

# Cupertino Blackberry Farm Golf Course Feasibility Study

Public Survey & Outreach Summary | August 2022

## Project Objective

---

In 2021, the City of Cupertino conducted a needs assessment to identify improvements for the Blackberry Farm Golf Course. City Council further directed staff to study 1) conducting necessary repairs and minor improvements to the golf course and 2) discontinuing the use of the site as a golf course and restoring the site to natural habitat and trails.

The City sought public input on these options by asking community members to share their feedback on the preferred future use of the Blackberry Farm Golf Course site.

## Outreach Overview

---

Starting in May 2022, the City engaged with the community on this topic through a variety of outreach platforms and channels. The City solicited feedback from the community through the online survey, and additional events and engagement channels were used to provide information about the project and direct community members to the survey. The engagement process for this project included the following components:

- Ongoing: Engage Cupertino website
- May: Citywide distribution of informational postcards about the project
- May 18: Parks and Recreation Commission meeting
- May 25: Online community survey launch
- June 6: Virtual community meeting
- June 11: Open house event #1
- July 7: Pop-up event at summer concert series at Memorial Park
- July 11: Open house event #2
- July 15: Online community survey closed

The online community meeting on June 6 received 77 registrants and 66 attendees (in addition to City and consultant staff). The Q&A box at the community meeting received 53 questions and comments, and 15 questions and comments were provided verbally by workshop participants during the meeting. City of Cupertino staff also received 37 emails from community members about the project and option preferences and suggestions. Staff encouraged community members to share their opinions through the online survey.

## Survey Overview

---

The City of Cupertino released an online community survey designed to gauge public opinions and priorities regarding the City of Cupertino Parks and Recreation's Blackberry Farm Golf Course Feasibility Study. The City is considering the following two options regarding the site:

- A. Golf Course Necessary Repairs and Minor Improvements** – Replace the irrigation system, tee boxes, and greens. The ninth hole would be shortened to increase safety and eliminate errant shots to the parking lot, trail, and first tee box. This includes the possible expansion of the short game practice area. The empty ponds would be replaced with lowland native plantings. The Golf Course is estimated to be closed for 9–12 months if this option is chosen. On course ADA issues would be addressed. The preliminary 25-year cost estimate is \$10.2 million for Option A.
- B. Conversion to Natural Habitat** – Establish accessible walking trails, free to the public, that connect with the Stevens Creek Trail and develop other visitor amenities, such as seating, an outdoor education area, and a ranger's office. Allow the Stevens Creek riparian corridor vegetation to naturally occupy portions of the existing golf course. Plant and manage vegetation to foster the growth of drought-tolerant and native species. Establish a wildflower meadow and preserve the existing Coastal Redwoods. Incorporate fire resilient management practices. This includes a study, with a preliminary conceptual design, to facilitate the feasibility discussion of the conversion to natural habitat option. This is not meant to be a finalized design for the site. The preliminary 25-year cost estimate \$12.1 million for Option B.

The results from the survey help the City understand the community's preferred future use of the Blackberry Farm Golf Course site. The survey included a total of 14 questions and received a total of **4,023 responses**.

## Survey Methodology

Survey responses were analyzed qualitatively and quantitatively by the consultant team.

Quantitative survey analysis was conducted through the online platform used to host the survey (Engagement HQ through Granicus). The website summarizes the results from close-ended questions and allows for filtering. Responses to most questions include two summary figures—one figure based on all respondents and one figure depicting only responses from Cupertino residents (those who checked “I live in Cupertino” on Q1).

Qualitative survey analysis was conducted through the software Dedoose, which allows assignment of “codes” to open-ended survey responses to organize and analyze qualitative data. The consultant team coded all open-ended responses for Q5, Q12, and Q13. See “Appendix” for the codebook used.

Survey response data were also reviewed to ensure validity. Any user ID (i.e., IP address) that appeared more than four times was manually reviewed. Most responses were assumed to be legitimate entries and kept (e.g., different email addresses entered, varied responses), but four responses were assumed to be duplicates from a single user and removed (all responses had the same email address and similar responses to open-ended questions; one of the five responses from that user ID was kept). The four removed responses preferred Option A; it should be noted that the removed responses comprised less than 0.1% of total responses and therefore did not impact overall survey findings. Eleven additional responses were removed that were “test” responses submitted by project team members.

## Overarching Survey Takeaways

Respondents were asked about their opinions and priorities for the future use of Blackberry Farm Golf Course. Key themes from the online survey results are summarized below.

Topic	Key Takeaways
Resident and non-resident responses	The survey received a total of 4,023 responses. Of those responses, <b>2,535</b> were from <b>Cupertino residents</b> (63% of the total responses) and <b>1,488</b> were from <b>non-residents</b> (37% of total responses).
Overall option preference	When analyzing responses from all survey respondents, <b>over half (n = 2,081, 52%)</b> prefer <b>Option A</b> (Golf Course Necessary Repairs and Minor Improvements). However, when analyzing responses from only <b>Cupertino residents</b> , <b>more than half (n = 1,433, 57%)</b> prefer <b>Option B</b> (Conversion to Natural Habitat).
Option preference reasons	<p>The top reasons cited by survey respondents for preferring <b>Option A</b> include that Blackberry Farm Golf Course is a <b>good course to play for kids, elders, and novices</b>, Blackberry Farm is <b>more affordable than other golf courses</b>, and that <b>there are sufficient other nature options</b> nearby.</p> <p>The top reasons cited by respondents for preferring <b>Option B</b> include <b>concerns about drought, water use, and climate change</b> and that natural habitat areas <b>benefit a greater number of people</b> and are more accessible.</p>
Distance from site	<b>The majority (71%)</b> of survey respondents who live <b>more than 5 miles from the site</b> selected <b>Option A</b> , while <b>most (52%)</b> of respondents who live <b>5 or less miles from the site</b> selected <b>Option B</b> . When filtering responses by those who live closest to the site (“ <b>less than ½ mile</b> ” and “ <b>less than 1 mile</b> ”), the <b>majority (57%)</b> of respondents prefer <b>Option B</b> .
Age	The most represented age group among survey respondents is people <b>more than 60 years old (36%)</b> , followed by people <b>50 to 60 years old (23%)</b> . Generally, older respondents prefer Option A and younger respondents prefer Option B. The <b>majority (66%)</b> of respondents who selected <b>Option A</b> are <b>50 or older</b> , while <b>52%</b> of respondents who selected <b>Option B</b> are <b>50 or older</b> .
Future use frequency	When asked how often survey respondents would use Blackberry Farm Golf Course in the future if the repairs and improvements were made, <b>48%</b> indicated that they would <b>use the golf course frequently or occasionally</b> , and <b>52%</b> indicated that they would <b>use the course rarely or never</b> . Among respondents that selected Option A, 87% indicated that they would use the golf course frequently or occasionally; among respondents that selected Option B, 4% indicated that they would use the golf course frequently or occasionally.

Topic	Key Takeaways
	When asked how often respondents would use the natural habitat area in the future if Blackberry Farm Golf Course were converted, <b>57%</b> indicated that they would <b>use the nature area frequently or occasionally</b> , and <b>43%</b> indicated that they would <b>use the area rarely or never</b> . Among respondents that selected Option B, 96% indicated that they would use the site frequently or occasionally; among respondents that selected Option A, 21% indicated that they would use the site frequently or occasionally.
<b>Preferred golf course</b>	Among respondents that play golf at both Blackberry Farm and Deep Cliff, <b>40%</b> of respondents <b>prefer to play at Blackberry Farm</b> , <b>35%</b> have <b>no preference</b> between the two, <b>11%</b> <b>prefer Deep Cliff</b> , and the remaining 14% did not explicitly indicate which course they prefer. Respondents like <b>Blackberry Farm</b> because the course is <b>short and quick, better for seniors, novices, and kids, well-located, and affordable</b> .

