



Gunnison County Metropolitan Recreation District  
**Virtual Public Work Session**  
April 21<sup>st</sup>, 2021

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<b>Time</b>	<b>Agenda Item</b>
4:30 PM	Call Work Session to Order
4:32 PM	Television Operations Planning Process Overview
4:35 PM	Review of Public Input <ul style="list-style-type: none"><li>• TV Operations Input Survey</li><li>• Public Comments</li></ul>
4:50 PM	Review of Draft Operations Strategy
5:05 PM	Board and Public Discussion
5:40 PM	Outline Next Steps <ul style="list-style-type: none"><li>• Opportunity for additional public input</li><li>• May Work Session</li></ul>
5:45 PM	Adjourn



Gunnison County Metropolitan Recreation District

**2021 Television Operations  
Planning & Outreach Process  
REPORT**

April, 2021

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## SECTION 1.0

### PLANNING & OUTREACH PROCESS OVERVIEW

#### 1.1 Overview

##### ***Why is Met Rec engaging in this process now?***

Met Rec's translator system, used to provide the television service, was designed and implemented in the 1970's. Since then, the system has been maintained to accommodate changing technology and community needs.

Continued changes to over-the-air television technology requires Met Rec to plan ahead. A new transmission standard for over-the-air channels (ATSC 3.0) will necessitate system-wide upgrades. Given the high cost associated with accommodating the new transmission standard, as well as the need to address deferred maintenance to towers at many sites and the continued effort to build out a more robust and reliable translator system, there's much to consider. Additionally, much has changed with regards to population and available services since Met Rec's translator system was established.

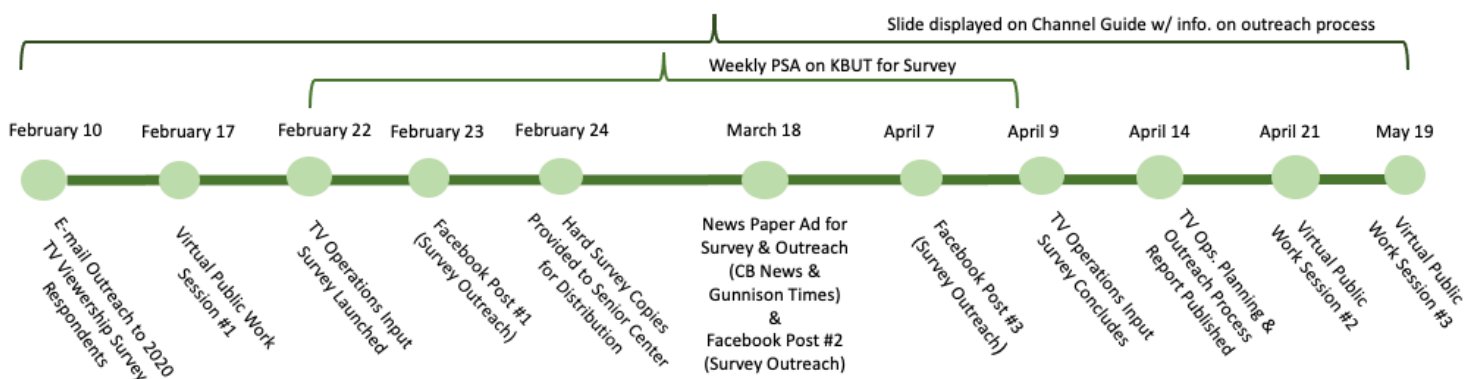
For these reasons, Met Rec has engaged in the television operations planning and public outreach process. *Through this process, Met Rec seeks to better understand how the television service can provide value and remain relevant to the community.*

#### 1.2 Goals

The goals of the planning and outreach process include:

- Share information about the television translator system.
- Collect public input to inform a strategy for the near and long-term operation of the television translator system.
- Develop a Television Operations Plan to guide the District in the operation and maintenance of the television translator system over the next three to five years.

#### 1.3 Planning & Outreach Process Timeline



## 1.4 Public Input Overview

Public input was collected in numerous forms, including via telephone, e-mail, written mail, virtually at Public Work Sessions, and via the TV Operations Input Survey.

Key themes identified from public input include:

- The television service is highly valued by users across Met Rec's Service Area.
- The continued optimization of translator sites to accommodate multi-users (cell 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 an 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.

All public comments were compiled and can be found in Section 4, pg. 13.

Results from the TV Operations Input Survey can be found in Section 4, pg. 16.

## 1.5 Next Steps in Planning & Outreach Process

- April 21<sup>st</sup> Virtual Public Work Session #2:
  - Review public input and draft operations strategy
  - Solicit Board and public input on draft operations strategy
- May 19<sup>th</sup> Virtual Public Work Session #3:
  - Review updated operations strategy and corresponding operations plan scenarios

*There is potential for an additional Public Work Session to be held in June for further review of the operations plan.*

### **Where to find information about the Planning & Outreach Process-**

Information about the Planning and Outreach Process can be found [here](#) on the Met Rec website.

The following information is available on the Met Rec website:

- Overview of Planning & Outreach Process
- Timeline for Planning & Outreach Process
- Link to TV Operations Input Survey (concluded on April 9, 2021)
- Public Work Session Material (Meeting Packets)
- Public Work Session Meeting Recordings & Minutes
- Public Work Session Meeting Presentation Slides

## SECTION 2.0

### DRAFT OPERATIONS STRATEGY

#### 2.1 Draft Strategy

The draft strategy has been developed for further review and discussion by the Met Rec Board and public.

