



## MEMORANDUM

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Date: June 3, 2014 at 6:00 p.m.  
To: Mayor Dickson and City Council  
From: Dara MacDonald  
Re: Work Session Items

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- I. Deer Survey (Emily Katsimpalis)
- II. Public Access Television Channel (Michael Varnum)



**CITY COUNCIL WORK SESSION**

MEETING DATE: June 3, 2013

AGENDA ITEM TITLE: Salida's Urban Deer Opinion Survey

PRESENTED BY: Emily Katsimpalis, City of Salida

REQUEST: The approval of the City Council to conduct an opinion survey regarding the urban deer population of Salida. Also, please provide direction on whether to conduct the survey as online only, or to send the survey out via regular mail.

**BACKGROUND:**

After a number of citizens expressed concern about Salida's deer population, a resolution establishing the formation of an Urban Deer Task Force was adopted at the July 2, 2013 City Council meeting. The resolution required that the task force meet for a period of no more than 180 days to research the deer population residing within Salida city limits, after which they would provide a report on their findings to Council. At the October 15, 2013 City Council Meeting, the Urban Deer Task Force presented their findings and recommendations to the Council regarding the City's deer population. City staff was subsequently asked to follow-up on the recommendations. Below is an update on the four recommendations the task force provided.

*Recommendation 1: Public Education and Awareness:* The first step in regards to public education and awareness will be to survey the citizens of Salida to find out what, if any, concerns residents have about the deer population.

The survey (which we are seeking direction on, as described above) will be coordinated by City staff and will be either mailed out to all Salida addresses (pending Council approval) or conducted as an online only survey via Survey Monkey. After the surveys are collected and results compiled, City staff, with City Council's approval, will decide if a more prominent public awareness and education campaign, or any other further action, is necessary.

A one-page 'Living with Deer' public education piece has been prepared and could be mailed to residents along with the paper survey. It could also be made available through alternative methods including electronic distribution, press release to local media, distribution to service clubs, etc.

*Recommendation 2: Support Colorado Division of Parks & Wildlife (CPW) Current Deer Management Strategies in Areas Surrounding the City of Salida:* CPW's current strategy is to manage the wildlife population through hunting and fishing licenses outside city limits. This will remain a CPW strategy into the future.

*Recommendation 3: Deer Count/Community Survey:* A deer count is the first step in addressing the urban deer. This first step was completed by Colorado Parks & Wildlife staff on January 14, 2014. The deer head count found that there were approximately 140 deer in Salida city limits at that time. The

population does fluctuate seasonally. CPW felt this was the best time to conduct the survey to get an accurate count of our 'resident' deer. The survey is the next step, and is needed to determine the next steps, if any, to take to control the urban deer population in Salida.

*Recommendation 4: Birth Control for Urban Does:* Deer in Colorado are property of the State. GonaCon, a birth control drug developed by the U.S. Dept of Agriculture's National Wildlife Research Center (which was mentioned in the Urban Deer Task Force Report), has only been studied on white-tail deer in a closed environment not on mule deer, or in an open environment. Approval from Colorado Parks & Wildlife Commission will be required before a study can be undertaken involving GonaCon.

The attached survey is intended to gauge the level of concern about urban deer among Salida's human population. It is meant to help garner information that will help the Council determine what, if any, steps should be taken to address or reduce the deer population in the municipality. Jim Aragon with CPW has been consulted and has provided input on both the survey and the information sheet.

The cost to send the survey out via regular mail will be approximately \$1,200, not including staff time, advertising costs to promote the survey, or wear and tear on the City Hall printer. The survey can be conducted entirely online, via Survey Monkey. If the survey is mailed to households, an online version would also be available as it may be easier for some citizens and saves time in compiling results.

Questions for the Council:

1. Should we proceed with a survey of the citizens?
2. Would you prefer a survey be mailed to all registered voter households or conducted only online?
3. Are we asking the right questions to help inform future decision making?



