

PRC Meeting

June 4, 2026

Presentations

Item #1

Grassroots Ecology



Bringing Beauty and Biodiversity to McClellan Ranch Preserve

Stephanie Saffouri

June 4th, 2026



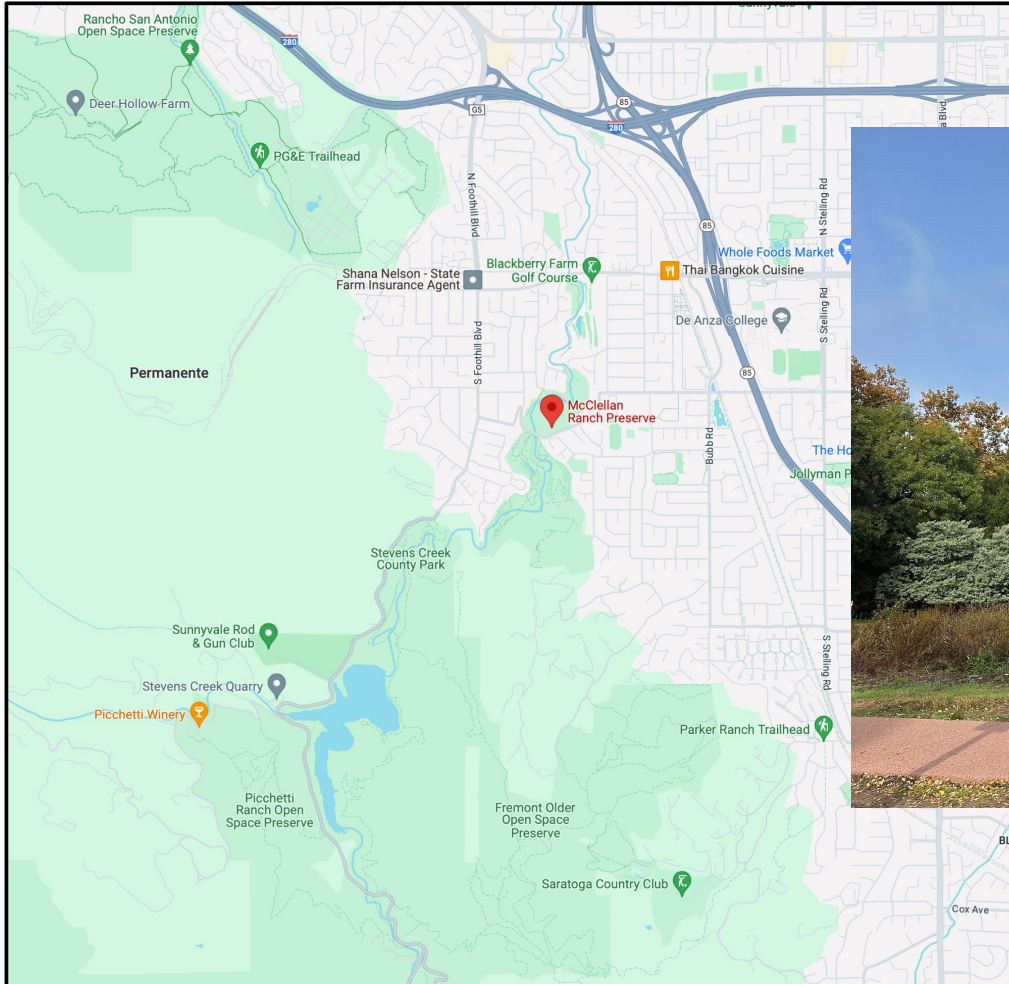
Grassroots Ecology



- Engage and educate the public to restore local ecosystems
- Community volunteers
- Native Plant Nursery



McClellan Ranch Preserve



McClellan Ranch Preserve



McClellan Ranch Preserve



McClellan Ranch Preserve



McClellan Pre-Restoration



Photo Point 1



2014

- Non-native grasses
- Italian thistle

2015

- Sheet mulched and planted
- Non-native grasses

2019

- Coast live oak
- Sagebrush
- Yarrow
- Goldenrod
- California aster
- Coyote mint

2014



2026



Active Restoration



Invasive Species Management



Invasive Species Management

Invasive plants tend to...