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.

## SECTION 3.0

### TRANSLATOR SYSTEM INFORMATION

#### 3.1 Translator System Overview

Met Rec's over-the-air television services provides Denver DMA TV and national "Free to Air" channels via satellite downlink *and* a terrestrial translator network.

##### ***How it works-***

From the Met Rec Studio in Gunnison, equipment is used to combine signals into a format that can be transmitted over TV channels and transmitted to W Mountain. From W Mountain, TV signals are distributed in a daisy chain fashion, relaying from one translator site to the next. Met Rec maintains twelve translator sites throughout Gunnison and Saguache Counties.



Note, given the relay technology used to provide over-the-air television signals, some translator sites are more costly to operate. This is because, depending on their location, a site may require one or more translator sites to receive and send the signal before it reaches its final destination. For example, the Sunlight Ridge translator signal must be relayed from W Mountain, to Jack's Cabin and then to Sunlight Ridge (the ***extrapolated cost*** for each translator site is illustrated in the table below).

### 3.2 Translator System Site Information

(Please refer to pg. 11 for table data explanations)

	Gunnison Studio	W Mountain	Jack's Cabin
<b>Capital Outlay</b> (estimate for 10 yr. life span)	<b>\$234,000.00</b> (New and old broadcast equipment)	<b>\$38,580.00</b> (3 Translators, purchased in 2020) <b>\$13,000.00</b> (1 Translator)	<b>\$65,000.00</b> (5 Translators @ approx. \$13,000 ea.)
<b>Site Lease</b>	Met Rec owned facility	<b>\$319.00</b> (Western Colorado University, 5% annual increase)	<b>\$0</b> (USFS administered)
<b>Utilities</b> (annual average)	<b>\$3,215.00</b>	<b>\$2,856.00</b>	<b>\$0</b> (GCEA provides electrical service and usage in exchange for co-location at site)
<b>Contract Labor</b> (annual average)	<b>\$5,030.00</b> (Broadcast Engineer)	<b>\$5,030.00</b> (Broadcast Engineer)	<b>\$5,030.00</b> (Broadcast Engineer)
<b>Re-Build Needs</b>	Satellite dish installation & reconfiguration	New generator, Site re-wiring, Tower reconfiguration (\$150,000)	Site re-wiring
<b>Subscriber Fees</b> (annual average)	<b>\$22,083.00</b>	N/A	N/A
<b># Household Respondents to Viewership Survey (2005)</b>	N/A	319	16
<b># Household Respondents to Viewership Survey (2016)</b>	N/A	240	15
<b># Household Respondents to Viewership Survey (2020)</b>	N/A	207	5
<b>Telecommunication Services Available</b>	<b>Internet Providers:</b> Spectrum, Century Link, Internet Colorado, XstreamInternet, IC Connex, Starlink <b>Satellite TV Providers:</b> Dish, Direct TV <b>Mobile Internet Providers:</b> AT&T, Verizon, T-Mobile	<b>Internet Providers:</b> Spectrum, Century Link, Internet Colorado, XstreamInternet, IC Connex, Starlink <b>Satellite TV Providers:</b> Dish, Direct TV <b>Mobile Internet Providers:</b> AT&T, Verizon, T-Mobile	<b>Satellite Internet Providers:</b> HughesNet, Viasat, Starlink <b>Satellite TV Providers:</b> Dish, Direct TV <b>Mobile Internet Providers:</b> AT&T, Verizon, T-Mobile
<b>Optimization Opportunities</b>	N/A	Currently hosts omnidirectional antennas. Consider antenna changes to optimize coverage in Gunnison.	Currently hosts one-directional antennas.
<b>Multi-Users</b>	<b>CBTV 10:</b> Facility space for CBTV 10 broadcast equipment. <b>KBUT:</b> KBUT Radio broadcast on Met Rec Channel Guide	<b>Colorado Public Radio:</b> Facility space provided for FM translator service and satellite receiver to downlink signal. <b>Colorado Central Telecom:</b> Microwave relay stations on Monarch & W Mountain to bring redundant highspeed data service to Gunnison. <b>KBUT Radio:</b> Facility space provided for FM translator service. <b>GCEA:</b> Facility space used for Radio Communication equipment.	<b>KBUT Radio:</b> Facility space provided for FM translator service. <b>GCEA:</b> Facility space used for Radio Communication equipment.
<b>Annual Site Cost</b>	<b>\$53,728.00</b>	<b>\$13,363.00</b>	<b>\$11,530.00</b>
<b>Extrapolated Site Cost</b> (annual breakdown)	N/A	Requires operation of Gunnison Studio and W Mountain: <b>\$67,091.00</b>	Requires operation of Gunnison Studio, W Mountain and Jack's Cabin: <b>\$78,621.00</b>



