



# CITY OF CUPERTINO

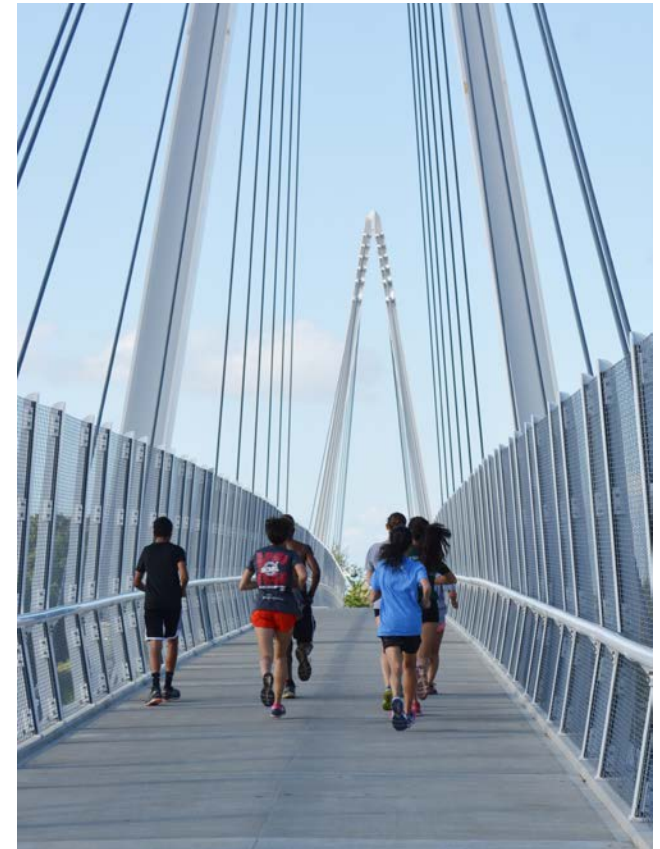
## *Parks & Recreation System Master Plan*



City Council Meeting  
*February 5, 2019*

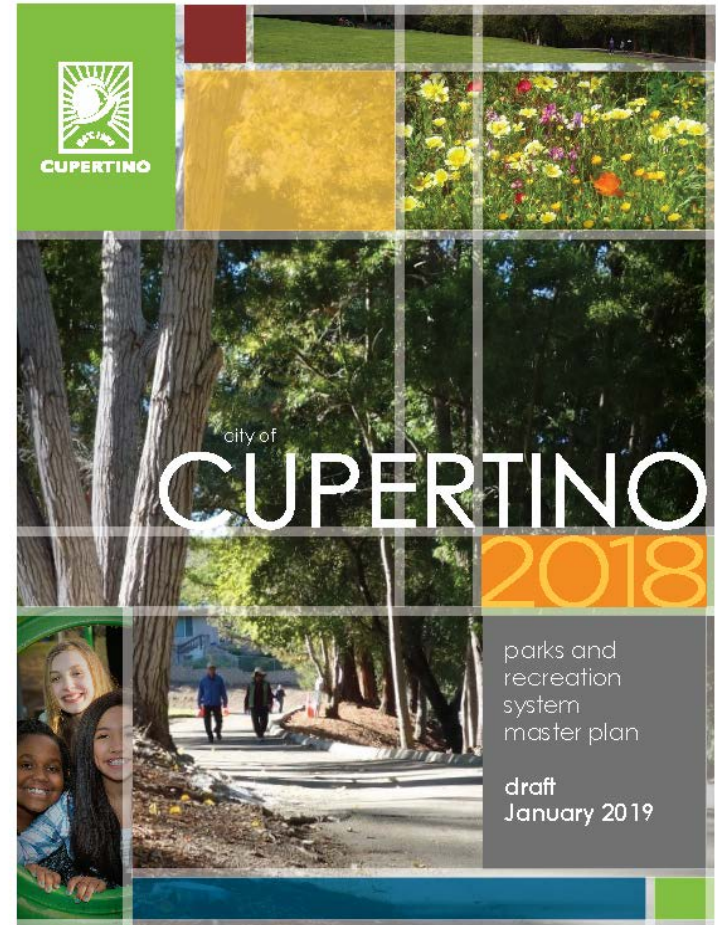
# Purpose of the Meeting

- Draft Master Plan presentation
- Clarifying Questions
- Public Input
- Council Input



