

Gunnison Met Rec

Television Operations Planning & Outreach Process

(Virtual) Public Work Session #2

April 21, 2021

Zoom Meeting Details

- ▶ Please mute devices unless speaking
- ▶ Chat box utilization
- ▶ Meeting being recorded

Work Session Agenda

- ▶ Television Operations Planning & Outreach Process Overview
- ▶ Review of Public Input
 - ▶ Television Operations Input Survey
 - ▶ Public Comments
- ▶ Review of Draft Operations Strategy
- ▶ Public & Board Questions & Discussion
- ▶ Next Steps in Planning & Outreach Process

Planning & Outreach Process Overview

- ▶ *Why is Met Rec engaging in this process now?*
- ▶ **Goals**
 - ▶ Share information about the television translator system.
 - ▶ Collect public input to inform a strategy for near and long-term operation of translator system.
 - ▶ Develop a Television Operations Plan to guide District in the operation and maintenance of the television translator system over the next 3-5 years.

Review of Public Input

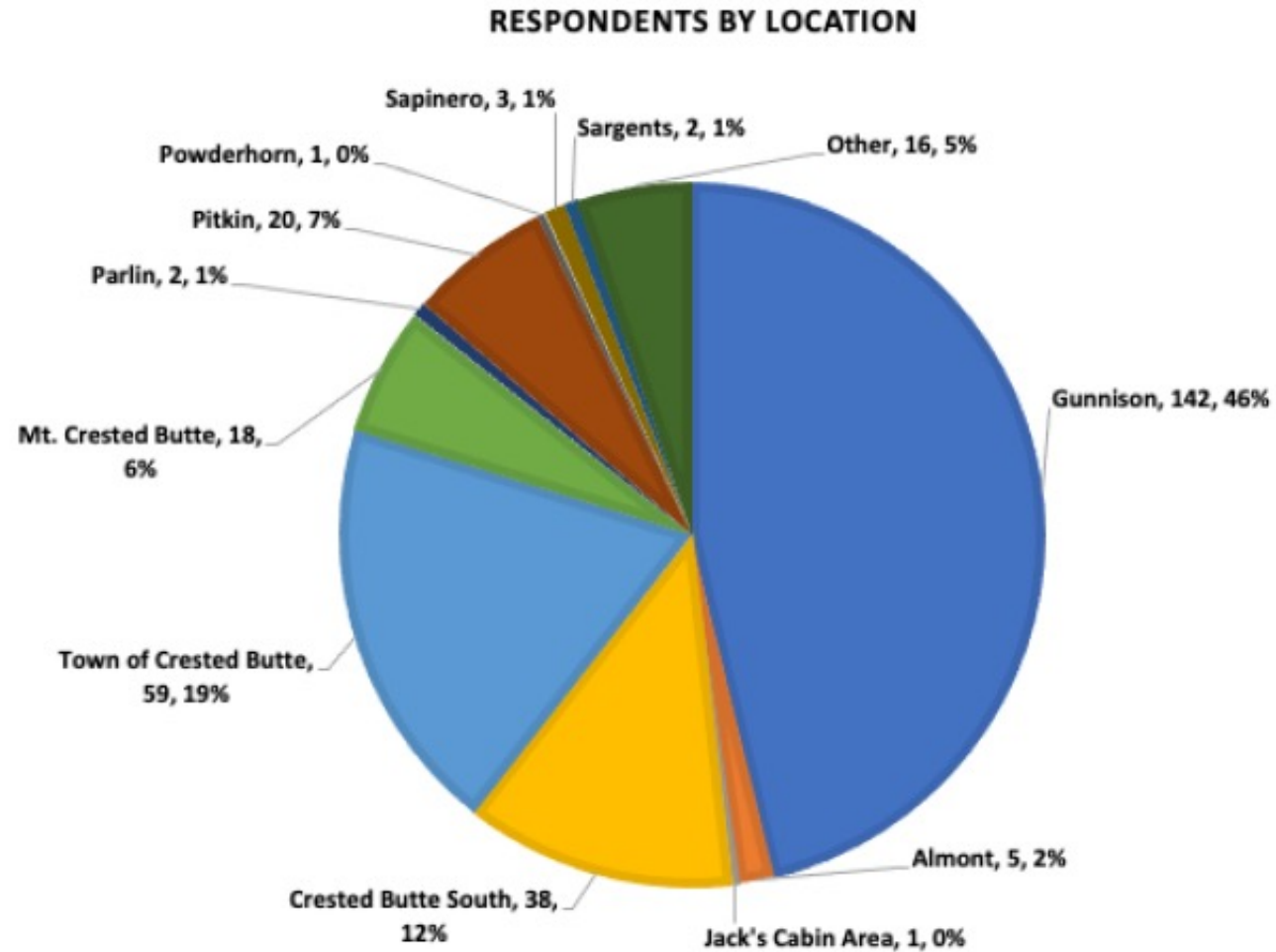
- ▶ 15 attendees at February 17 Public Work Session #1
- ▶ 16 comments submitted to Met Rec via e-mail/phone
- ▶ 307 responses to Television Operations Input Survey

Key Themes

- ▶ Television service is highly valued by television users across Met Rec's Service Area.
- ▶ The continued optimization of translator sites to accommodate multi-users (cell service and internet providers) is a top priority shared by TV users *and* non-users.
- ▶ Increasing access to cell and internet service in rural areas can play important role in decreasing technological inequities throughout Met Rec's Service Area.
- ▶ A desire for Met Rec to prioritize cost-effective investments across its mission; both in recreation *and* television services.

TV Operations Input Survey: Demographics

A total of 307 survey responses were received.