	CB South	Sunlight Ridge (serves Mt. CB and Town of CB)	Monarch
<b>Capital Outlay</b> (estimate for 10 yr. life span)	<b>\$50,000.00</b> (5 Translators @ approx. \$10,000 ea.)	<b>\$65,000.00</b> (5 Translators @ approx. \$13,000 ea.)	<b>\$24,917.00</b> (3 Translators, purchased in 2020)
<b>Site Lease</b>	<b>\$3,000.00</b> (Private Lease)	<b>\$12,500.00</b> (Private Lease, \$500 annual increase)	<b>\$0</b> (USFS administered)
<b>Utilities</b> (annual average)	<b>\$1,566.00</b>	<b>\$0</b> (paid by KBUT as part of co-location agreement)	<b>\$60.00</b> (Generac Mobil) <i>Electric paid by Colorado Central Telecom as part of co-location agreement</i>
<b>Contract Labor</b> (annual average)	<b>\$5,030.00</b> (Broadcast Engineer)	<b>\$5,030.00</b> (Broadcast Engineer)	<b>\$5,030.00</b> (Broadcast Engineer)
<b>Re-Build Needs</b>	Site re-wiring	Site re-wiring	Site re-wiring, re-install generator
<b>Subscriber Fees</b> (annual average)	N/A	N/A	<b>\$843.60</b>
<b># Household Respondents to Viewership Survey (2005)</b>	9	33	N/A (relay site)
<b># Household Respondents to Viewership Survey (2016)</b>	53	45	N/A (relay site)
<b># Household Respondents to Viewership Survey (2020)</b>	38	37	N/A (relay site)
<b>Telecommunication Services Available</b>	<b>Internet Providers:</b> Century Link, Spectrum, XstreamInternet, Internet Colorado, Starlink <b>Satellite TV Providers:</b> Dish, Direct TV <b>Mobile Internet Providers:</b> AT&T, Verizon, T-Mobile	<b>Internet Providers:</b> Century Link, Spectrum, Starlink <b>Satellite TV Providers:</b> Dish, Direct TV <b>Mobile Internet Providers:</b> AT&T, Verizon	N/A
<b>Optimization Opportunities</b>	<i>Currently hosts one-directional antennas. Modification to antenna propagation pattern to cover areas from CB South through Stallion Park and south of Skyland could be achieved by adding radiators and increase power to have licensed ERP across the multiple radiators.</i>	<i>Currently has one-directional antennas. Modification to antenna propagation pattern to cover additional areas could be achieved by adding radiators and increase the power to have licensed ERP across the multiple radiators.</i>	<i>Currently hosts one-directional antennas.</i>
<b>Multi-Users</b>	None	<b>KBUT Radio:</b> Facility space provided for FM translator service.	<b>Colorado Central Telecom:</b> Microwave relay stations on Monarch & W Mountain to bring redundant highspeed data service to Gunnison.
<b>Annual Site Cost</b>	\$14,596.00	\$24,030.00	\$8,425.30
<b>Extrapolated Site Cost</b>	<i>Requires operation of Gunnison Studio, W Mountain, Jack's Cabin &amp; CB South sites:</i> <b>\$93,217.00</b>	<i>Requires operation of Gunnison Studio, W Mountain, Jack's Cabin &amp; Sunlight Ridge sites:</i> <b>\$102,651.00</b>	<i>Requires operation of Gunnison Studio, W Mountain and Monarch sites:</i> <b>\$75,516.30</b>

	Sargents	Parlin	Waunita	Pitkin
<b>Capital Outlay</b> <i>(estimated for 10 yr. life span)</i>	<b>\$45,000.00</b> (3 Translators @ approx. \$15,000 ea.)	<b>\$65,000.00</b> (5 Translators @ approx. \$13,000 ea.)	<b>\$45,000.00</b> (3 Translators @ approx. \$15,000 ea.)	<b>\$30,000.00</b> (2 Translators @ approx. \$15,000 ea.)
<b>Site Lease</b>	<b>\$0</b> (USFS administered)	<b>\$0</b> (BLM administered)	<b>\$0</b> USFS administered	<b>\$0</b> (Town of Pitkin)
<b>Utilities</b> <i>(annual average)</i>	<b>\$1,043.00</b>	<b>\$1,623.00</b>	<b>\$0</b> (Solar Site)	<b>\$995.00</b>
<b>Contract Labor</b> <i>(annual average)</i>	<b>\$5,030.00</b> (Broadcast Engineer)	<b>\$5,030.00</b> (Broadcast Engineer)	<b>\$5,030.00</b> (Broadcast Engineer) <b>\$1,000.00</b> (Solar Equipment Service)	<b>\$5,030.00</b> (Broadcast Engineer)
<b>Re-Build Needs</b>	Site re-wiring	Site re-wiring	Site re-wiring	Site re-wiring
<b>Subscriber Fees</b> <i>(annual average)</i>	N/A	N/A	N/A	<b>\$843.60</b>
<b># Household Respondents to Viewership Survey (2005)</b>	8	7	34	
<b># Household Respondents to Viewership Survey (2016)</b>	6	7	0	14
<b># Household Respondents to Viewership Survey (2020)</b>	3	3	4	20 (updated based off TV Ops. Input Survey Responses)
<b>Telecommunication Services Available</b>	<b>Satellite Internet Providers:</b> HughesNet, Viasat, Starlink <b>Satellite TV Providers:</b> Dish, Direct TV	<b>Satellite Internet Providers:</b> HughesNet, Viasat, Starlink <b>Internet Providers:</b> XstreamInternet	<b>Satellite Internet Providers:</b> HughesNet, Viasat, Starlink	<b>Satellite Internet Providers:</b> HughesNet, Viasat, Starlink
<b>Optimization Opportunities</b>	<i>Currently hosts two-directional antennas.</i>	<i>Currently hosts three-directional antennas.</i>	<i>Currently hosts two-directional antennas.</i>	<i>Currently hosts two-directional antennas.</i>
<b>Multi-Users</b>	None	<b>XstreamInternet:</b> ISP for Wood Product Signs (Parlin-based business) and surrounding residents	None	None
<b>Annual Site Cost</b>	\$10,573.00	\$13,153.00	\$10,530.00	\$9,868.60
<b>Extrapolated Site Cost</b>	Requires operation of Gunnison Studio, W Mountain, Monarch and Sargents sites: <b>\$86,089.30</b>	Requires operation of Gunnison Studio, W Mountain and Parlin sites: <b>\$80,244.00</b>	Requires operation of Gunnison Studio, W Mountain, Monarch and Waunita sites: <b>\$86,046.30</b>	Requires operation of Gunnison Studio and Pitkin: <b>\$63,596.60</b>