- Germinate quickly
- Create dense stands
- Produce many seeds



Invasive Species Management

Species under management:

- Thistles
- Shortpod mustard
- Stinkwort
- Annual grasses
- Poison hemlock
- Periwinkle
- Italian arum
- Cape ivy



Invasive Species Management



Fire Mitigation



Cotoneaster removal

Fire Mitigation



Coyote brush thinning

Revegetation



Revegetation



Revegetation

Native planting areas infilled and/or expanded each fall and winter

Watershed appropriate species grown at our nursery

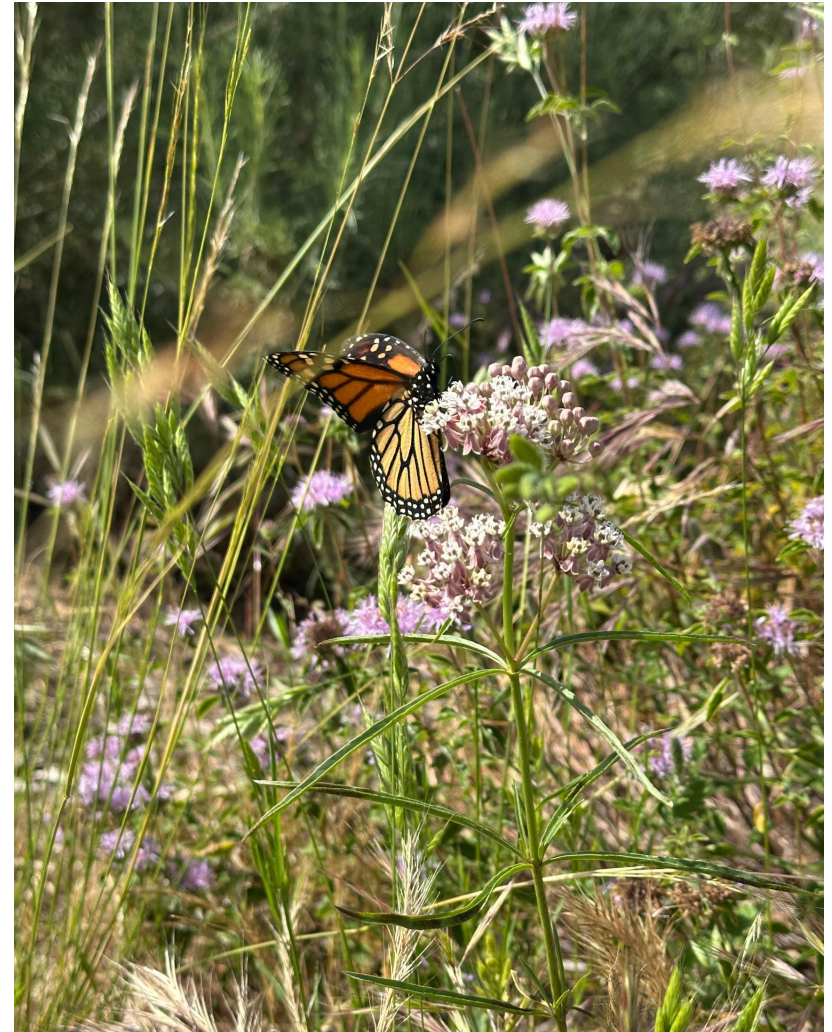


Biodiversity



Biodiversity

- Creating high-quality habitat
- Preserving and restoring critical native plant-wildlife relationships



Biodiversity



Watershed Health



André Karwath aka Aka / CC BY-SA (<https://creativecommons.org/licenses/by-sa/2.5>)

Watershed Health



before

Watershed Health



after



Our superhuman team!