## Survey Results

This section provides the results of each survey question, presented for all respondents and for Cupertino residents (when applicable). Note that percentages are rounded to the nearest whole number, so values may not total to 100%.

### Contents

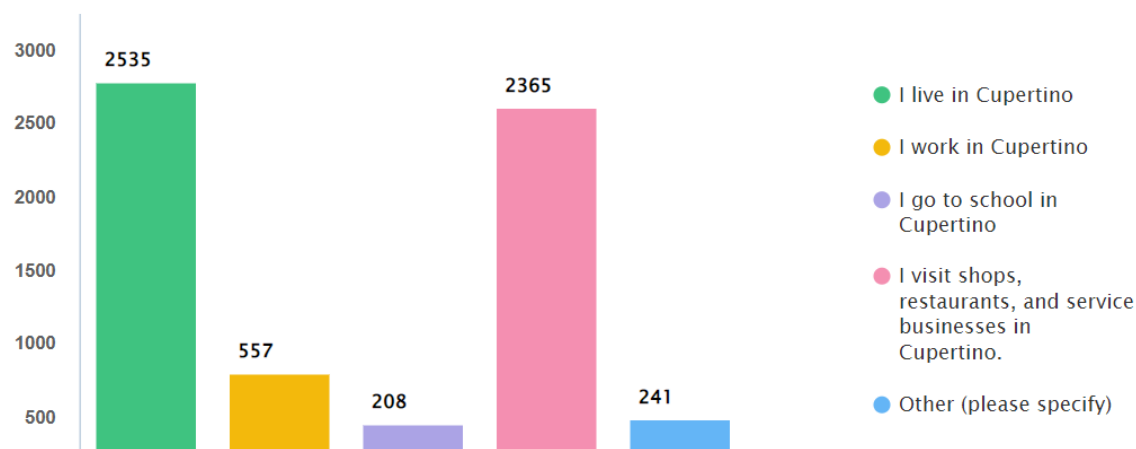
Q1. Which of the following describes you... (check all that apply) .....	3
Q2. How far do you live from Blackberry Farm Golf Course?.....	4
Q3. What is your age? .....	4
Q4. Which of the following describes you... (choose one) .....	5
Q5. Do you prefer to play at one golf course over the other? If so, why? .....	5
Q6. On average, my household plays golf at Blackberry Farm Golf Course.....	7
Q7. On average, my household uses the Stevens Creek Corridor Trail.....	7
Q8. Currently, my household uses the Stevens Creek Corridor Trail for... (select all that apply) .....	8
Q9. If Blackberry Farm Golf Course is repaired and improved as outlined in the NGF Study how often would you use the Golf Course in the future? .....	8
Q10. If Blackberry Farm Golf Course is converted to natural habitat as outlined in the MIG Study how often would you use the site in the future?.....	9
Q11. Considering the costs of both options, which recreational opportunities would you like to see prioritized at the Blackberry Farm Golf Course site? (Choose one).....	10
Q12. Why do you prefer one option over the other?.....	11
Q13. Do you have any other thoughts about the future of the site you would like to share? .....	15
Q14. Provide your email address to receive periodic updates. ....	16
Appendix .....	17

### Q1. Which of the following describes you... (check all that apply)

**Total responses: 4,023**

As shown in Figure 1, over half of survey respondents live in Cupertino (63%) or visit shops, restaurants, and service businesses in Cupertino (59%). Less than 14% of respondents work in Cupertino, and about 5% of respondents go to school in Cupertino. Respondents were able to select as many options as applicable, which is why the percentages do not add to 100% (e.g., a respondent could select “I live in Cupertino” and “I work in Cupertino”).

Figure 1. Relationship to Cupertino.



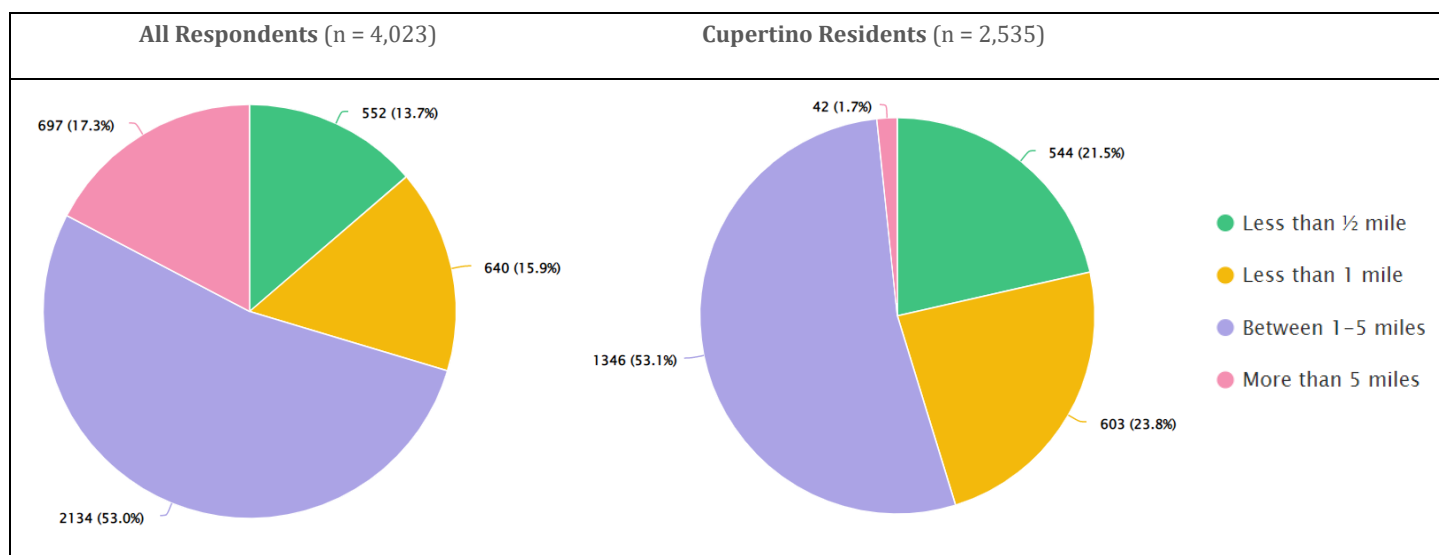
## Q2. How far do you live from Blackberry Farm Golf Course?

**Total responses: 4,023**

As shown in Figure 2, about half of all respondents live 1–5 miles from Blackberry Farm Golf Course (53%); the remaining respondents live more than 5 miles (17%), less than 1 mile (16%), and less than ½ mile (14%) from the golf course.

A similar trend was indicated among Cupertino residents, except a smaller proportion of residents indicated living more than 5 miles from the golf course. Specifically, among respondents who identify as Cupertino residents, 53% live 1–5 miles from Blackberry Farm Golf Course, 24% live less than 1 mile, 21% live less than ½ mile, and only 2% live more than 5 miles from the course.

Figure 2. Distance from Blackberry Farm Golf Course.