	Gateview	Sapinero	Powderhorn
<b>Capital Outlay</b> <i>(estimate for 10 yr. life span)</i>	<b>\$45,000.00</b> (3 Translators @ approx. \$15,000 ea.)	<b>\$20,000.00</b> (2 Translators @ approx. \$10,000 ea.)	<b>\$45,000.00</b> (3 Translators @ approx. \$15,000 ea.)
<b>Site Lease</b>	<b>\$80.00</b> (Private Lease, \$400 for 5-year lease, increases \$25 every 5 yrs.)	<b>\$0</b> (National Park Service)	<b>\$0</b> (BLM administered)
<b>Utilities</b> <i>(annual average)</i>	<b>\$859.00</b>	<b>\$986.00</b>	<b>\$788.00</b>
<b>Contract Labor</b> <i>(annual average)</i>	<b>\$5,030.00</b> (Broadcast Engineer)	<b>\$5,030.00</b> (Broadcast Engineer)	<b>\$5,030.00</b> (Broadcast Engineer)
<b>Re-Build Needs</b>	Site re-wiring	New Tower (~\$5,000.00), Site re-wiring	Site re-wiring
<b>Subscriber Fees</b> <i>(annual average)</i>	N/A	N/A	N/A
<b># Household Respondents to Viewership Survey (2005)</b>	N/A (relay site)	2	3
<b># Household Respondents to Viewership Survey (2016)</b>	N/A (relay site)	0	4
<b># Household Respondents to Viewership Survey (2020)</b>	N/A (relay site)	6	2
<b>Telecommunication Services Available</b>	N/A	<b>Satellite Internet Providers:</b> HughesNet, Viasat, Starlink <b>Mobile Internet Providers:</b> AT&T, Verizon, T-Mobile	<b>Satellite Internet Providers:</b> HughesNet, Viasat, Starlink
<b>Optimization Opportunities</b>	<i>Currently hosts two-directional antennas.</i>	<i>Currently hosts one-directional antennas.</i>	<i>Currently hosts two-directional antennas.</i>
<b>Multi-Users</b>	None	None	None
<b>Annual Site Cost</b>	\$10,469.00	\$8,016.00	\$10,318.00
<b>Extrapolated Site Cost</b>	<i>Requires operation of Gunnison Studio, W Mountain, Monarch and Gateview sites: <b>\$85,985.30</b></i>	<i>Requires operation of Gunnison Studio, W Mountain and Sapinero sites: <b>\$75,107.00</b></i>	<i>Requires the operation of Gunnison Studio, W Mountain, Monarch, Gateview and Powderhorn sites: <b>\$96,303.30</b></i>

Below are explanations for how the data outlined in the Translator System Site Information table was compiled.

**Capital Outlay:** Estimate for new equipment needed at each translator site (primarily cost of new translators and associated material). Translators and associated equipment have 10-year lifespan.

**Site Lease:** Annual lease costs for each translator site. Translator sites exist on publicly administered land (USFS & BLM), municipal owned land and private property. Costs vary depending on location.

**Utilities:** Annual cost of utilities at each translator site (from 2019). Primary utility expense at translator sites is electric.

**Contract Labor:** Annual cost of contracted labor required to maintain and operate the translator system. The primary contract labor expense is Met Rec's Broadcast Engineer.

**Re-Build Needs:** Rebuild needs at each translator site vary depending on the site's complexity (i.e. number of translators, towers, etc.) and its level of deferred maintenance. Larger translator sites such as W Mountain have more costly re-build needs. *Estimated re-build costs were not included in the site's annual cost.*

**# Household Respondents to Viewership Surveys:** These values represent the number of households that responded to Met Rec Television Viewership Surveys. The Television Viewership Survey reports can be viewed [here](#) on the Met Rec website. Viewership surveys are conducted by Met Rec for two reasons; to ensure the television service provides continued value to its constituents, and to estimate the number of users to inform the rate of our annual subscriber fees.

**Telecommunication Services Available:** These are lists based off resident feedback and service provider information. They are intended to provide an overview of available services but do not represent all available services or the level of service reliability in the area(s).

