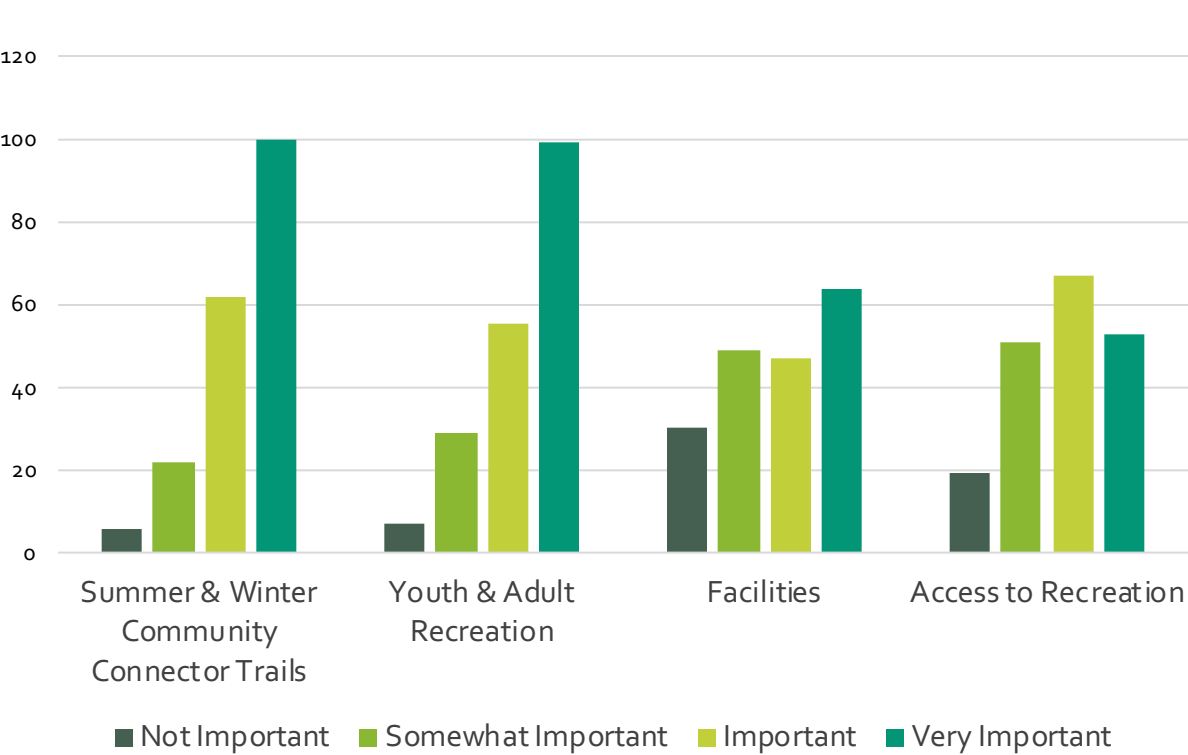
How important is it for Met Rec to support the following **recreation needs**?



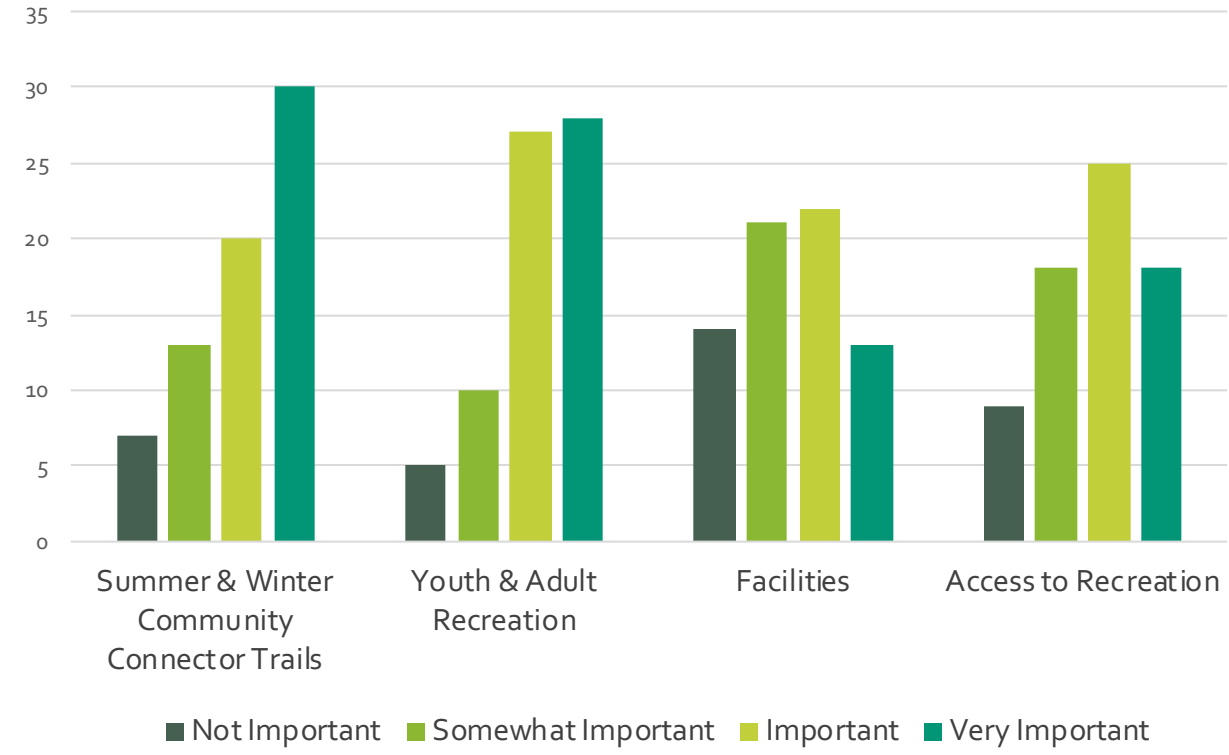
How important is it for Met Rec to support the following recreation needs? (by subdistrict)