TV Operations Input Survey: TV Utilization

Respondents were asked if they utilize the Met Rec television service.

Location	TV Users	Non-TV Users
Gunnison	105	37
Almont	5	0
Jack's Cabin Area	1	0
Crested Butte South	22	16
Town of Crested Butte	28	31
Mt. Crested Butte	9	9
Parlin	2	0
Pitkin	20	0
Powderhorn	1	0
Sapinero	3	0
Sargents	2	0
Other	9	7
TOTAL	207	100

Respondents asked to rank 7 considerations about the television service in order of importance.

Prioritize serving areas that have historically been served.

Aggregate score: 1

Prioritize serving areas that lack access to alternative telecommunication services.

Aggregate score: 2

Prioritize accommodating multi-users at translator sites to provide telecommunication services in addition to over-the-air television.

Aggregate score: 3

Prioritize cost-effectiveness to accommodate meeting additional community recreation needs.

Aggregate score: 4

Prioritize serving areas within Met Rec's Service Area with the greatest numbers of residents.

Aggregate score: 5

Prioritize providing television service to the largest geographic area possible within Met Rec's Service Area.

Aggregate score: 6

Prioritize increasing access to television service through addition of Spanish language channels.

Aggregate score: 7

TV Operations Input Survey:

Other Operations Considerations

- ▶ Addition of Western Slope channels to provide local news and weather.
- ▶ Discontinuation of television service.
- ▶ Increase television signal strength.
- ▶ Increase outreach and advertising for Met Rec television service to make community members aware of service.
- ▶ Improve and expand Almont Cable System.
- ▶ Addition of major network channels to all translator sites.
- ▶ Consider assessing approximate cost of the service per household in different areas served by Met Rec's translator system.

TV Operations Input Survey: Explanations for Top Ranked Considerations

1: Prioritize serving areas that have historically been served.

- ▶ The television service is one of few cost-effective entertainment sources accessible to low-income households.
- ▶ It is a valued service that current users have come to depend on.
- ▶ Providing television service was Met Rec's original mission and should therefore be upheld.
- ▶ Users wish to see the service continued for their respective location.

TV Operations Input Survey: Explanations for Top Ranked Considerations

2: Prioritize serving areas that lack access to alternative telecommunication services.

- ▶ The television service is of great value to households that don't have access to alternative services, such as reliable cell and/or internet.
- ▶ Met Rec should ensure that rural areas don't become isolated if there are no other opportunities for them to access entertainment and information electronically.
- ▶ It is an important amenity for part-time rural homeowners who prefer not to subscribe to other year-round services.

TV Operations Input Survey: Explanations for Top Ranked Considerations

3: Prioritize accommodating multi-users at translator sites to provide telecommunication services in addition to over-the-air television.

- ▶ Alternative telecommunication services, such as cell and internet access, offer more value to users as they can be utilized for entertainment, education and professional purposes.
- ▶ Given the variability of telecommunication services throughout the area, all opportunities to improve redundancy should be taken advantage of.
- ▶ With strategically located communication site leases secured, Met Rec has unique ability to respond to this community need.
- ▶ Adequate access to cell and internet service in rural areas is a significant equity issue that Met Rec should continue to help address.
- ▶ As more households transition away from over-the-air television to streaming, Met Rec should strive to be responsive and adaptive to help meet shifting community needs.
- ▶ With continued changing technology, it is important for Met Rec to stay current to the greatest extent possible.

TV Operations Input Survey: Explanations for Top Ranked Considerations

4: Prioritize cost-effectiveness to accommodate meeting additional community recreation needs.

- ▶ While many utilize the television service, many more pay for the service who do not utilize it. By expanding the ability to fund additional recreational users in Met Rec's service area, Met Rec is providing more equity.
- ▶ Residents have several options for how to receive information/entertainment, but there are less options for local entities to receive recreation support.
- ▶ Funding recreation programs and projects provides a better return on investment.
- ▶ Given the rapid change in technology, the continued investment in over-the-air television infrastructure is an irresponsible use of tax payer dollars.

Draft Operations Strategy

Key Considerations

- ▶ ***Responsible planning*** to ensure sufficient funds available to maintain system and implement required upgrades.
- ▶ ***System Optimization*** to make television service more accessible by:
 - ▶ considering addition of Spanish channel(s),
 - ▶ enhance transmission patterns/antenna equipment to reach additional populations,
 - ▶ accommodate multi-users to provide additional telecommunication services where possible
- ▶ ***Cost-effectiveness*** to take into account the relative cost per household and responsible equipment purchases.

Draft Operations Strategy

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 to uphold its dual mission, including the provision of high-quality, over-the-air television.

Met Rec seeks to responsibly operate its translator system by making cost-effective, forward thinking investments that optimize its function, reliability, and that keep the system relevant as technology advances.

Responsible operation of the translator system includes actively planning and budgeting for future upgrades by maintaining a current and long-range understanding of equipment needs and upcoming industry changes.

To make cost-effective and forward thinking investments, Met Rec will take into account the relative cost per household of the television service and ensure system upgrades can accommodate future changes to over-the-air technology.

To optimize the television service, Met Rec will identify improvements to existing sites and transmission patterns that increase access to the service. Optimization of the translator system will be prioritized to accommodate additional multi-users capable of providing alternative telecommunication services.

Next Steps in Planning & Outreach Process

- ▶ May 19th Virtual Public Work Session #3
 - ▶ Review updated Operations Strategy
 - ▶ Review Operations Scenarios
- ▶ Potential to host June 16th Virtual Public Work Session #4

Information on Planning & Outreach Process can be found on our website: gcmetrec.com/tv-operations-outreach-process/