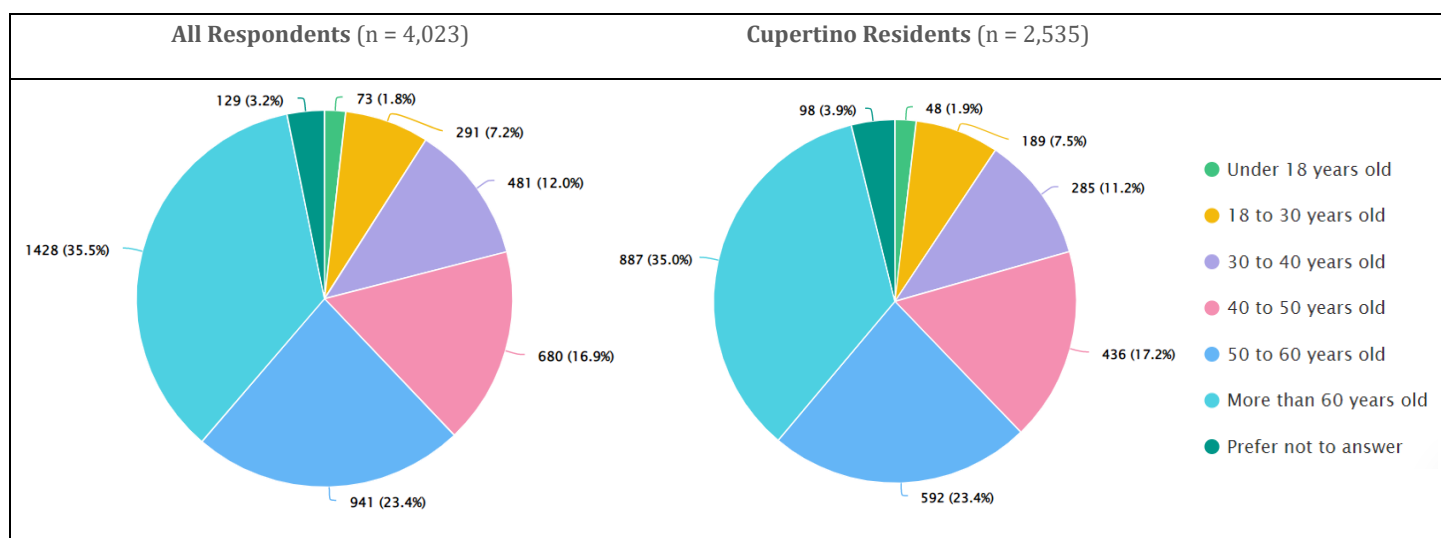


## Q3. What is your age?

**Total responses: 4,023**

The majority (59%) of survey respondents are older than 50: 36% are over 60 years old, and 23% are 50 to 60 years old. Respondents 40 to 50 years old make up 17% of responses, and respondents 30 to 40 years old make up 12% of responses. The remaining 12% is comprised of respondents 18 to 30 years old (7%), respondents under 18 years old (2%), and respondents who prefer not to answer (3%). Trends among Cupertino residents are consistent.

Figure 3. Age of respondents.



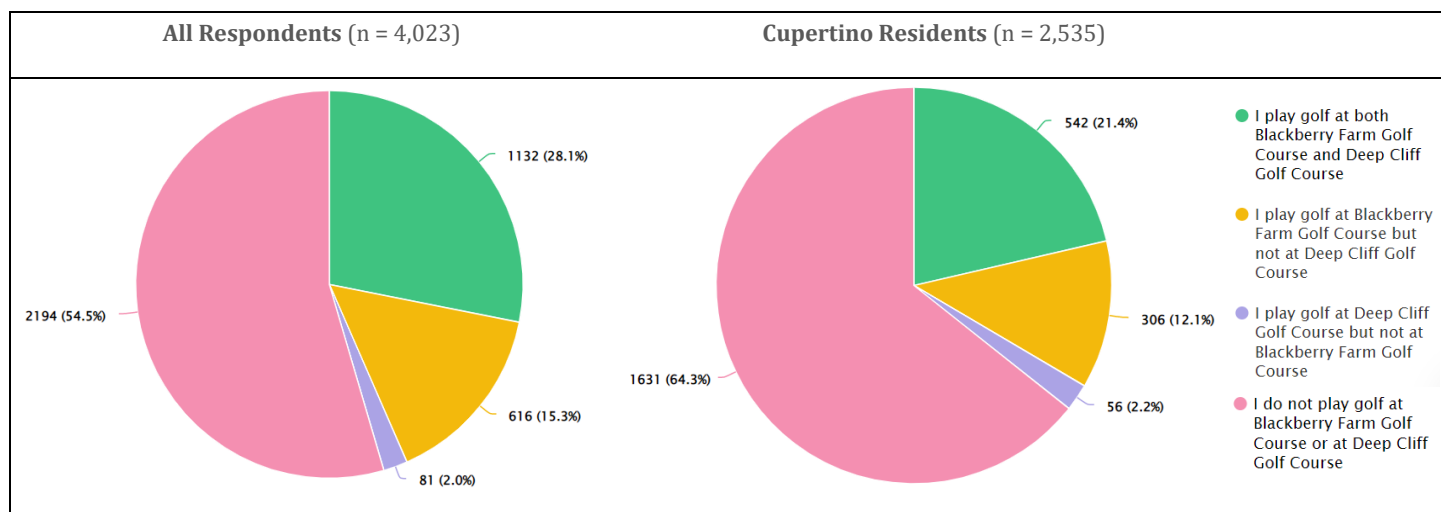
#### Q4. Which of the following describes you... (choose one)

**Total responses: 4,023**

Over half of respondents (55%) do not play golf at Blackberry Farm Golf Course nor at Deep Cliff Golf Course. About a quarter of respondents (28%) play golf at both courses. Fewer respondents (15%) play golf at Blackberry Farm but not Deep Cliff, and 2% play golf at Deep Cliff but not Blackberry Farm.

Similar trends were indicated by Cupertino residents, but with a higher proportion of people who do not play golf at either course; 64% do not play golf at either course, 21% play golf at both courses, 12% play at Blackberry Farm but not Deep Cliff, and 2% play at Deep Cliff but not Blackberry Farm.

Figure 4. Local golf course(s) used by respondents.



#### Q5. Do you prefer to play at one golf course over the other? If so, why?

**Total responses: 1,597**

Among respondents that play golf at both Blackberry Farm and Deep Cliff, 40% of respondents prefer to play at Blackberry Farm, 35% have no preference between the two, 11% prefer Deep Cliff, and the remaining 14% did not explicitly indicate which course they prefer. Among respondents who golf at Blackberry Farm but not Deep Cliff, the following themes emerged:





- “The venues are very different. I play Blackberry Farm because it is easy to walk (i.e., it is flat and short). I play Deep Cliff because I want a more complete, full-length golf experience.”
- “As an ex-golfer it’s clear that the two courses are serving different audiences. Those who are at all serious about their game will play Deep Cliff, those who (for whatever reason) don’t care will play the cheaper/easier/casual Blackberry and still have a great day.”
- “Both courses are very unique to Cupertino and should be kept.”
- “They are both very different courses. I love Blackberry as a quick 9-hole round during the week to get out of the house, and Deep Cliff provides 18 holes on the weekends.”

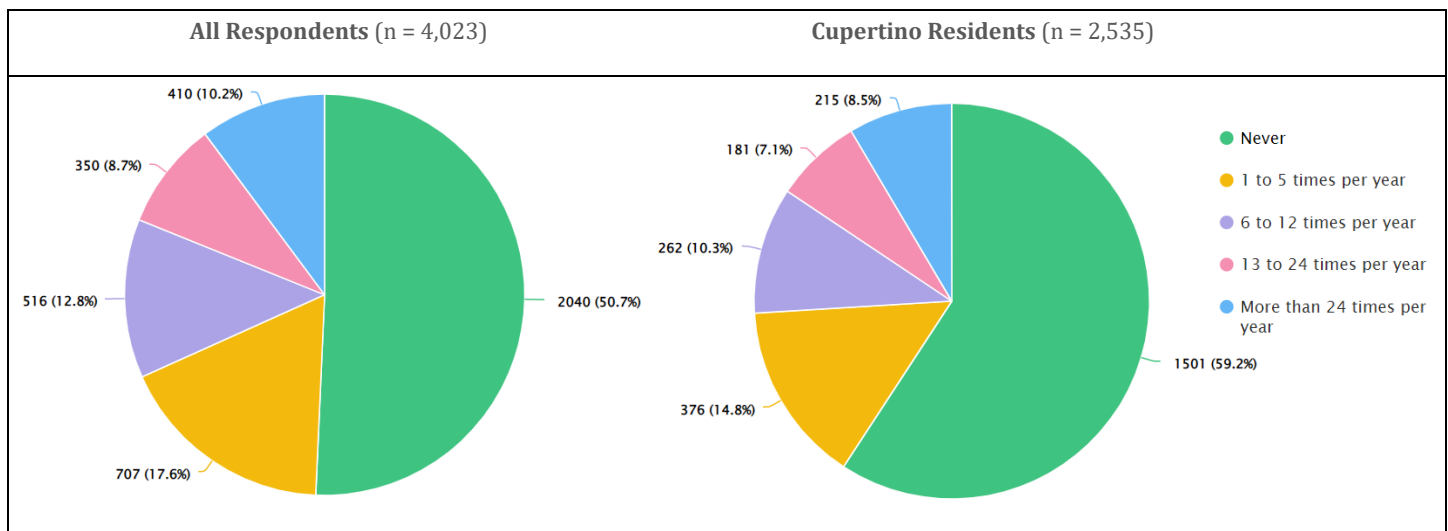
## Q6. On average, my household plays golf at Blackberry Farm Golf Course...