448 E 1<sup>st</sup> St. Salida, CO 81201

June \_\_\_ 2014

Dear Salida citizen,

After a number of citizens expressed concern about Salida's deer population, a resolution establishing the formation of an Urban Deer Task Force was adopted at the July 2, 2013 City Council meeting. The resolution required that the task force meet for a period of no more than 180 days to research the deer population residing within Salida city limits, after which they would provide a report on their findings to Council. At the October 15, 2013 City Council Meeting, the Urban Deer Task Force presented their findings and recommendations to the Council regarding the City's deer population. City staff was subsequently asked to follow-up on the recommendations.

The first step in regards to public education and awareness (#1 recommendation of the Urban Deer Task force) is the below survey.

**If you have access to a computer with internet service please take the below survey at: <https://www.surveymonkey.com/s/salidadeersurvey>**



**(printed version of the survey is on the back of this page)**

## City of Salida Deer Opinion Survey:

1) Do you see the deer population in town as a problem or concern?

Yes \_\_\_ No\_\_\_

2) **If you answered Yes to the above question:** How serious do you think the deer problem is?

\_\_\_Very Serious

\_\_\_Serious

\_\_\_Somewhat Serious

\_\_\_Neutral

\_\_\_Not Serious

3) If you believe that the deer in town are a problem, please rank the below possible solutions on a scale of 1-5 (with 1 being your first choice, and 5 being your last choice):

\_\_\_Do Nothing

\_\_\_Allow bow-hunting within City limits to cull the deer herd on a specific day

\_\_\_Allow hunting using rifles within City limits to cull the deer herd on a specific day

\_\_\_Birth control for the does

\_\_\_Support Colorado Parks & Wildlife Current Deer Management Strategies in areas surrounding the City of Salida

**\*Please note that deer are the property of the State of Colorado; approval from Colorado Parks and Wildlife Commission would be necessary for certain actions.\***

Additional Comments:

If you take the survey in printed (hard copy form) please drop off completed surveys at:

City Hall, 448 E 1<sup>st</sup> Street, Salida, CO

Or

Salida Regional Library, 405 E Street, Salida, CO

## Living with Mule Deer

### Quick Facts:

- It is difficult to move deer out of areas where they are not wanted.
- A hungry deer will find almost any plant palatable, so no plant is “deer proof.”
  - The two types of deer repellents are contact repellents and area repellents.
  - Netting can reduce deer damage to small trees.
- Adequate fencing to exclude deer is the only sure way to control deer damage.



### The Mule Deer

The mule deer is named for its huge ears, which measure two-thirds the length of its head. Not surprisingly, they have a well-developed sense of hearing along with a keen sense of smell. Their vision is poor when identifying stationary objects. After sensing danger, a mule deer often flees by “stotting”- bounding with all four feet off the ground.

***Should a deer become trapped, or entangled in a fence, please use extreme care. A deer's legs are powerful and capable of causing injury. Never approach a deer, even if it seems tame. Deer are wild animals. Should you encounter an entangled deer, please call Colorado Parks & Wildlife at 719-530-5520.***

Colorado Parks & Wildlife has been working with the City of Salida on the mule deer issue since the Urban Deer Task Force was formed in July 2013. On Tuesday, January 14, 2014 a Colorado Parks & Wildlife team of 6 employees spent the morning conducting a head count of deer in City limits. The count found that there were approximately 140 deer in Salida city limits at that time.

For more info: <http://cpw.state.co.us/learn/Pages/CO-MuleDeerStory.aspx>



MEMORANDUM

Date: June 2, 2014 – 6:00 p.m.

To: Mayor Dickson and City Council

From: Michael Varnum, SteamPlant Event Center Director

Re: Public Access Channel

Under the cable franchise agreement between the City of Salida and the local cable company, 3 channels in the basic cable tier are available for use by government, education and public access. Currently the City of Salida uses the government channel and the other 2 channels are unused.

The Salida Community Center has approached the City of Salida regarding use and operation of the public access channel. The Community Center circulated a petition in support of this endeavor.

The City of Salida is ultimately responsible for overseeing the use of the public access channel.

It is recommended that a task force of 9 to 11 members be appointed to develop policies and procedures pertaining to the use and operations of the public access channel and make recommendations to City Council.