**Optimization Opportunities:** Optimization of existing translator sites could entail increasing the broadcast pattern to cover additional areas. Most Met Rec translator sites currently only support one or two directional antennas. Increasing signal strength would require raising the Effective Radio Power (ERP) and/or adding antenna elements. Raising ERP would only be effective where terrain shielding is not an issue. The addition of antenna elements and raising the ERP both require FCC license modifications.

**Multi-Users:** Multi-Users are service providers that Met Rec hosts at translator sites by providing tower and/or facility space for the users' equipment.

**Subscriber Fees:** Subscriber fees include the cost Met Rec incurs to re-broadcast certain programming (i.e. Discover Channel), and the cost to operate the Channel Guide.

**Annual Site Cost:** The annual site cost has been calculated by adding the following expenses: *site lease cost + subscriber fees + utilities + contract labor + capital outlay costs/10 (to account for equipment's 10-year lifespan).*

**Extrapolated Site Cost:** A site's extrapolated cost consist of its annual site cost plus the annual cost of each translator site required to operate it. For example, to operate the Powderhorn translator site requires operating the Gunnison Studio, W Mountain, Monarch, Gateview and Powderhorn sites.

## SECTION 4.0

### PUBLIC INPUT

#### 4.1 Public Input Overview

Public input was collected in numerous forms throughout the planning and outreach process:

- Comments fielded via telephone
- Written comments received via e-mail and mail
- Comments collected during Public Work Sessions
- Public input collected via the TV Operations Input Survey

#### 4.2 Public Comments

The following comments were submitted to Met Rec in response to the Planning and Outreach Process. Comments were received via telephone and e-mail.

**Date:** February 11, 2021

My input is representative of out-of-state second homeowners in Gunnison County.

I see several issues:

1. Lack of awareness. I believe that a lot of second home owners are not even aware of the over-the-air tv service that MetRec provides. The fact that over-the-air tv is even a possibility is not a well known fact among second home owners. The second homeowners I know are from big cities out-of-state, and automatically assume that such a remote, small town in the mountains would not have that option.

I think that a lot of out-of-state second homeowners do not read the local CB or Gunnison newspapers thus would never see any MetRec advertising.

2. The Met Rec website information is confusing.

When I read through the website pages regarding “how to” watch over-the-air tv in Gunnison Co. I am immediately confused and overwhelmed. There are too many “if - then” possibilities

regarding antennas. Regarding the many recommendations for types of antennas, I can’t even see where to begin.

**Date:** February 15, 2021

I hope the funding at Met Rec continues to support over the air tv signals for the 300+ users. It’s an important part of my household and the only media that I receive. Would like to add my voice to the other users who want a continuation of service through Met Rec and improvement of translators throughout the valley.

**Date:** February 15, 2021

Hedda- Well it’s out again. At least up here in CB. It’s amazing how your technology always fails on Sunday during a major sporting event. Maybe there is something on your website explaining this. I’ll check! It is free, and it’s not totally fair to complain, but you are using money that comes from somewhere outside your organization to provide this service. I am starting to feel that the board is on a mission to get out of the television business. Any thoughts there? Be honest please.

**Date:** February 15, 2021

As a property tax payer, I utilize the Met Rec TV service in Pitkin. I do not benefit from the recreation support provided to Gunnison and/or Crested Butte.

**Date:** February 16, 2021

I will not be able to attend your work session on TV services because my husband and I do not have a computer or smart phone (we use the computers at the library to check email about once a week). I would, however, like to make the following comments.

I believe your conclusion that only 300 plus households use Met Rec's TV service is clearly in error. Anyone familiar with surveys or polling would be aware that a very small number of people generally respond to survey requests. This is particularly true when you are relying on people to make a call on their own initiative after seeing a notice in the newspaper (which many residents do not read). The United States Census received a response of only about 30 percent, even though a response was required by federal law.

If Met Rec is serious about determining usage of over-the-air TV, it should engage the services of a reputable company to conduct a scientific survey. At a minimum, such a company can use statistical sampling to determine how many people actually use the TV service based on the number of responses received.

**Date:** February 16, 2021

I use the television you provide exclusively and want you to know that it is very important to me. There has been an outage since Feb 14 and I miss not being able to see the Denver stations, their news and the weather. Please consider continuing to keep this service in your budget as I know there are many people who use it that do not have access to internet or are just too busy or lazy or just forget to fill out your surveys. Thank you and thanks for the service!

**Date:** February 16, 2021

Board of Directors,

I wish to please ask that you continue to support the TV network in the Gunnison valley. My wife and I rely on this for News and Weather information and we very much enjoy watching TV together. We are both too old now to enjoy skiing as our knees cannot take it any longer. I also know many friends who enjoy the TV and rely on this network service. I believe that there are many people who use this service and the estimated numbers are under rated. Thank you for your support.

**Date:** February 17, 2021

Constituent commented that she heard Met Rec was considering discontinuing service in Pitkin and did not approve. She said she did not review the meeting material. She noted that she works at the Pitkin post office and never saw post card mailing about the TV service.

**Date:** February 17, 2021

I don't feel everyone in Gunnison knows there's Met Rec TV available. I found out about it accidentally in 2010. I feel you should do more such as put a flyer in mail to every address in Gunnison.