**Total responses: 4,023**

Most survey respondents rarely play golf at Blackberry Farm Golf course. Half of respondents’ households (51%) never play golf at Blackberry Farm Golf Course. The remaining half of households play at Blackberry Farm 1–5 times per year (18%), 6–12 times per year (13%), 13–24 times per year (9%), and more than 24 times per year (10%).

Among Cupertino residents, a greater number reported that their households never play golf at Blackberry Farm (59%). The remaining households play at Blackberry Farm 1–5 times per year (15%), 6–12 times per year (10%), 13–24 times per year (7%), and more than 24 times per year (9%).

Figure 6. Frequency of use of Blackberry Farm Golf Course.



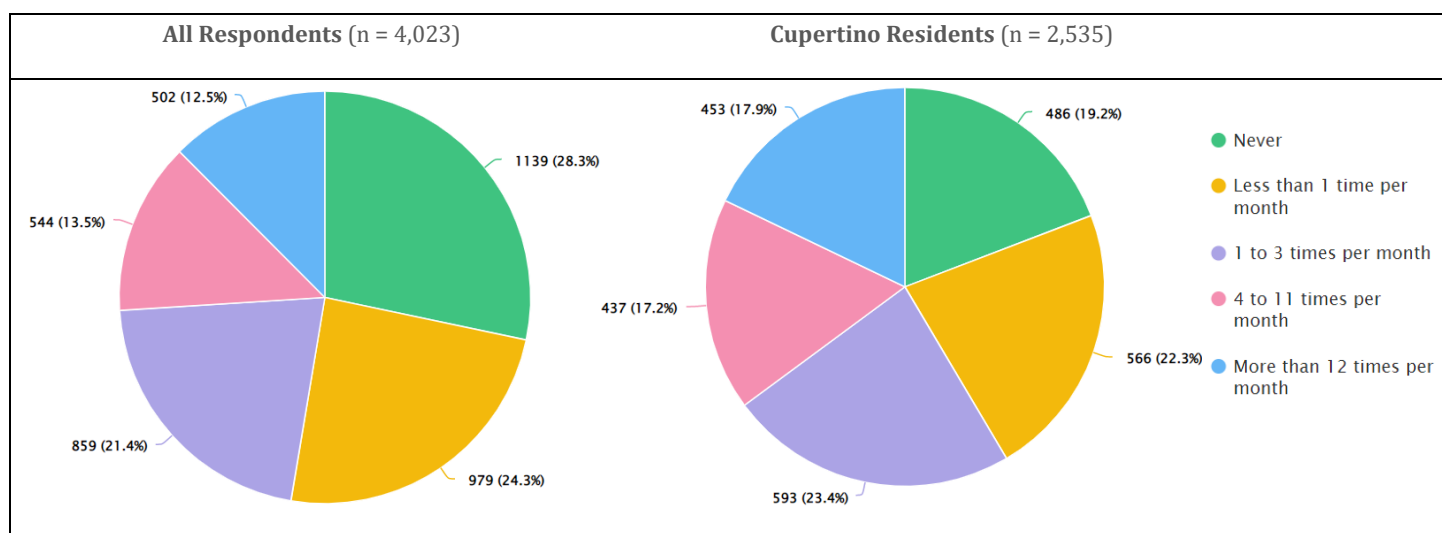
## Q7. On average, my household uses the Stevens Creek Corridor Trail...

**Total responses: 4,023**

About a quarter of respondents’ households never use the Stevens Creek Corridor Trail (28%); 24% use the trail less than 1 time per month, 21% use the trail 1 to 3 times per month, 14% use the trail 4 to 11 times per month, and the remaining 13% use the trail more than 12 times per month.

Among Cupertino residents, households use the trail more frequently. Fewer households never use the trail (19%); 22% use the trail less than 1 time per month, 23% use the trail 1 to 3 times per month, 17% use the trail 4 to 11 times per month, and 18% use the trail more than 12 times per month.

Figure 7. Frequency of use of Stevens Creek Corridor Trail.



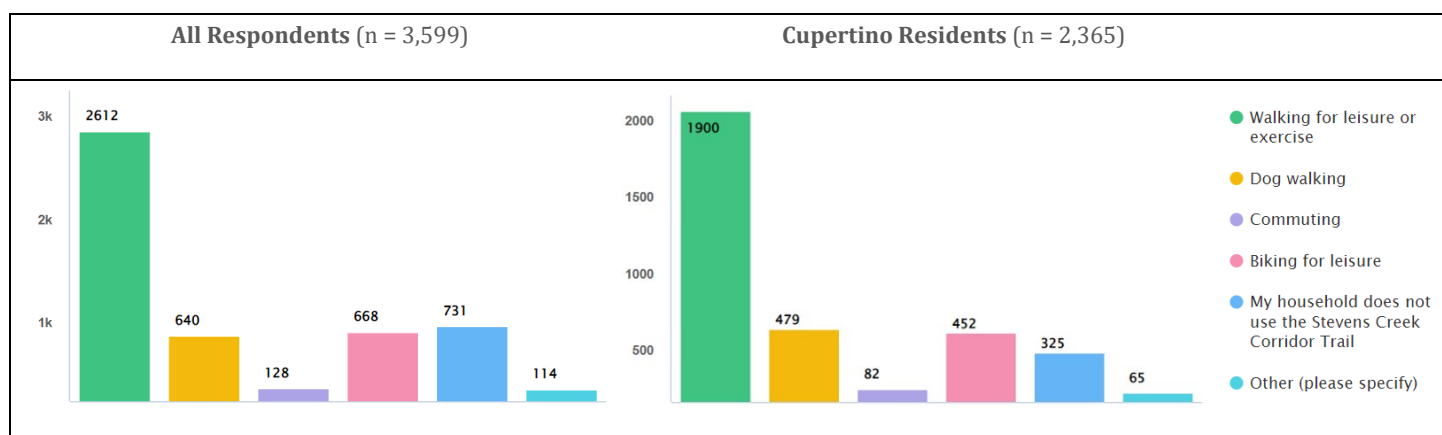
## Q8. Currently, my household uses the Stevens Creek Corridor Trail for... (select all that apply)

**Total responses: 3,599**

Most respondents use the Stevens Creek Corridor Trail for walking for leisure or exercise (selected by 73% of respondents), followed by biking for leisure (19%), dog walking (18%), commuting (4%), and other (3%). About 20% of respondents indicated that their household does not use the Stevens Creek Corridor Trail. Respondents were able to select as many options as applicable, which is why the percentages do not add to 100% (e.g., a respondent could select "Dog walking" and "Commuting").

Among Cupertino residents, a higher proportion of respondents use the trail; 80% of respondents use the trail for walking for leisure or exercise, 20% use it for dog walking, 19% use it for biking for leisure, 4% use it for commuting, and 3% indicated "other." About 14% of respondents indicated that their household does not use the Stevens Creek Corridor Trail.