The Power of Volunteers



Rotary Cupertino



Top: 4-H Club



Left: De Anza College

The Power of Volunteers



Since 2012:

- 950 volunteer events
- 13,325 volunteers
- 17,000 native plants







Grassroots Ecology Programs



Youth Stewards

Grassroots Ecology Programs



California Naturalist Summer Interns

Grassroots Ecology Programs



Seniors volunteer days

Local schools and service groups



Helios School, Menlo
School, Sewa International





PRC Meeting

June 4, 2026

Presentations

Item #2

Parks and Recreation
Department Marketing and
Communications

Parks and Recreation Department Marketing and Communications

June 4, 2026



**CITY OF
CUPERTINO**

Branton Curt

How Cupertino Parks and Recreation Reaches Cupertino Residents

A coordinated approach to awareness, participation, and community connection.



Recreation Schedule

The Recreation Schedule is the cornerstone of department marketing and one of the strongest tools for driving awareness and registration.

23,000+

residential addresses
reached by direct mail

4,400+

average clicks to
registration pages
per edition

37,000+

average digital views
per edition

5.25 minutes

average digital read time
per edition



Making Activities and Services Easier to Find Online



Top cupertino.gov Webpages

- | | |
|----------------------------|--------------------------------|
| 1) Cupertino Homepage | 11) Blackberry Farm |
| 2) Sports Center | 12) Events |
| 3) July 4 | 13) Indoor Facilities |
| 4) P&R Homepage | 14) Senior Center |
| 5) Recreation Schedule | 15) Restaurant Week 2025 |
| 6) Permits | 16) Summer Concerts |
| 7) Aquatics | 17) Picnic Areas |
| 8) Senior Center – Classes | 18) Athletic Fields and Courts |
| 9) Camps | 19) Inspections |
| 10) McClellan Ranch | 20) SV Hopper |

Visibility Beyond the Screen

Display marketing helps reach residents in high-traffic City spaces and community locations.

TV

City Hall, Quinlan,
Senior Center,
Community Hall

Signs

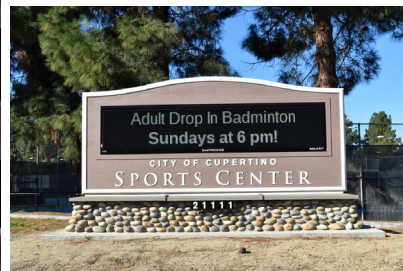
Parks, Facilities,
Trails

Banners

Locations around
the City

URL/QR

Fast path to
registration



Meet the Community Where They Scroll

Social media expands reach, builds community interest, and supports event and program promotion.

16,800+

Link clicks on Facebook
+51.1%

10,300+

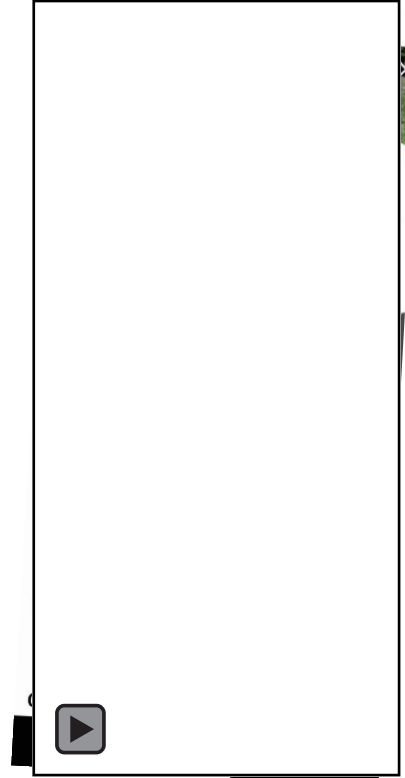
Facebook page visit
+5.2%

2,350+

Interactions on Facebook
+23.6%

435

New followers on Facebook
-4.2%



New to Instagram

Cupertino launched a dedicated Parks and Recreation account on April 15, 2026.

21,900+
Post views

10,900+
Accounts Reached

397
Post Interactions



Cupertino Parks and Recreation
Now on
Instagram

Follow along for events, activities, and more happening in Cupertino.