**Date:** February 19, 2021

The TV service is wonderful and it is the only TV we've had for years, here in Gunnison. We are retired and in our early 70's and hope to keep utilizing it. We have no problem paying for it in our taxes and would like for it to remain as a service and as a service for those who cannot afford other television services.

**Date:** February 20, 2021

Dear Hedda,

I'm sorry that I missed joining the TV meeting on Feb. 17. We have used Met Rec TV for several years now and are quite happy to have it. Mostly the only channels we use are the PBS station and network news. Whenever

we are in a hotel with hundreds of channels it just doesn't appeal - all those ads, who need it? So please, let Met Rec TV continue!

We signed up after years of frustration with the ever-increasing cost of Direct TV and their policy of not allowing you to stop a subscription when out of town, even for rather long periods of time. It cost us about \$400 to get the antennae in place for reasonable reception of Met Rec, but we made that up in only a few months. Reception is still a bit iffy and the TV often needs to refresh the channels received, but it is satisfactory for what we want. If it could help, I know we would be happy to pay a small fee to get Met Rec TV.

**Date:** February 21, 2021

Hi Hedda,

Thank you for the information and invitation. Sadly, I was working and couldn't attend the meeting. Are the minutes available on the website?

I truly can not emphasize enough how much I appreciate the over-the-air TV that you provide! Especially during the pandemic!!! Embarrassingly, I have the TV on most of the day - much of that is on the programming guide so I can listen to KBUT.

Thanks again!

**Date:** March 2, 2021

Called to communicate that he believes Met Rec should seek funding for the provision of its services from other sources beyond property tax. He feels that some Met Rec Board members are trying to away television and he does not support the continued increase in property tax and things the quality of life in the Gunnison Valley has diminished in recent years.

**Date:** March 3, 2021

Called to thank Met Rec for reaching out to television users and appreciates the work to use resources efficiently.

**Date:** March 4, 2021

Dave and Hedda - I don't know where your survey is but I would like to see TV via our current transmitting towers and antennas to continue as they have been. This would be me, Neil Windsor and Dave Windsor. I know sports and recreation is a wonderful thing for us here but there is a real benefit to getting PBS programs plus other odds and ends. I would be nice to have a middle meeting point between TV access and recreation.

**Date:** March 6, 2021

We have been full-time Pitkin residents since 2002. In 2002 we had one television station available and it went off air at 10:00 p.m. To get a telephone we were put on a waiting list. There was no cell service. Things have gotten better, thanks to the efforts of Met Rec and other agencies. The tax payers provided funds by voting to DEBRUCE to free up dollars to improve television service. Collectively taxpayers are helping provide services that a single tax-payer can not do on their own. We now have most of the major channels (CBS, NBC, ABC, CW, FOX, and PBS) most of the time. Occasionally these channels are not available. Part of our service is still provided via Waunita tower and is not reliable. This is our sole source of television. Century Link provides our internet service. Newcomers to Pitkin are still put on a waiting list for service. There is a cell tower in Pitkin, but, it does not provide service to all. It is our understanding AT&T is not available. Pitkin and the surrounding area have many visitors and part-time residents. These people rely on Met Rec to provide television service to them during the short period of time they are here. They probably did not respond to your survey because they were not aware.



## 4.3 TV Operations Input Survey Results

### Survey Overview

In an effort to plan for the future and provide meaningful services to its constituents, Met Rec conducted the TV Operations Input Survey. As part of the television operations planning and outreach process, Met Rec seeks to better understand how the television service can provide continued value and remain relevant to the community at-large.

### Summary of Results

- 307 survey responses received
- 67% of respondents reported *to utilize* the television service, 33% reported *not to utilize* the television service
- 38% of respondents believe Met Rec's 2021 budget allocation is about right, 35% believe more funding should be allocated to support television, 27% believe more funding should be allocated to support recreation
- The top ranked consideration to incorporate in the operations strategy was to, "prioritize serving areas that have historically been served"

### Survey Methodology

#### Survey Outreach

The goal of the survey outreach was to inform as many constituents about the survey, including how to participate. Several outreach mechanisms were utilized to inform the public of the Survey.

Outreach methods included:

- A week of print advertising in the Gunnison Times, Crested Butte News and Gunnison Shopper.
- A series of Facebook posts on Met Rec's Facebook page.
- An informational slide displayed on the television Channel Guide for the duration of the Survey (February 19<sup>th</sup> – April 9<sup>th</sup>)
- Hard copies of survey provided to Gunnison Senior Center for distribution (completed surveys collected and entered in online database).
- Five weekly announcements on KBUT Community Radio's Community Calendar.

#### Survey Design

The survey was conducted using an interactive survey platform on Met Rec's website. In addition to the online survey, public could respond by telephone by calling the Met Rec office. Hard copies of the survey were also provided to the Gunnison Senior Center for distribution and to individuals upon request. Telephone and hard copy survey responses were entered into the online platform.