Figure 8. Types of use of Stevens Creek Corridor Trail.



## Q9. If Blackberry Farm Golf Course is repaired and improved as outlined in the NGF Study how often would you use the Golf Course in the future?

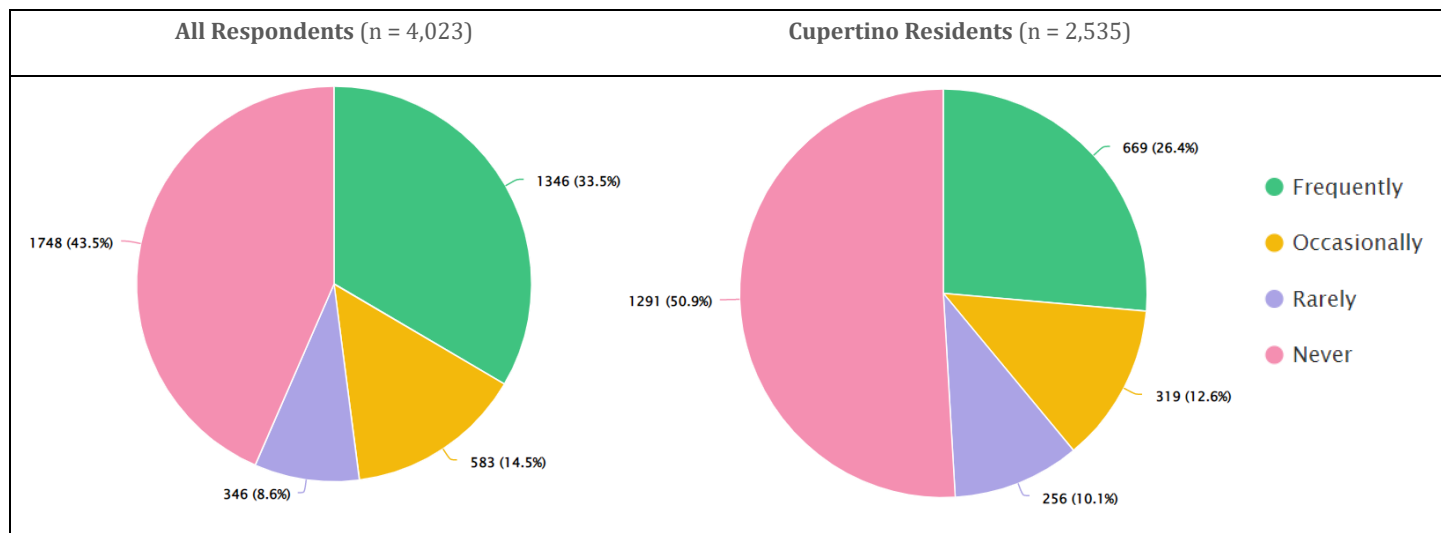
**Total responses: 4,023**

About 34% of respondents indicated that they would use the course frequently in the future if it is repaired and improved; 15% would use the course occasionally, and 9% would use the course rarely. Just under half of respondents (44%) indicated that they would never use Blackberry Farm Golf Course in the future.



Cupertino residents generally indicated that they would use the golf course less often. Among Cupertino residents, 26% said they would use the course frequently, 13% they would use the course occasionally, and 10% said they would use the course rarely. About half (51%) of respondents indicated that they would never use Blackberry Farm Golf Course in the future.

Figure 9. Anticipated future use of Blackberry Farm Golf Course if repaired and improved as outlined in the NGF Study.



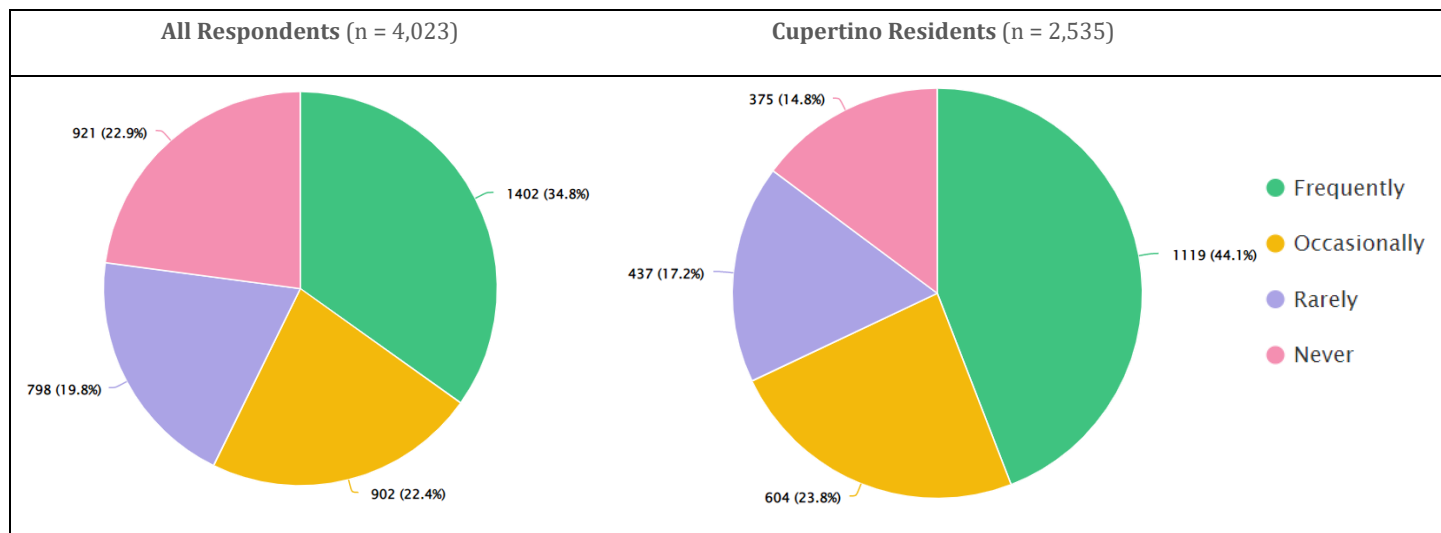
## Q10. If Blackberry Farm Golf Course is converted to natural habitat as outlined in the MIG Study how often would you use the site in the future?

**Total responses: 4,023**

About 35% of respondents indicated that they would use the natural habitat frequently in the future if it is converted from Blackberry Farm Golf Course; 22% would use the natural area occasionally, and 20% would use the natural area rarely. Just under a quarter of respondents (23%) indicated that they would never use the natural habitat area in the future.

Cupertino residents indicated they would use the natural habitat more frequently. Among Cupertino residents, 44% said they would use the natural area frequently, 24% they would use the natural area occasionally, and 17% said they would use the natural area rarely. About 15% of respondents indicated that they would never use the natural habitat area in the future.

Figure 10. Anticipated future use of the Blackberry Farm site if converted to natural habitat as outlined in the MIG Study.