# Purpose of the Plan

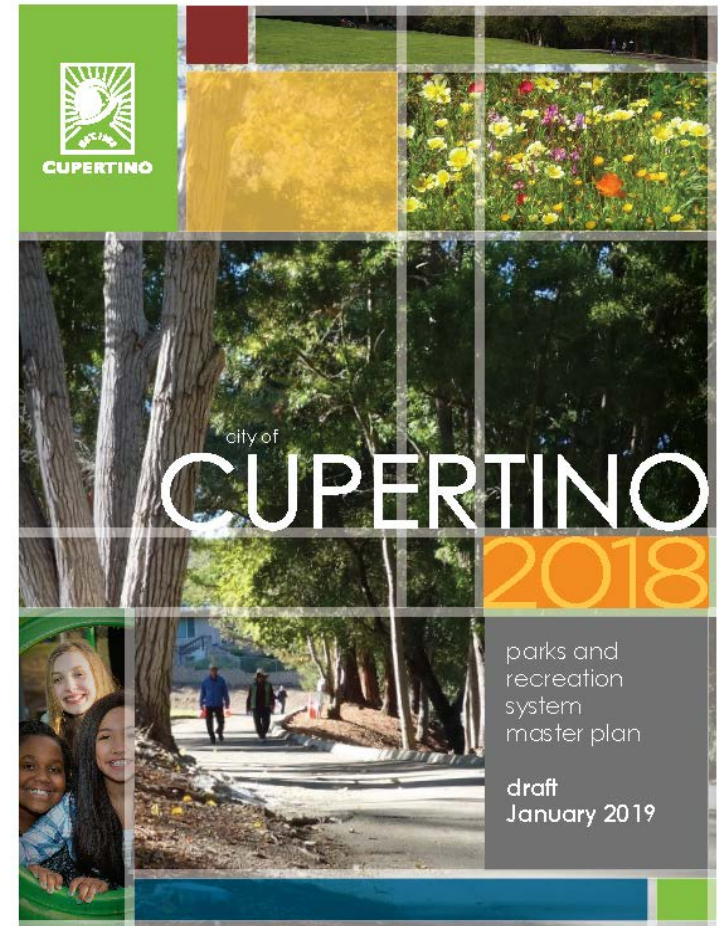
- Integrates the community's vision and aspirations into a cohesive strategy to guide the future development, renovation, management and activation of City parks and recreation facilities.
- Provides overarching direction for the Recreation and Community Services Department through the year 2040.





# Function of the Master Plan

- Supports the development of annual workplans, budgets, a strategic plan, and 5-year capital improvement plans that will be brought to Council for approval.
- Identifies further study, coordination and outreach needed to implement specific projects.