Public Survey

Recreation Needs & Level of Importance for Met Rec Support
North Subdistrict



Recreation Needs & Level of Importance for Met Rec Support
South Subdistrict



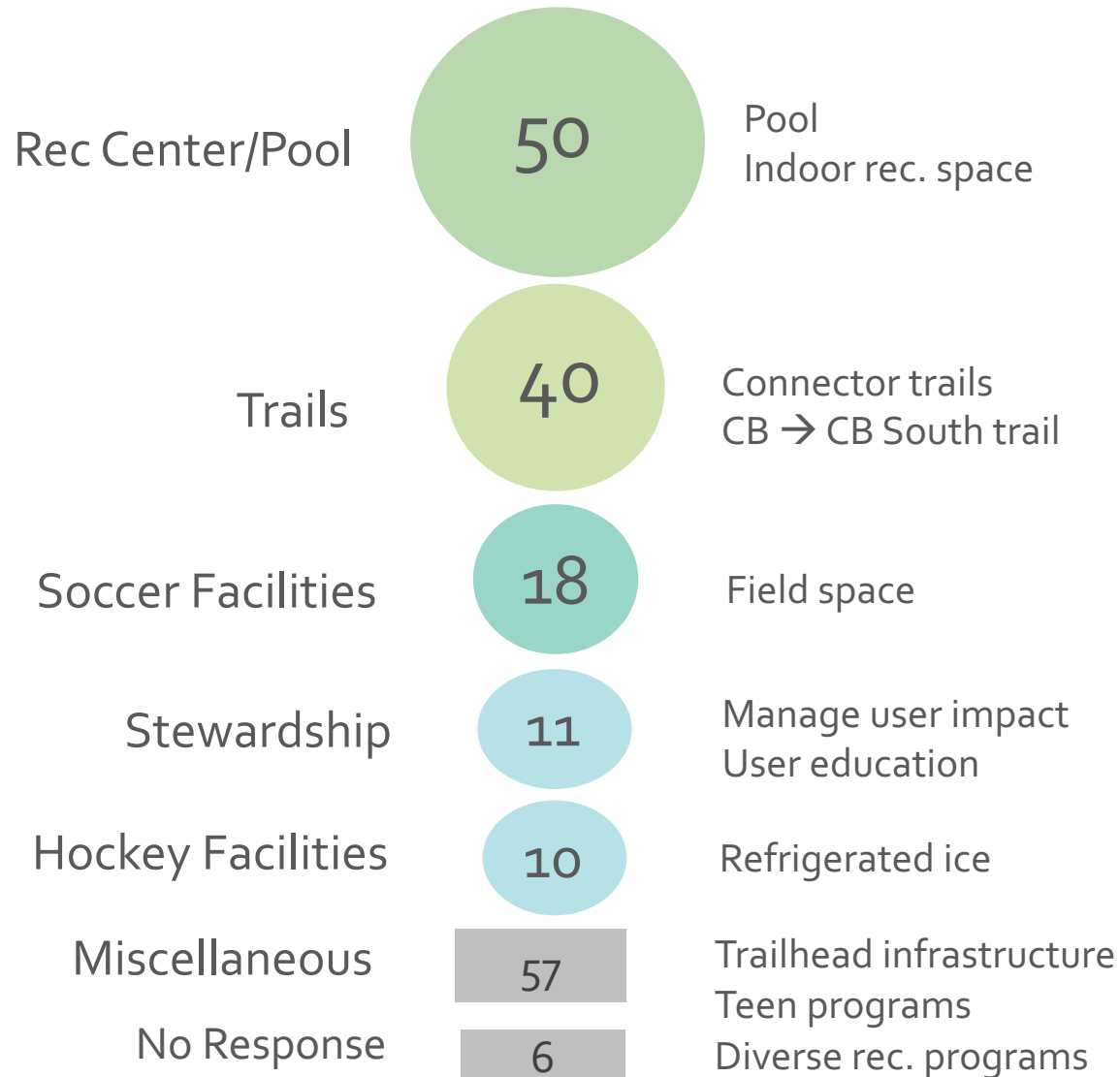
What do you perceive as the greatest regional recreation need?