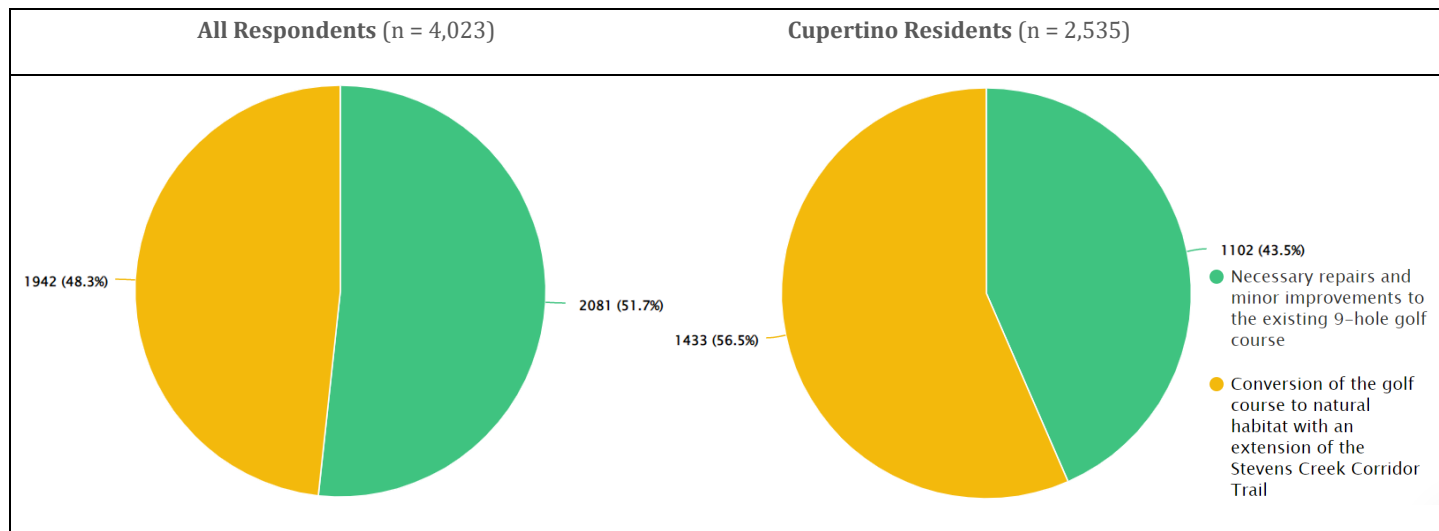


# Q11. Considering the costs of both options, which recreational opportunities would you like to see prioritized at the Blackberry Farm Golf Course site? (Choose one)

Total responses: 4,023

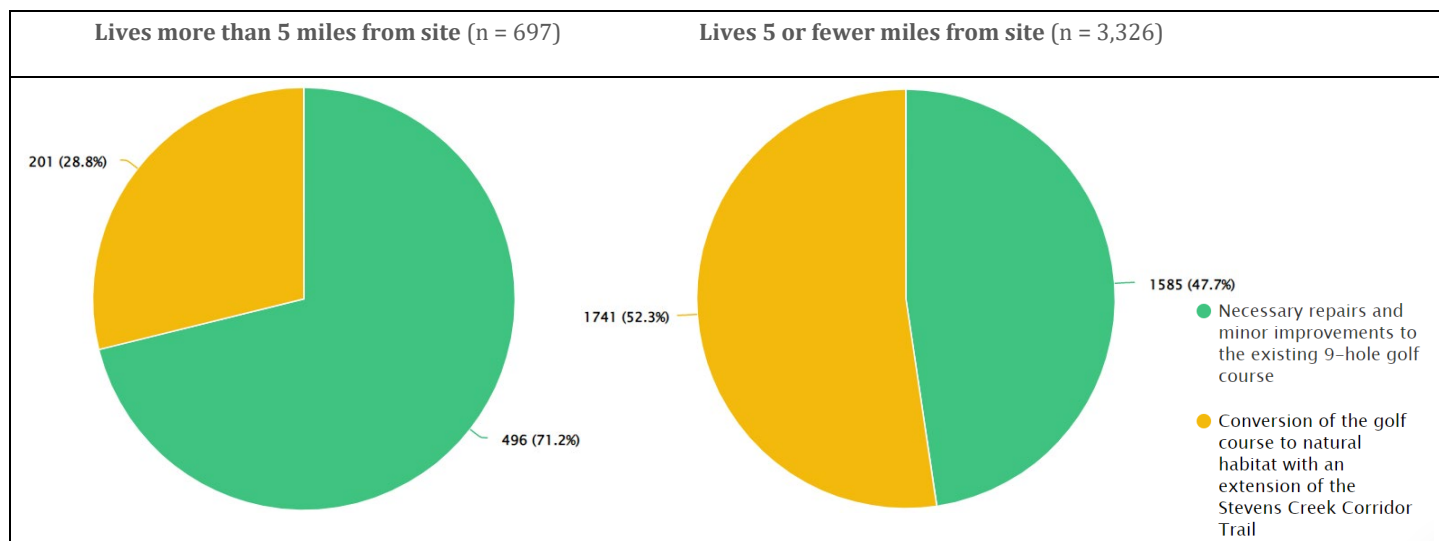
Just over half (51.7%) of all survey respondents prefer Option A, necessary repairs and minor improvements to Blackberry Farm Golf Course. However, when viewing responses by only Cupertino residents, over half of respondents (56.5%) prefer Option B, conversion of the golf course to natural habitat.

Figure 11. Preference for future use of the site.



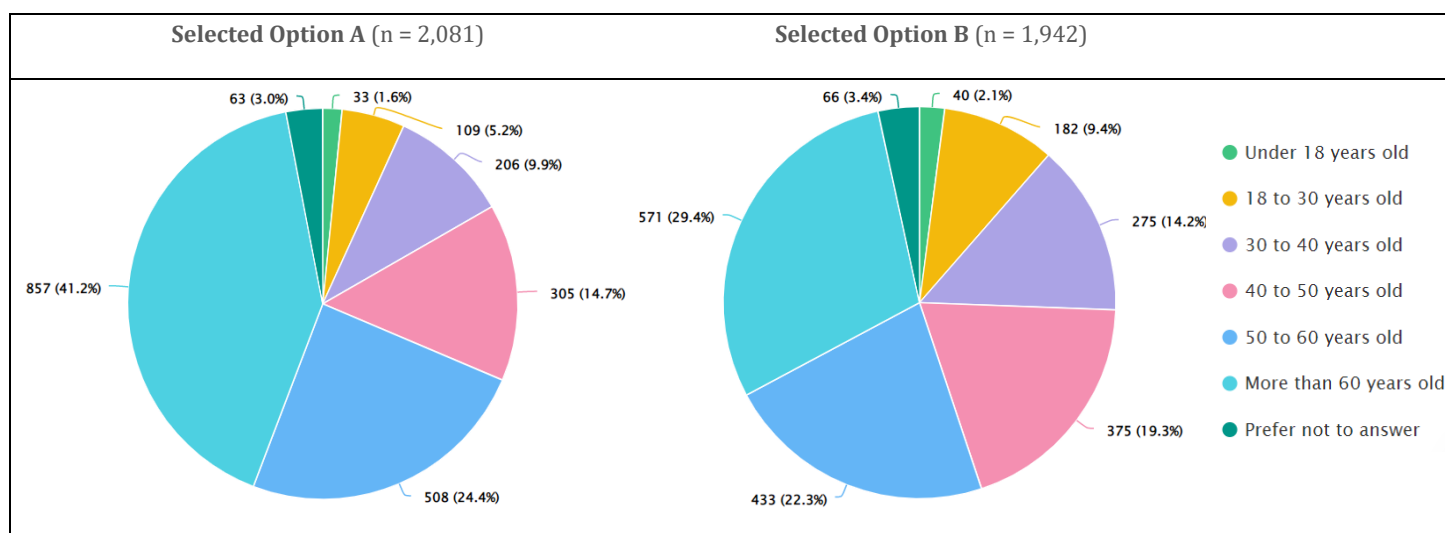
Generally, Option A (golf course) is preferred by those living further from the golf course and Option B (natural habitat) is preferred by those living closer to the golf course. Most respondents (71%) who live more than 5 miles from the site selected Option A, while 52% of respondents who live 5 or less miles from the course selected Option B. When filtering responses by those who live closest to the course (“less than ½ mile” and “less than 1 mile”), the majority (57%) of respondents prefer Option B.

Figure 12. Preference for future use of the site by distance from site.