The survey collected information on the following topics:

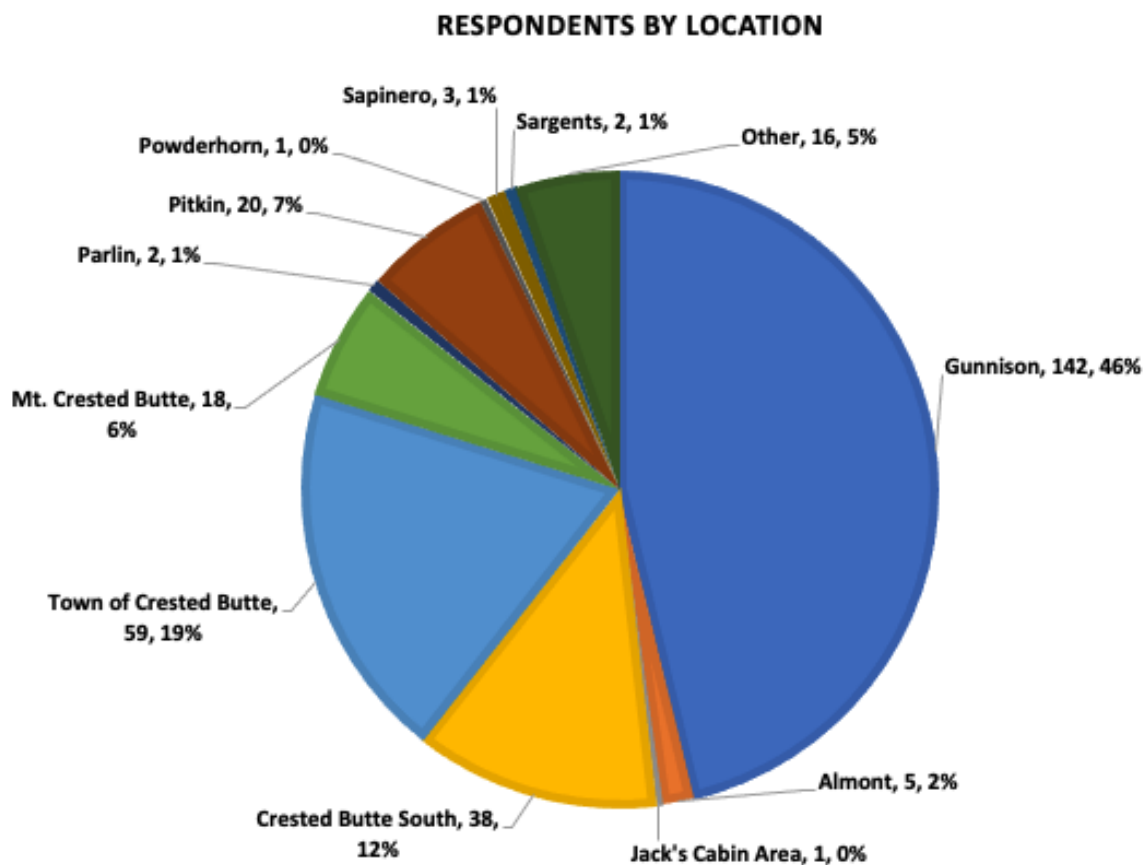
- Name, physical address, telephone number, e-mail
- User, non-user of television service

- Age
- Ranked considerations about the over-the-air television service in order of importance
- Additional considerations for Met Rec to prioritize in its operations strategy
- Explanation for top ranked priority
- Explanation for lowest ranked priority
- Opinion of Met Rec's 2021 budget allocation
- Additional information respondents wish to share with Met Rec

## Demographics

### Survey Responses by Location

A total of 307 survey responses were received.



### Utilization of Met Rec Television Service

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
<b>TOTAL</b>	<b>207</b>	<b>100</b>

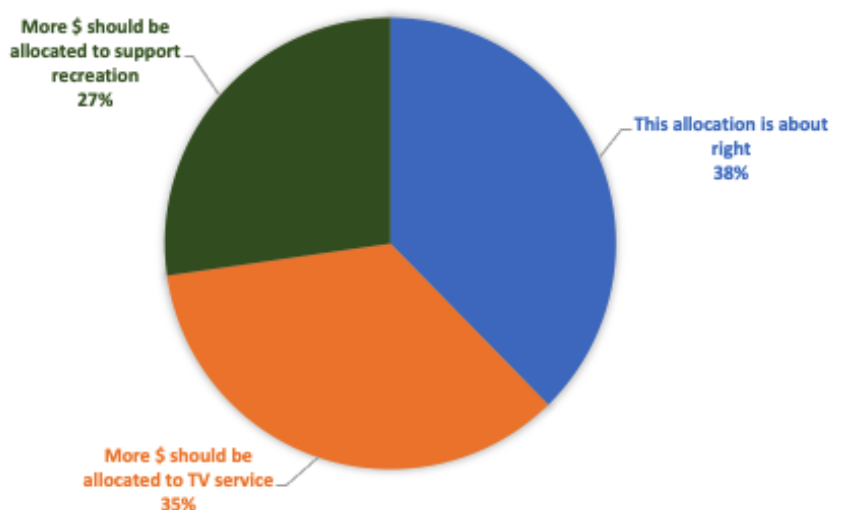
### Met Rec Budget Allocation

For the 2021 fiscal year, Met Rec allocated approximately 20% of its budget to administration costs, 41% to support recreation, and 39% to the television service.

Respondents were asked if they believe:

- This allocation is about right.
- More funding should be allocated to the television service.
- More funding should be allocated to support recreation.