Public Survey

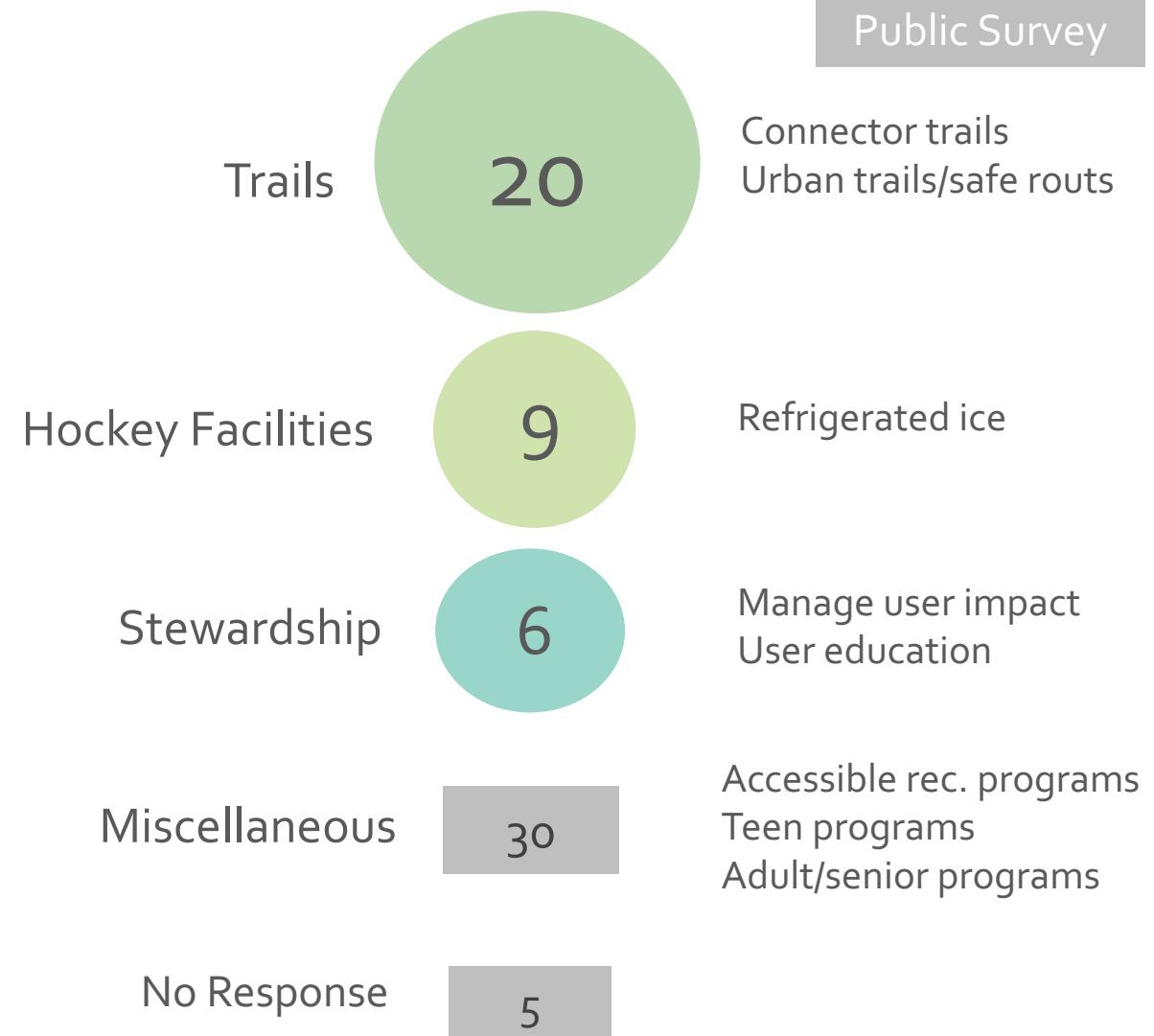
Entire Service Area



North Subdistrict



South Subdistrict



Stakeholder Survey

The stakeholder survey included 10 short-answer questions, addressing 4 primary areas of inquiry:

1. General Information
2. Met Rec Value
3. Stakeholder Needs related to:
 - Summer & Winter Trails
 - Youth & Adult Recreation
 - Facilities
 - Other
4. User's Needs

Stakeholder Survey Response Rate

Stakeholder Categories	Identified Stakeholders	Survey Respondents
Municipalities	6	3
Quasi-Municipalities (CB South POA & Skyland HOA)	2	2
Recreation Organizations	16	12
Youth & Adult Entities	5	2
Underserved Groups/Entities	2	1
Total	31	20

Current Met Rec Value

What value does Met Rec bring to your entity/organization?

- A valued funding source helping organizations:
 - Improve programming
 - Meet capital and infrastructural needs
 - Support operating costs

What value does Met Rec bring to the community?

- Supports local non-profits
- Fulfills recreation needs unmet by municipalities
- Supports 'free' recreation amenities

Desired Met Rec Value

How would you like to see Met Rec's value benefit the community?

- Continued financial support for recreation amenities
- Continued financial support for non-profits
- Provide strategic support for complex and collaborative recreation initiatives

Stakeholder needs related to SUMMER & WINTER TRAILS



- Support of summer *and* winter trail maintenance and improvements, including trailhead infrastructure and signage.
 - Gunnison specific: Additional support for non-motorized winter trail maintenance.
- Assistance with community connector trail planning and development (CB to CB South, CB perimeter trail, in-town Gunnison community trails).
- Funding support for local trail organizations to build and maintain trails.



Stakeholder needs related to YOUTH & ADULT RECREATION



- Additional facilities to meet the needs of youth and adult recreation programming.
- Support of operational expenditures necessary for providing quality recreation programs and services.
- Partnership development.
- Trail development that meets the needs of diverse user groups, including beginners and/or seniors.