Generally, Option A (golf course) is preferred by older respondents and Option B (natural habitat) is preferred by younger respondents. When filtering responses by those who selected Option A (golf course), 66% of respondents are 50 or older in age. The remaining respondents are 40 to 50 years old (15%), 30 to 40 years old (10%), 18 to 30 years old (5%), under 18 years old (2%), or responded “prefer not to answer” (3%). Comparing these age demographics to those who selected Option B (natural habitat), 52% of respondents are 50 or older in age. The remaining respondents are 40 to 50 years old (19%), 30 to 40 years old (14%), 18 to 30 years old (9%), under 18 years old (2%), or responded “prefer not to answer” (3%).

Figure 13. Age of respondents by option selection.



## Q12. Why do you prefer one option over the other?

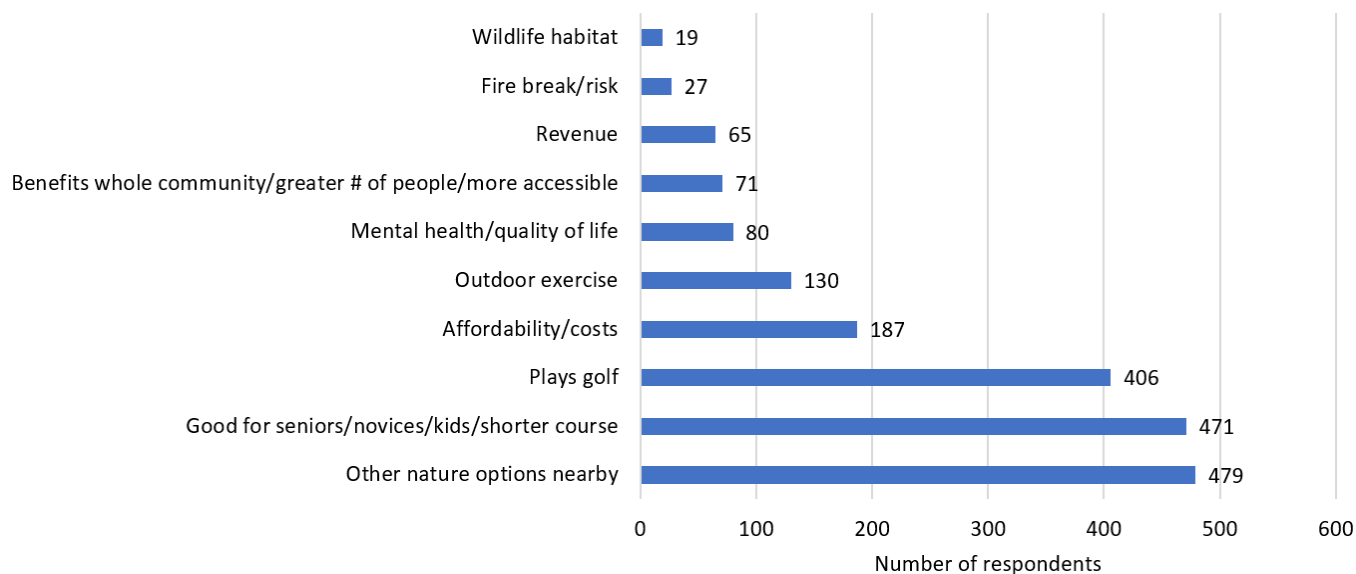
**Total responses:** 3,134 (1,627 selected Option A (golf course) and 1,507 selected Option B (natural habitat))

Top reasons given by respondents for choosing **Option A (Necessary Repairs and Minor Improvements to Blackberry Farm Golf Course)** include the following. Percentages refer to the proportion of respondents within the specified option (i.e., 29% of respondents who selected Option A and responded to Q12 indicated the given theme).

- There are sufficient other natural areas and walking trails nearby (29% of respondents).
- Blackberry Farm Golf Course is a good course to play for seniors, kids, novices, and people who want to play on a shorter course (29% of respondents).
- Respondent plays golf (25% of respondents) (note: likely more than 25% of respondents who selected Option A play golf, but 25% of respondents to this question specifically indicated that playing golf was a reason for preferring Option A).
- Blackberry Farm Golf Course is affordable and/or more cost-effective than Option B (11% of respondents).
- Blackberry Farm Golf Course provides healthy outdoor exercise (8% of respondents).

Additional themes (each representing less than 5% of responses) include that the golf course brings in revenue, benefits community members' mental health and quality of life, benefits many people in the community, acts as a fire break, and provides habitat for wildlife.

Figure 14. Frequency of commonly identified rationale for preferring Option A.



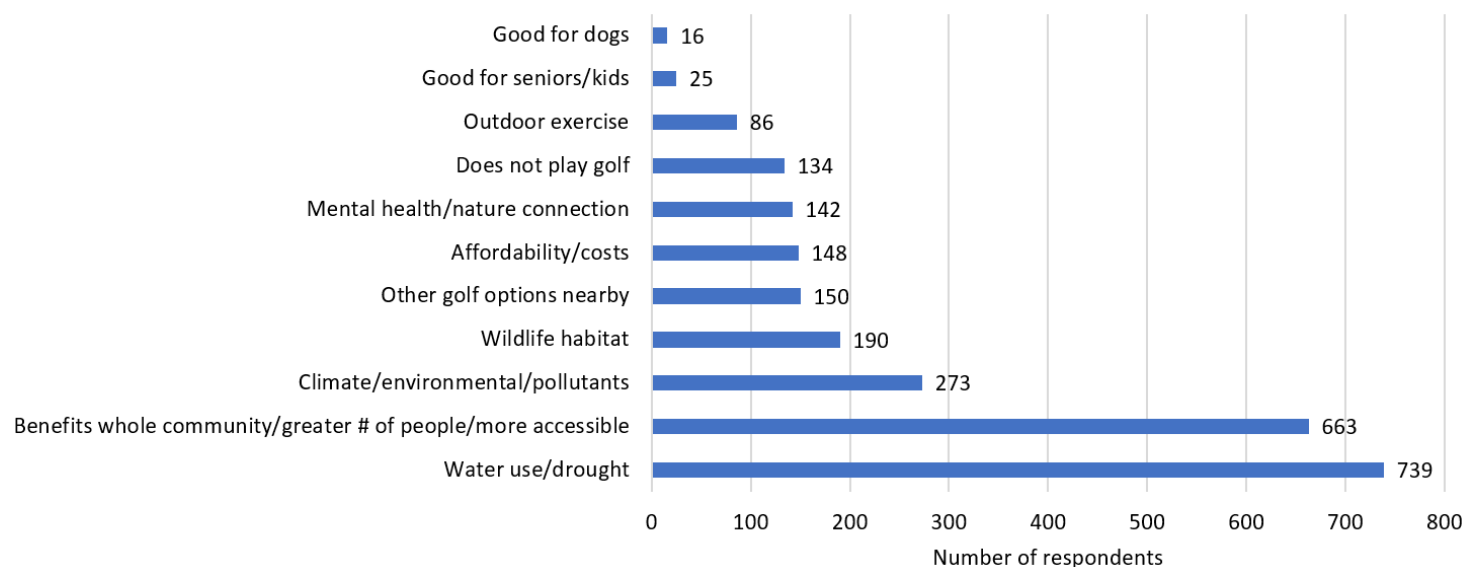


Top reasons given by respondents for choosing **Option B (Conversion to Natural Habitat)** include the following. Percentages refer to the proportion of respondents within the specified option (i.e., 49% of respondents who selected Option B and responded to Q12 indicated the given theme).

- Respondent is concerned about drought and water use of the golf course (49% of respondents).
- Conversion to natural habitat benefits a greater number of people than golf (44% of respondents).
- Conversion to natural habitat is better for the environment (respondents noted concern about climate change, fertilizers, pesticides, and other pollutants) (18% of respondents).
- Natural areas provide wildlife habitat (13% of respondents).
- There are sufficient other options for golf nearby (10% of respondents).
- A natural area is more affordable and/or cost-effective than a golf course (10% of respondents).
- Natural areas provide mental health benefits and nature connection (9% of respondents).
- Respondent does not play golf (9% of respondents) (note: likely more than 9% of respondents who selected Option B do not play golf, but 9% of respondents to this question specifically indicated that not playing golf was a reason for preferring Option B).
- A natural area provides opportunities for outdoor exercise (6% of respondents).