 **@CupertinoParksandRec**

The image shows a smartphone displaying the Instagram profile for 'Cupertino Parks and Recreation'. The profile card includes the account name, a verified badge, 79 posts, 1K followers, and 46 accounts being followed. The bio describes the account as 'Cupertino Parks and Recreation' and lists categories like 'Events | Camps | Activities | Parks'. It also includes a website link 'cupertino.gov/recreation' and 'Follow' and 'Message' buttons. Below the bio are several post thumbnails, including one for a 'Pool party?' and another for 'You got this!'. The background of the entire graphic is a dark, scenic view of a park with trees and a path.

Emails Drive Action

Email remains one of the department's most effective tools because it is direct, targeted, and measurable.

Parks and Recreation

14,891

Subscribers
+3,043

67

Emails
Sent

82%

Engagement
Rate

Senior Center

3,780

Subscribers
+1,454

48

Emails
Sent

72%

Engagement
Rate

Teens

1,840

Subscribers
+3,043

47

Emails
Sent

68%

Engagement
Rate



Reaching Adults 50+

Adult 50+ marketing uses mixed marketing efforts to keep members informed, encourage participation, and support membership growth.

Print Outreach

- 50+ Scene
- Membership Drive Postcard (August 2025)

Emails

- Monthly eNewsletter
- Event Email Reminders
- Registration Reminders

Bi-Monthly Tools

- Bi-Monthly Calendar
- Bi-Monthly Activity Schedule

Digital and Social

- Aframes
- TV Screens
- Social Media



Connect Every Channel to One Goal

Each marketing channel plays a different role, but together they guide residents from awareness to participation.



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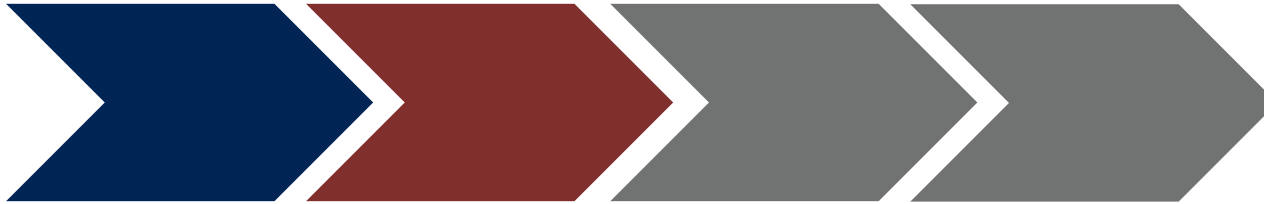
Awareness

Help residents
discover what's
available

Recreation Schedule
Signage
Social Media

Connect Every Channel to One Goal

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Awareness

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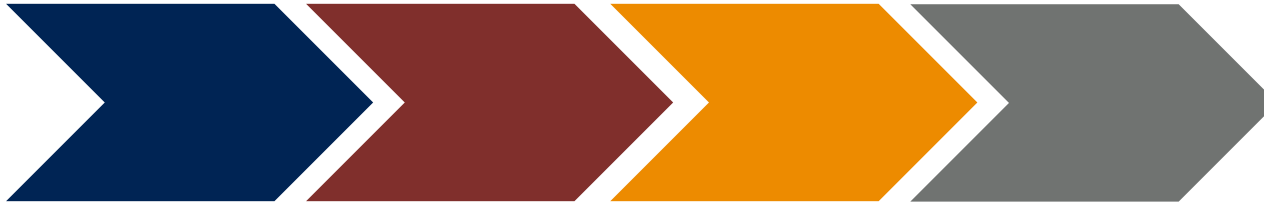
Interest

Give residents
a reason to
learn more

Program Webpages
Visuals and Flyers
Event Previews

Connect Every Channel to One Goal

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Awareness

Help residents discover what's available

Recreation Schedule
Signage
Social Media

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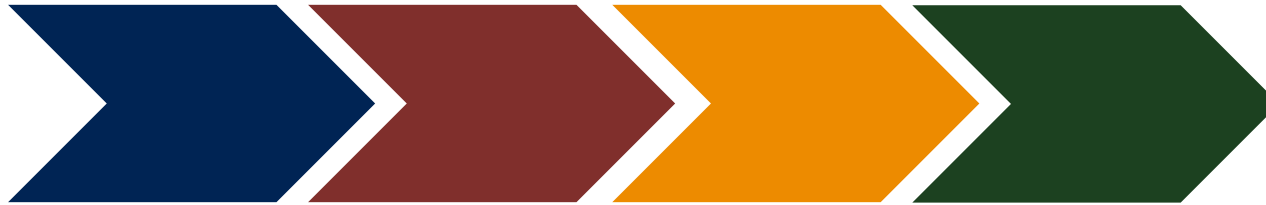
Registration/ Participation