Stakeholder needs related to FACILITIES



- Secure and affordable office and equipment storage space.
- Outdoor recreation infrastructure (trailhead bathrooms, parking and signage).
- Support for recreation facility maintenance, expansion and development.
- Additional soccer field and ice space.

OTHER Stakeholder Needs

Many stakeholder responses to “Other Needs” overlap with already identified needs from categories (trails, youth and adult recreation and facilities). However, new needs identified include:

- Increased outreach to immigrant community on low cost recreation opportunities.
- Assistance with land acquisition and trail easements for needed recreation amenities.
- Inclusion of more diverse users/participants.
- Funding for staff development/training.

Stakeholder **USER'S** Needs

Please describe your **user's** needs related to summer and winter trails, youth and adult recreation, facilities and access to recreation.

	North Subdistrict	South Subdistrict
Trails (Summer & Winter)	<ul style="list-style-type: none"> • More beginner-friendly trails • Commuter trails (CB to CB South) • Trailhead infrastructure 	<ul style="list-style-type: none"> • Access to trail networks from downtown • Maintained and expanded trail networks • Trailhead infrastructure
Youth & Adult Recreation		<ul style="list-style-type: none"> • Senior transportation to trails • Accessible trails for seniors/disabled • Additional rec. programming for seniors
Facilities	<ul style="list-style-type: none"> • Additional soccer fields • Central recreation hub (office space and information) 	<ul style="list-style-type: none"> • Additional soccer fields • Facility expansion to accommodate programming
Access to Recreation	<ul style="list-style-type: none"> • High program costs • High equipment costs 	<ul style="list-style-type: none"> • High program costs • High equipment costs • Transportation to North Valley recreation

Stakeholders' Greatest Recreation Need

North Subdistrict	South Subdistrict
CB to CB South wide-path trail	Senior-friendly trails
Additional soccer fields	Trail network expansions
Support for recreation non-profits	Urban trail infrastructure
Develop stewardship ethic	Develop stewardship ethic



Discussion & Questions