Additional themes (representing less than 5% of responses) include that natural areas are good for seniors, kids, and dogs.

Figure 16. Frequency of commonly identified rationale for preferring Option B.









### Q13. Do you have any other thoughts about the future of the site you would like to share?

**Total responses:** 1,498

Additional thoughts about the future of the site (that weren't already reflected in responses to Q12) include the following themes. A "theme" is classified as an idea that was mentioned more than two (2) times.

- Provide educational opportunities such as signage along trails, ranger-led classes and workshops, and guided nature walks to educate visitors on the site's ecology, history, conservation, restoration, and sustainability.
- Plant native, drought-tolerant trees and plants along the trail.
- Extend the existing pool.
- Build additional public bathrooms.
- Develop water ponds to create habitat for birds.
- Design the site as a central community space that is welcoming to all residents.
- Include shade in the design of the site to accommodate long and hot summers.
- Include benches, picnic areas, and water fill stations in the design.
- Build a playground to accommodate children.
- Utilize the space as an outdoor theater, meeting space, outdoor festival/music venue, farmers market, and amphitheater for outdoor programs.
- Build a café/snack shack/club house.
- Build trails that accommodate bikers (asphalt) and hikers (soft-surfaces trails).
- Consider developing a bike or skate park.
- Involve Indigenous communities throughout the entire site development process.
- Accommodate dogs in the design, either by creating dog friendly/off-leash trails or a designated off-leash dog park.
- Provide a driving range/mini golf course *and* natural areas.
- Include sports fields for sports such as disc golf and courts for pickleball, bocci ball, volleyball, tennis courts.
- Connect trails to surrounding nature areas (i.e., Stevens Creek Corridor, Fremont Older Open Space).
- Include a community garden/food forest in the site design.
- Remodel/modernize golf course to be a low-to-no-water golf course (use reclaimed/grey water).
- Concern that the presence of natural predators that accompany the natural habitat will post a safety risk to visitors and nearby residents.
- Concern that converting site into a natural area will attract people who are houseless and pose a security risk to surrounding neighbors.
- Concern that converting the site into a natural area will increase car and foot traffic.
- Mix of concern and support related to developing housing at the site.
- Mix of concern and support related to remodeling or replacing the Blue Pheasant restaurant.

Additional ideas related to the future of the site include the following:

- Provide additional public parking.
- Develop a Japanese tea garden/rose garden.
- Consider a low-maintenance design approach to a natural area.
- Raise green fees to generate more revenue.
- Concern that converting the golf course into a natural site would destroy a historical site and course.

Select quotes that reflect these themes are provided below. Note that some quotes were edited for grammar and clarity.

- *"I would like to see this group consult with native Ohlone tribes to include some signage and understanding of native plants & animals. I also would like to see this group consult with the Native California Plant Society Santa Clara Chapter, and Audubon. Let's make this a grassroots participation and a model we can do in other parts of Cupertino."*
- *"Please work with Audubon Society at McClellan Ranch for ideas."*
- *"Upgrade the ponds to catch and retain water to allow for water all throughout the year."*
- *"Convert the course to a nature trail but also build a small retail strip mall that has pedestrian paths in front – so maintain the parking lot but not allow car traffic so then there can be shops that generate rental income for the city but also more retail and food options for those in park - e.g., cafes, boutiques, coffee shops, etc. – a quaint downtown feel."*
- *"I'm worried that having a nature preserve would cause The Blue Pheasant to go out of business."*
- *"ADA corrections and expansion could be part of the A plan and the Golf Course could serve another purpose – an outdoor area for disabled citizens."*

- *"Changing its habitat will increase my allergies if your suggestions are followed. That will make it impossible to go in certain areas during my allergy seasons. We already have a lovely park in that area."*
- *"The city should partner with the restaurant. So many opportunities there. Please look to the city of Sunnyvale as an example. The city could partner with the Blue Pheasant the same way Sunken Gardens is partnered with Gold Rush Eatery. Both restaurants are on site. Don't lose this opportunity!"*
- *"Some have suggested combining a bit of both options. I like that idea. Also, it would be better to consider converting to using reclaimed water and grazes that require fewer chemicals to maintain. If available now or in the future, using electric lawn mowers would be less polluting to the air (yes, I do understand that the manufacture of batteries can pollute the environment in the country that produces them, and recycling used batteries is not yet available)."*
- *"The golf course is already a great place to see local wildlife. The birds on course are spectacular. By planting native plants in the features, you can increase that."*
- *"Stevens Creek Boulevard is a major thoroughfare through Cupertino and the Blackberry Farm Golf Course stretch can be a high-speed raceway, especially at night when many cars regularly exceed 60 mph. If Blackberry Farm Golf Course is eliminated and a wildlife preserve/hiking trail is put in its place, many more vulnerable wild animals will cross Stevens Creek Bl. and the death toll of deer, opossums, raccoons, skunks and, tragically, maybe even unsuspecting drivers, will inevitably increase. This would be an extreme safety hazard and I have not heard anybody even start to address it."*
- *"A butterfly garden would be a wonderful addition."*
- *"I think the binary approach – either keep the course or return it to natural conditions – is short-sighted and to be honest not very creative. For a city that prides itself on being a hub of new ways of thinking and contributor to Silicon Valley, I might say even a bit lazy. A new approach to the current state of Blackberry Farms Golf Course would be to transition those areas of the golf course not typically part of play (between tees and greens) could be planted with native plants. This would save water (and money!) and provide less park-like and a more natural setting. You could find an area to incorporate the wildflower meadow. But most importantly, the City should consider opening up the golf course to walkers/hikers on Sundays and Mondays (or some similar days of the week). Course maintenance could continue, and certain areas of the course could be off limits (stick to cart paths and fairways, for example). Walkers would have to pick up after themselves and their pets, the same as our City and County parks. Multi-use settings provide the most benefit for the most residents. I would hope the City could look at what is possible instead of finding reasons to try something new. Good luck on your project!"*
- *"Walkers, joggers, bikers would not have to be scared of getting hit with a golf ball, if the place was converted into a natural habitat."*

#### Q14. Provide your email address to receive periodic updates.

**Total responses:** 2,213

## Appendix

---

The following codes were used in Dedoose to analyze open-ended survey responses.

### **Q5: Do you prefer to play at one golf course over the other? If so, why?**

- 1 Prefers BBF
- 2 Prefers Deep Cliff
- 3 No preference/like both/depends
- 4 Affordability
- 5 Atmosphere/environment
- 6 Better maintained
- 7 Location
- 8 Less crowded
- 9 Better for seniors/novices/kids
- 10 Shorter course
- 11 Longer/harder course
- 12 Safer course

### **Q12: Why do you prefer one option over the other?**

- 1 Plays golf
- 2 Does not play golf
- 3 Affordability/costs
- 4 Wildlife habitat
- 5 Outdoor exercise
- 6 Mental health/quality of life
- 7 Mental health/nature connection
- 8 Revenue
- 9 Fire break/risk
- 10 Good for seniors/novices/kids/shorter course
- 11 Other nature options nearby
- 12 Other golf options nearby
- 13 Water use/drought
- 14 Climate/environment/pollutants
- 15 Benefits whole community/greater # of people/more accessible
- 16 Good for dogs

### **Q13: Do you have any other thoughts about the future of the site you would like to share?**

- 1 Any responses that are unique from the reasons given in Q12 were tagged as “other” and reviewed for content (e.g., “recommend Tribal engagement” and “add classes about composting”)