City Council should advertise, interview and appoint members to the task force. The task force should be charged with a deadline of not more than 180 days to make their recommendations.

Attached are guidelines and underwriting examples used in Durango, CO.

## DCAT Use & Membership

### Policies

#### I. Eligibility

A. Residents. All residents La Plata, Montezuma, San Juan, and Archuleta Counties are eligible for services by DCAT. A person need not be a cable subscriber to be eligible for these services. Proof of residency must be presented to DCAT staff and may include a current Colorado's driver's license, personal utility bill or bank checks with a current address.

B. Organizations. Non-profit organizations, businesses, and government agencies located in La Plata, Montezuma, San Juan, and Archuleta Counties are eligible for services by DCAT.

C. Non-residents. Individuals not residing in La Plata, Montezuma, San Juan, and Archuleta Counties are not eligible for services by DCAT. Proof of residency must be presented to DCAT staff and may include a current Colorado's driver's license, personal utility bill or bank checks with a current address.

D. Dues/Donations. Annual membership dues and donations benefit DCAT by helping to cover costs associated with providing services and equipment to public access users. Any member whose annual dues are paid may substitute volunteer hours for additional cash payment of fees. DCAT staff must approve volunteer assignments in advance.

E. Minors. Producers and Sponsors must be of legal age to sign contracts in the State of Colorado. Alternatively, minors acting as Producers and Sponsors must be acting under the auspices of their parents or legal guardians who are eligible under the above policies and who will sign contracts and take responsibility on their behalf.

#### III. Programming

A. First Amendment Provision/Disclaimer. There will be no prior restraint or censorship of programming submitted to DCAT for presentation on the public access channel, unless such programming contains material used illegally or material not protected by the First Amendment to the Constitution of the United States. It is recommended that programming include a disclaimer in which the Sponsor accepts responsibility for her/his speech and holds harmless DCAT, the City and Bresnan Communications.

B. Non-commercial Provision/Sponsorship. All programming accepted for play on the Public Access channel must be non-commercial in nature; i.e., containing no solicitation of funds, or attempt to sell products or services. Programs may, however, contain



sponsorship credits acknowledging support given to producers to develop their program (i.e.: reasonable recoupment of actual production costs.) Program Producers and Sponsors shall not enter into contracts or agreements making third-party provisions to lease the use of DCAT-managed equipment, facilities or channels.

The following are not permitted:

1. Superlative description or qualitative claims about any sponsoring company, its products or services; any comparison with other companies, or with other company's product or service, whether direct or implied.
2. Any inducements to buy, sell, rent, or lease.
3. Official spokespersons, owners, employees or professional talent that is featured in commercial promotion of a sponsor's business or product may not appear on any program for which the sponsor has provided support, except that a producer may provide sponsorship for his/her own show.

Sponsors for programs may be credited with an acknowledgment at the beginning and/or end of each show with audio and video including the sponsor's name, address, telephone number, web page, email and a logo. A brief descriptive line may follow the credit clarifying the nature of the sponsor's business (e.g., "Computer Products and Repairs").

Sponsorship credits must name the donor in mission-statement terminology that is neither commercial nor promotional in language. The business or service may be described in value-neutral terms that avoid comparative or qualitative claims. Sponsorship credits are to recognize sponsors only, and no other outside organization or nonprofit.

Products may be shown on screen as a graphical portion of a sponsorship acknowledgment. Products must be shown in a setting that is plausible, appropriate and value-neutral. No more than three locations can be listed in a credit.

The following are not allowed in sponsorship credits:

1. Any solicitation of direct consumer response of any kind, whether direct or implied.
2. Music with lyrics.

Each sponsor's acknowledgment may be no longer than fifteen seconds. Total sponsorship acknowledgments may not exceed five sponsors per program.