Make the next step clear and easy

Direct Links
QR Codes
Clear CTAs

Connect Every Channel to One Goal

Each marketing channel plays a different role, but together they guide residents from awareness to participation.



Awareness

Help residents discover what's available

Recreation Schedule
Signage
Social Media

Interest

Give residents a reason to learn more

Program Webpages
Visuals and Flyers
Event Previews

Registration/ Participation

Make the next step clear and easy

Direct Links
QR Codes
Clear CTAs

Repeat

Turn participation into continued engagement

Positive Experience
Photos & Recaps

Building Awareness, Access, and Engagement

Continued investment in consistent, coordinated marketing helps more residents discover and participate in Parks and Recreation programs.



Parks and Recreation Department Marketing and Communications

Thank you



CUPERTINO

PRC Meeting

June 4, 2026

Presentations

Item #4

Santa Clara County Library
District StoryWalk Initiative –
Park Recommendation

StoryWalk Cupertino



Prepared by

Cupertino Library Commission Sub-committee
Qin Pan · Chandra Sakthivel

In partnership with Santa Clara County Library District (SCCLD)

For

Parks & Recreation Commission
June 4, 2026

Santa Clara County Library District: Why StoryWalks?



- Developing library, city and community partners
- Promoting physical activity and healthy lifestyles
- Promoting early literacy & language acquisition
- Encouraging Families to engage in literacy and exercise together
- Family members play a vital role in helping children develop a joy of learning. StoryWalks provide an opportunity for families to build values, traditions, and make memories
- An opportunity for children to learn new words, describe things and events, and learn how to follow a story in sequence

Ideal Location Criteria

1

Young-family park

City park with high visitation by families with young children.

2

Start at entrance

Begins at the main parking lot or main entrance.

3

Well-used path

Follows an established, walkable path most visitors already use.

4

Playground link

Ideally passes by or ends at a playground.

5

17 visible frames

Frames stay in line-of-sight, roughly 100 ft apart.

6

⅓ – ½ mile, looped

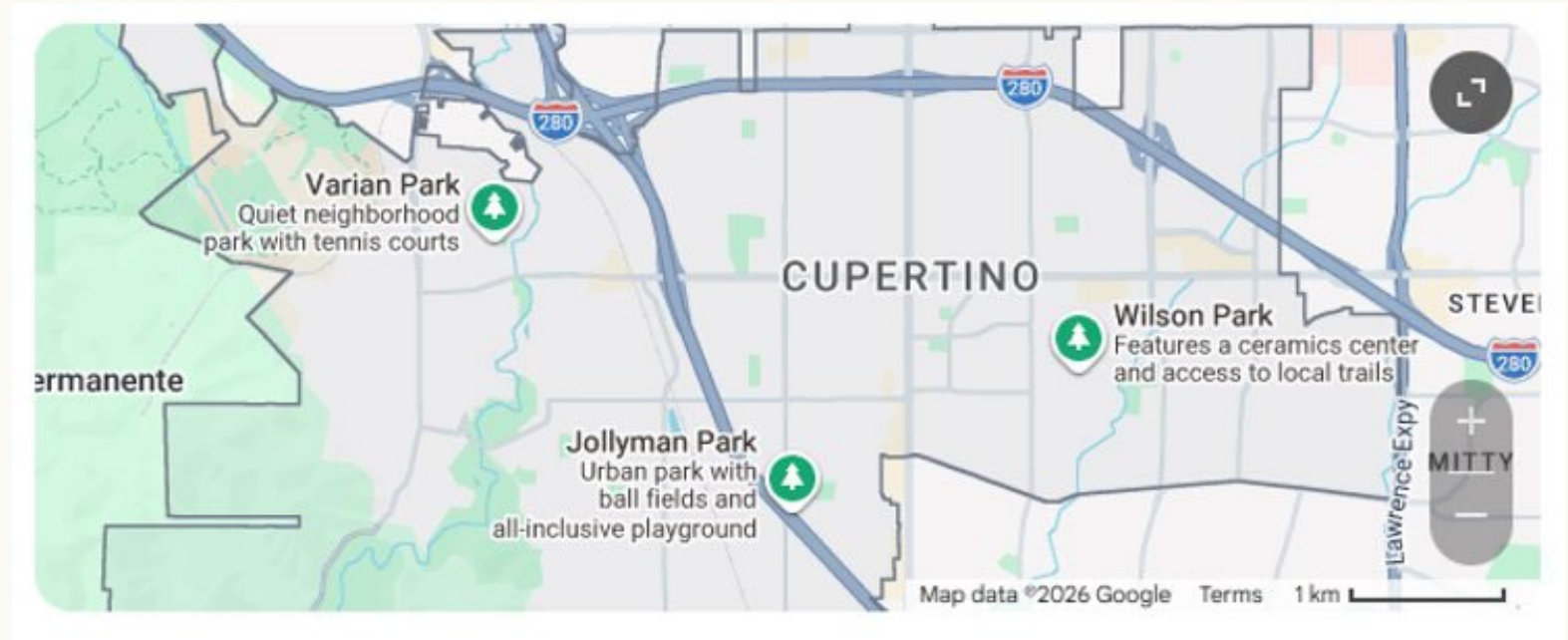
Total route fits ⅓ to ½ mile and forms a complete circuit.