### MET REC 2021 BUDGET ALLOCATION



### Ranked Considerations about Television Service

Survey respondents were asked to rank seven considerations about the over-the-air television service in order of importance. The following graphic illustrates the aggregated score of the different considerations.



### Other considerations that Met Rec should prioritize in its Operations Strategy

Survey respondents were asked if there are *other* considerations Met Rec should prioritize as part of its operations strategy. A total of 88 respondents answered, yes. The following is a list of key themes identified in respondents' short answers.

- 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.

### Explanation for Top Ranked Considerations

Respondents were given the opportunity to explain why they ranked their number one consideration of highest importance. Below is a summary of common responses to this question for the top four 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.

#### *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.

#### *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.

#### *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 taxpayer dollars.

- Given the area's growing popularity as a recreation destination, Met Rec must take part in meeting current community recreation needs.
- Equitable access to recreation is a major issue in the Gunnison Valley that Met Rec should prioritize addressing.

#### **4.4 FREQUENTLY ASKED QUESTIONS**

Several questions were posed by constituents as part of the public outreach process. Below is a list of the most common questions fielded by Met Rec with corresponding answers.

##### ***Can Met Rec provide high definition (HD) channels?***

HD channels require significantly more bandwidth to broadcast than standard definition (SD) channels. Therefore, for Met Rec to broadcast channels in HD would require offering significantly fewer channels.

##### ***Can Met Rec broadcast Grand Junction channels to provide more localized news and weather?***

As of now, no. Met Rec is located within the Denver Designated Market Area (DMA). The Denver DMA is the area in which local network affiliates have exclusive broadcast rights. This means Met Rec can only broadcast stations from the Denver DMA. Grand Junction network stations have not been approved for broadcasting in our area.

##### ***Can Met Rec provide high-speed internet and cellular services to constituents?***

As a Special District, Met Rec is bound by Colorado State Statutes. The Special District Statutes outline the services provided by Special Districts and the parameters in which they can be delivered. When it comes to television service, we are required to deliver the service in relay fashion utilizing over-the-air translator facilities. This means that we're unable to provide television services via additional means, such as wireless internet or cellular service as a mechanism for receiving TV. This is why we partner with other service providers by allowing them to utilize Met Rec's existing, strategically located translator sites.

*Read this News & Insights Post to learn about how we accommodate service providers at tower sites!*

##### ***Can the number of channels provided be expanded or can Premium news or sports channels be added?***

Each channel Met Rec broadcasts requires a certain amount of bandwidth. The amount of bandwidth Met Rec can utilize must be approved by the Federal Communication Commission (FCC). If Met Rec wishes to acquire additional bandwidth, we must apply for the applicable license(s) from the FCC. The FCC accepts such applications at certain times. The next application window is not expected to open for 1-2 years.

Most Premium channels, such as Fox News, CNN and ESPN, are only allowed to be re-broadcast by cable companies and satellite TV providers who must pay for each customer.

##### ***Do I have to use an outdoor antenna to receive Met Rec's television signal?***

While we recommend outdoor antennas for receiving Met Rec's over-the-air television signal, indoor antennas can also be utilized. However, depending on your location, outdoor antennas may be more reliable.

***A good example of how this can play out is in Gunnison.*** The W Mountain translator site, that provides the Gunnison signal, broadcasts a combination of high-band VHF and low-band VHF frequencies. There are numerous indoor antennas that would perform adequately if you're only receiving UHF signals. However, there are only a handful of antennas that would work effectively if you seek to also collect the high-band VHF frequencies. There are no indoor antennas rated for receiving low-band VHF.

The indoor antennas for high-band VHF are not small antennas, but about 35-inch long antennas. The size is needed as the low-band VHF signals are much lower frequency (or much longer wavelength) and require the larger size to collect the signals thus requiring outside antennas.

***Does Met Rec know when there is a television outage?***

***It depends!*** The Met Rec television signal is relayed, in a daisy chain fashion, from one translator site to the next. If there is an outage at the Gunnison Studio, on Monarch, or at the W Mountain translator site, we will know about it. However, if there is an issue at a more remote site that disrupts the television service, we must currently rely on viewers to report the issue. This is because we cannot yet have two-way communications to monitor the status of equipment at all sites.

*The good news is that as we continue to upgrade the system, we're investing in new equipment that accommodates remote monitoring ability. In time, we hope to have the majority of Met Rec's translator sites tied into our remote monitoring capabilities!*

***So, for now, please continue to call-in or submit your observations online! It helps us tremendously!***

***What is ATSC 3.0 and will I have to upgrade my television set-up?***

The Advanced Television Systems Committee (ATSC) is an international group made up of broadcasters, TV manufacturers and tech companies, tasked with deciding what over-the-air TV signals should look like.

ATSC 3.0 is the new standard for over-the-air channels. It is expected to bring improved viewing experience with higher audio and video quality and transmission for reception on fixed and mobile devices.

However, ATSC 3.0 will likely come with a caveat. While ATSC 3.0 will work with any antenna, it's incompatible with ATSC 1.0 tuners that are built into today's TVs, converter boxes and DVRs. With this said, over-the-air television viewers looking to take advantage of ATSC 3.0 will likely need new hardware, but the details and consistencies are still being worked out at an industry level.