C. Local Sponsor Requirement. Programming presented on DCAT must be at the request and under the responsibility of a resident of La Plata County, La Plata County based business, or nonprofit organization. Proof of residency must be presented to DCAT staff and may include a current Colorado's driver's license, personal utility bill or bank checks with a current address. DCAT cannot accept programming from non-residents. DCAT has the right to check tapes for

these requirements and will advise sponsors on compliance guidelines. In addition to programming produced by local access producers, and programming sponsored for local airing by Durango residents – programming offered directly to or sought by Durango Community Access Television may be aired on Channel 22 at the discretion of the Executive Director or Programming Coordinator. This type of programming will be referred to as “general programming” and scheduled as filler and on an “at-will” basis.

D. Program Agreement. For every show or program series telecast, there must be a Program Agreement signed by the responsible party for that program. The agreement will contain language holding harmless DCAT, the City and Bresnan

for all content of that program. The Sponsor of the show will take full responsibility for the content and will certify that the program contains no illegal or commercial material. The agreement must be submitted prior to telecast and will be kept on file in perpetuity by DCAT.

E. Fees. No fees will be charged for programming services unless DCAT incurs outside costs such as special engineering or technical fees, in which case such costs will be passed on to the Sponsor.

F. Replays of programs. DCAT will telecast a given program at least one time upon submission of a Programming Agreement. Replays of a given program are at the discretion of DCAT unless limits on replay of programs are agreed to in advance between DCAT and the Sponsor.

Repeats will be prioritized under the following criteria (in order of preference):

1. Programs produced with DCAT facilities
2. Programs produced in La Plata County
3. Programs produced in communities other than Durango (referred to an “Import”)

G. Programs. DVD programs must be submitted no later than two weeks in advance of the preferred play date(s). DVD's must meet minimum technical standards, as follows:

1. DVD format only with no menus.
2. No visible dropouts.
3. Video signal within .7 and 1.0 volt peak to peak during the program.
4. Audio signal within -5.0 and +3.0 db peak during the program.

DVD's should be labeled with the name of the program and/or volume number (for series), sponsor's name, contact information, and exact program length. Any DVD's not picked up within 60 days of drop off may be disposed of by DCAT.

H. Scheduling Priorities. Programs will prioritize under the following criteria.

1. Programs produced by City of Durango and La Plata County residents.
2. Programs produced in communities other than Durango (referred to an "Import")

I. Political Programming. Because DCAT does not enter into prior restraint practices and the facility is open to all citizens of La Plata County, DCAT does not place any restrictions on political programming that is not already covered by these Policies. Additionally, DCAT is under no governance from the FCC or any other governing or contractual body to assure "Equal Time" for candidates and issues. DCAT may, from time-to-time, host candidate and issue forums either through a third-party organization or in a manner that will promote equal access. DCAT will strive to offer non-bias programming when conducting "In-house" productions by ways of notifying all parties and giving equal access to scheduled forums.

Underwriting example

<b>15-Second Spots</b>					
<b>Business</b>			<b>Non-Profit</b>		
\$1.25/spot -- 4 per day			\$1.00/spot -- 4 per day		
		Discount			Discount
13-Week Contract	\$455.00	n/a	13-Week Contract	\$364.00	n/a
26-Week Contract	\$819.00	10%	26-Week Contract	\$655.20	10%
52-Week Contract	\$1,456.00	20%	52-Week Contract	\$1,164.80	20%
<b>30-Second Spots</b>					
<b>Business</b>			<b>Non-Profit</b>		
\$2.50/spot -- 4 spots per day			\$2.00/spot -- 4 spots per day		
		Discount			Discount
13-Week Contract	\$910.00	n/a	13-Week Contract	\$728.00	n/a
26-Week	\$1,638.00	10%	26-Week	\$1,310.40	10%

Contract			Contract		
52-Week Contract	\$2,912.00	20%	52-Week Contract	\$2,329.60	20%
<b>60-Second Spots</b>					
<b>Business</b>			<b>Non-Profit</b>		
\$5.00/spot -- 4 spots per day			\$4.00/spot -- 4 spots per day		
		Discount			Discount
13-Week Contract	\$1,820.00	n/a	13-Week Contract	\$1,456.00	n/a
26-Week Contract	\$3,276.00	10%	26-Week Contract	\$2,620.80	10%
52-Week Contract	\$5,824.00	20%	52-Week Contract	\$4,659.20	20%