Proposed Locations

Three Proposed Sites

- Jollyman Park
- Wilson Park
- Varian Park



Jollyman Park

1000 S. Stelling Road · South Central · ≈ 11 acres



Field photo · interior path & lawn



Path edges / lawn



Main parking

Quick facts

- Park amenities include baseball field, basketball court, soccer field, all-inclusive playground, picnic area, 1/3 to 1/2-mile paved walking loop, dog off-leash area, restroom
- Near single-family homes and DeAnza College
- Park located near VTA bus route and along bike paths
- Ample parking off Stelling Road, Tuscany Place, Dumas Drive and DeFoe Drive

Strengths

- Inclusive playground is a regional family draw
- Looped path supports 17 in-line-of-sight frames
- Generous parking and ADA paths
- Strong existing weekend visitation

Considerations

- Mostly single-family surroundings → smaller walkability
- Shared use with sports leagues and dog park visitors
- Sign placement must avoid field-event sight lines
- Weekend tournaments may compete for caregiver attention

Wilson Park

10094 Wilson Court · Northern end of the city · ≈ 5 acres



Field photo · path & ball-field edge



Path toward Regnart connection



Open lawn & casual play

Quick facts

- Park amenities include a community garden, baseball field, basketball court, soccer field, playground, picnic area, 1/3-mile walking loop, restroom
- Strong walkability from nearby homes and trails
- Surrounded by apartments and condos, with future high-density housing nearby
- Ample parking off Rodrigues Avenue and Parkside Lane

Strengths

- Dense multi-family walkability; equity reach
- Direct Regnart Creek Trail spur for trail users
- Established community garden audience
- Good visibility from frequented walking routes

Considerations

- Shorter loop — tighter to fit 17 frames
- Weekend baseball games cause parking pressure
- Less shade on internal lawn vs. tree-lined paths

Varian Park

10301 Varian Lane – West Side – ≈ 6.6 acres



Field photo · paved path with family walking toward playground



Playground area



Main entrance & parking

Quick facts

- Park amenities include tennis courts, playground, group picnic area, large open grass field, 1/3-mile paved loop, heritage apricot orchard, benches, and drinking fountain
- Multiple park entrances – Varian Way, Amelia Court and Stonydale Drive
- Ample parking, including ADA spaces
- Bus connection on Stelling Road

Strengths

- Continuous paved loop around grass
- Mature shade canopy along the loop
- Heritage orchard adds storytelling backdrop
- Residential access walkability

Considerations

- Reached mostly by neighborhood streets
- Visitation patterns
- Some path edges meet sand / orchard
- Tennis-court activity peaks early evenings

Next steps

1. Parks and Recreation Commission will rank the three proposed park locations.
2. Item will go to City Council for consideration.
3. If approved, the Parks and Recreation Department will coordinate with Public Works and SCCLD to determine the final placement of the StoryWalk signage within the selected park.
4. SCCLD will work with Foundation for funding of hardware and install.

