

PRC 09/05/19 #2

Dog Off-Leash Area
Community Outreach
Results Presentation

Dog Off-Leash Area Community Outreach Results

September 5, 2019



CUPERTINO

DOLA timeline

- October 4, 2018—Parks & Recreation Commission recommended approval of the trial to City Council and made the following suggestions:
- Having clear, well-defined signage about the trial, affected areas, and times
- Running the trial through the summer months
- Look at the area the trial would occur
- Research pop-up parks
- Set a self-monitoring standard for cleanliness
- Focus on the community building benefit

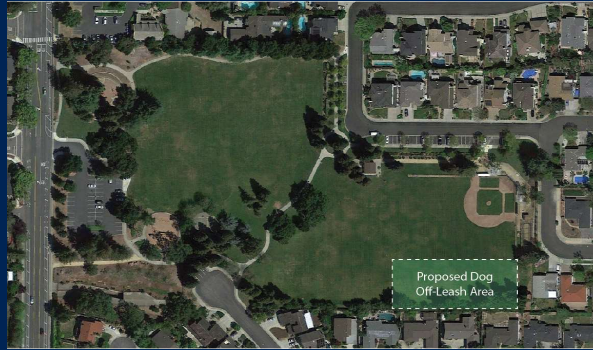
DOLA timeline

- March 5, 2019—City Council agreed to put the DOLA trial in the workplan and approved moving forward. The following recommendations were made:
- Complete another survey and hold additional outreach events to ensure all community members had the opportunity to voice opinions
- Larger temporary signage than what is used in Mountain View
- Ensure proper enforcement

Community outreach for DOLA trial

- Cupertino.org
 - Cupertino.org/DOLA
 - [Homepage Banner & News Item](#)
- Survey—available August 1 – August 31
- 618 Completed Survey
- [Community input opportunities](#)
 - August 7, 2019, 6 p.m. – 8 p.m. at Jollyman Park
 - August 24, 2019, 9:30 a.m. – 11:30 a.m. at Jollyman Park
- Postcards & Lawn Signs
- [Multi-Media Marketing Campaign](#)

Proposed DOLA map



Is your household located within City of Cupertino limits?

Yes	90.9 %
No	9.1%

How far do you live from Jollyman Park?

Adjacent	7.8%
Within 2 blocks	18.1%
Within ¼ mile	14.2%
Within ½ mile	12.0%
Within 1 mile	21.0%
Farther than 1 mile	26.9%

Do you visit Jollyman Park?

Yes, frequently	53.1%
Yes, occasionally	36.2%
No	10.7%

What time of day do you typically visit Jollyman Park?

Early morning	6.5%
Mid-morning	6.8%
Mid-day	5.3%
Early evening	31.1%
Late evening to dusk	39.8%
I do not visit Jollyman Park	10.5%

What types of activities do you enjoy at Jollyman Park? (choose up to three)

Recreational Play	20.9%
Playground	20.1%
Sports/Fitness	19.3%
Walking	59.9%
Walking with dogs	64.1%

Do you or someone in your household own a dog?

Yes	69.7%
No	26.9%
Prefer not to state	3.4%

Would you take your dog(s) to the Jollyman Park Off-Leash Area and run them off leash if the proposal is implemented?

Yes	66.2%
No	6.8%
Not sure	3.9%
I do not own a dog	23.1%

Do you feel the location of the proposed dog off-leash area is appropriate?

Yes	75.2%
No	17.3%
Not sure	7.4%

What days of the week would you most likely take your dog to the off-leash area?

Weekdays: Monday – Friday	15.7%
Saturdays	5.5%
Sundays	2.6%
Every day	42.7%
Not sure	6.6%
I do not own a dog	26.9%

What time of the day would you prefer to take your dog to the off-leash area?

Early morning	16.8%
Mid-morning	11.2%
Early evening	26.9%
Late evening to dusk	45.1%

Based upon your knowledge of park use and this proposal, do you support establishing the dog off-leash area on a trial basis at Jollyman Park as proposed?

Yes	78.0%
No	19.6%
Not sure	2.4%

What is your greatest concern about having off-leash hours at Jollyman? (choose up to three)

No concerns	51.5%
Safety	26.2%
Dog conflicts	20.1%
Dogs getting loose	21.7%
Noise	3.2%
Overuse	5.2%
Field conditions	6.5%
Cleanliness	25.1%
Other	7.0%

Common themes:

- Builds community
- Provides socialization opportunities for dogs and people
- Gives dog owners the chance to show they are responsible and will enforce rules
- Safety concerns
 - Aggressive dogs/bites
 - Fear of dogs
 - Kids scared of coming to the park to play
 - Owners not having control of their dogs
- Monitoring of DOLA/Enforcement of rules
- Cleanliness/damage to baseball/soccer field

Survey Limitations

- Self selection
- Requirement to answer all survey questions
- No option for non dog owners/non supporters for question 10
- Concern that question 13 forced a positive response from someone who might be opposed to the trial
- Concerns that enthusiasm of advocacy group could taint survey

Criteria for trial evaluation

- Excessive disregard for the posted rules
- Excessive complaints from neighbors and park users
- Interference with permitted youth sports games and practices
- Turf damage and maintenance concerns

Staff will update the Parks & Recreation Commission on the DOLA trial in March and July.

PRC 09/05/19 #3

Director's Report
Presentation

Summer Participation Data

Program Area	Summer 2018 (June-Aug)	Summer 2019 (Jun-Aug)
Summer Camp Participation	1,462	1,497
Teen Center Participation	950	727
Sports Center Memberships/Participation	1,737	1,857
Golf Rounds	8,977	9,511
Blackberry Farm Picnic Permits	170	178
Blackberry Farm Swimming Participation	17,144	17,801
Summer Events Participation	5,553	16,635
Outdoor Fitness Participation	198	383
Outdoor Arts Participation	107	480
Environmental Education Program Participation	391	392(800 if you include the corridor stroll)
Swimming Lessons (#)	960	686*
Senior Center Participation	7,477	7,156**
Trip/Tour Participation	370	317
Sports Center Class Participation	7,569	8,085

*Lost 50% of teaching staff within 30 days of the start of the program.

**Estimated participation for 3 weeks.