PRC Meeting

June 4, 2026

Presentations

Staff and Commission
Reports

Liaison's Update

June 4, 2026



**CITY OF
CUPERTINO**

Parks and Recreation
Commission

Commission Updates

Updated Commissioners' Handbook 2026

- Section Revisions:
 - Commissions
 - Commission Membership
 - Future Agenda Setting
 - Recommendations and Reports to City Council
 - Use of City Email

Commission Updates

Updated Commissioners' Handbook 2026

- New Sections Added:
 - Commission Administrator
 - Alternate Members
 - Broad Representation
 - Hybrid Meetings and Remote Participation
 - Work Plan

Parks and Recreation Facilities

Blackberry Farm Open for the Season

- cupertino.gov/bbfcalendar

June



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m.
		Picnic Site Rentals				
7 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m. Picnic Site Rentals	8	9	10	11	12	13 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m.
		Picnic Site Rentals				
14 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m. Picnic Site Rentals	15	16 Lap Swim 8 to 11:45 a.m. and 6:15 to 7:45 p.m. Rec Swim Noon to 6 p.m. Picnic Site Rentals	17	18	19 Juneteenth Holiday Closed	20 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m. Picnic Site Rentals
21 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m. Picnic Site Rentals	22	23	24	25	26	27 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m.
28 Lap Swim 9 to 9:45 a.m. Rec Swim 10 a.m. to 6 p.m. Picnic Site Rentals	29	30 Lap Swim 8 to 11:45 a.m. and 6:15 to 7:45 p.m. Rec Swim Noon to 6 p.m. Picnic Site Rentals				

21979 San Fernando Avenue, Cupertino, CA 95014

Blackberry Farm Calendar 2024



Summer Camps
Weekly camps from June 9 to August 7.
Art • Adventure Camps
Acting • Dance
Engineering • Game Design
Gymnastics • LEGO
Minicraft • Music • Nature
Origami • Robotics
Science • Sports • STEM
and more!

cupertino.gov/camps



Swim Lessons
Build Confidence. Learn to Swim. Sign up now for swim lessons.
Parent/Child Water Introduction (1-3Y)
Private (3-17Y)
Semi-Private (18Y+)

cupertino.gov/swimlessons

Parks and Recreation Events



SUMMER CONCERT SERIES '26

Thursdays | 6:30 to 8 p.m. | Memorial Park Amphitheater

June 11	Cupertino Symphonic Band	Symphonic Band
June 18	Blind Pilots	Classic & Current Rock
June 25	The Blanks	Dance Party Rock
★ Saturday, July 4	Fire Peach	90's Rock
July 9	Misguided Saints	Classic & Acoustic Rock
July 16	Patron Latin Rhythms	Latin Rock, Salsa, and R&B
July 23	The Joint Chiefs	R&B, Funk, and Soul
July 30	Mad About You	80's, 90's, and Pop Dance
August 6	The Sound Project	R&B, Funk
August 13	Get Lucky Band	Top 40, Pop, Dance Covers
August 20	Smokin Slice of Mojo	Classic Soul, R&B

cupertino.gov/summerconcert

★ Independence Day Concert 10:30 a.m. to Noon at Memorial Park Amphitheater

Parks and Recreation Events

Splash Bash

- Sunday, June 7
- Noon to 3 p.m.
- Memorial Park

City of Cupertino and
Youth Activity Board Present

SPLASH BASH 2026

Youth and teens, celebrate
the end of the school year
with fun water games and
free snacks!

Register



Sunday, June 7
Noon to 3 p.m.

Memorial Park
Picnic area near
tennis courts

**FIRST 50 ATTENDEES
GET FREE KONA ICE!**

KONA
ICE

The poster features a vibrant beach scene with a blue sky, sun rays, a palm tree, a beach ball, sunglasses, and a cup of Kona Ice. The text is arranged in a clear, readable layout, with the event title in large, bold letters and the registration information prominently displayed.

Parks and Recreation Events

Golfing FORE Generations

- Saturday, June 13
- 9:30 a.m.
- Blackberry Farm Golf Course
- Register at reg4rec.org



Parks and Recreation Events

Disco at Dusk

- Friday, June 26
- 6:30 to 8:30 p.m.
- Community Hall
- Hollywood Theme
- Register at reg4rec.org



Parks and Recreation Events

Fourth of July Celebration

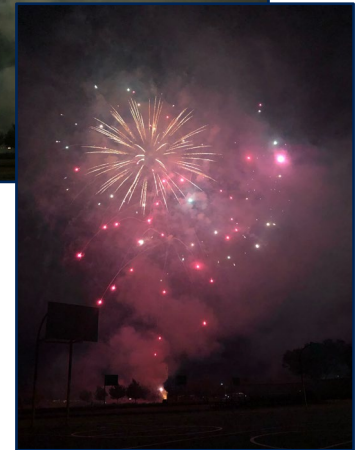
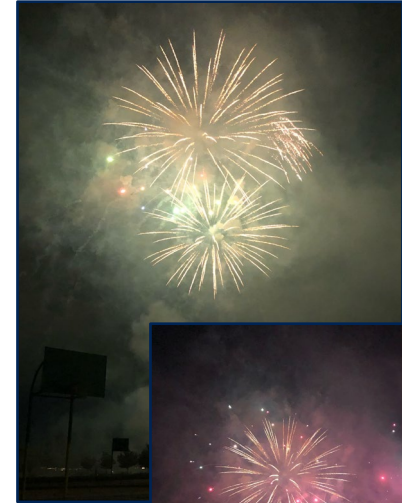


- **Pancake Breakfast**
 - 8 a.m. to 11 a.m. at Quinlan Community Center
- **Flag Raising and Children's Parade**
 - 10 a.m. at Veteran's Memorial in Memorial Park
- **Blackberry Farm Pools**
 - 10 a.m. to 5 p.m. at Blackberry Farm
- **Kids Activities and Concert**
 - 10:30 a.m. to noon at Memorial Park Amphitheater
 - Concert features Fire Peach

Parks and Recreation Events

Fourth of July Celebration Evening Fireworks

- 9:30 p.m.
- Viewing Sites
 - Creekside Park
 - Sedgwick Elementary
 - Miller Avenue
- cupertino.gov/july4



Parks and Recreation Events

Cupertino Campout

- Saturday, July 18 to Sunday, July 19
- 4 p.m. to 10 a.m.
- Creekside Park
- For more information visit cupertino.gov/campout



Parks and Recreation Events

Shakespeare in the Park

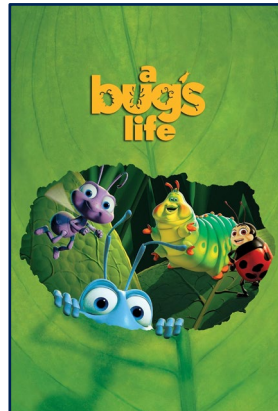
- July 25, 26 and August 1, 2, 8, 9
- 6 to 7:30 p.m.
- Memorial Park Amphitheater



Parks and Recreation Events

Movies in the Park

- Fridays, August 7 to August 28
- Movies Start at 8 p.m.
- Creekside Park



City Events

Cupertino Community Service Awards

- Save the Date: Wednesday, October 28



Reminders and Updates

Parks and Recreation 2026 Summer Camp Guide

- Summer Camps start Monday, June 8
- cupertino.gov/camps

City Offices and Facilities Closed

- Friday, June 19 in observance of Juneteenth
 - **Normal Operating Hours – BBF Golf Course & Sports Center*

Next Regular Parks and Recreation Commission Meeting

- Thursday, August 6 at 7 p.m. (July 2 Canceled)