# Planning Process

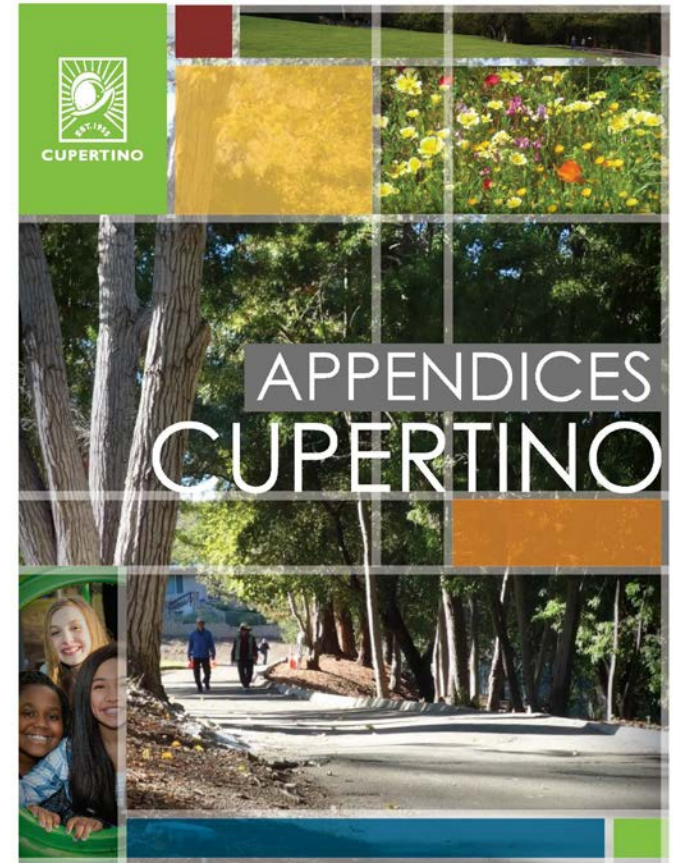


# Plan Organization

- Executive Summary
- Chapter 1: Introduction
- Chapter 2: Vision and Goals
- Chapter 3: Systemwide Objectives and Actions
- Chapter 4: Recommendations Highlights
- Chapter 5: Implementation

# 7 Appendices

- A. Park & Facility Inventory
- B. Recreation Programs Overview
- C. Engagement Methodology
- D. Park Access Maps
- E. Recommendations and Costs
- F. Potential Funding Sources
- G. Prioritization Tools



# City Park Land

- 223+ acres of parks, trails, creek corridors, sports fields, recreation facilities

| Park Category            | # of Sites | Total Acres                              |
|--------------------------|------------|--|
| Community Parks          | 2          | 85.8                                     |
| Large Neighborhood Parks | 8          | 66.4                                     |
| Small Neighborhood Parks | 6          | 6.4                                      |
| Special Use Sites        | 5          | 10.7                                     |
| School Sports Fields     | 9          | 45.5                                     |
| Trail Corridors          | 3          | 8.7 (Stevens Creek Trail included above) |



# Recreation Facilities

**Most parks have traditional facilities to support play and picnicking. There are fewer unique and specialized facilities or natural areas in parks.**

## Sites with Athletic Facilities

- 12 with Baseball/Softball Fields
- 12 with Soccer Fields
- 5 with Basketball Hoops
- 4 with Tennis Courts
- 1 with Cricket Field
- 1 with Volleyball Court (plus 1 area shared at Library Field)

## Sites with Indoor Facilities

- 7 with Recreation Buildings

## Sites with Outdoor Facilities

- 16 with Playgrounds
- 14 with Picnic Areas
- 13 with Open Lawn Areas
- 2 with Water Play

## Sites with Trails/Natural Areas

- 4 with Trails
- 3 with Natural Areas

# Technical Analysis

- Parkland level of service (acres/1,000 residents citywide)
- Distance that residents must travel to parks (park availability within ½ mile of residential areas)
- Availability of different types of recreation experiences (type of amenities, facilities and landscaping in parks)
- Distribution of different types of facilities

# Opportunities Analysis

- Opportunity A: Expand the System
- Opportunity B: Connect the System
- Opportunity C: Foster Natural Systems
- Opportunity D: Diversify Recreation Facilities

# Unique Community

- Diverse cultures
- Many families
- Growing and aging population
- Priorities: education, innovation, achievement, community livability, high quality of life





# Community Representation

**Several Groups met throughout the planning process to help the Master Plan reflect Cupertino's unique needs and goals.**

- City Council
- Parks and Recreation Commission
- Project Advisory Group
- Project Management Team



# Community Voice in Planning Process

## More than 2,000 participants were involved:

- City-wide Survey (679)
- Intercept Events (240+)
- Stakeholder interviews
- Public Community Workshop
- Block Leader Workshop
- Council and Community Leader Interviews
- Recreation Staff Input Meetings
- Vision and Goals Questionnaire (1,206)
- PRC/Community Workshop
- Parks and Recreation Commission Meetings
- City Council meetings
- Draft Plan Review Meetings



# Outreach, Survey #1 – citywide survey

- **Flyers & brochure stands & bookmarks**
  - Quinlan Ctr, Sports Ctr, Senior Ctr, BBF Golf, City Hall, McClellan
  - Bulletin boards & postings
- **Social Media**
  - Next Door – Twitter
  - Facebook – Instagram
- **Email**
  - Rec list – thousands
  - Master Plan list
  - All Commissioners
  - Block Leaders – posted
  - Neigh. Watch/ECAP – posted
- **Hard Copy Surveys**
  - Senior Center
  - Quinlan Center
  - Mailed to Sr Ctr members, ~1,400
- **Website**
  - News Item
  - Project Web Page
- **Additional Outreach**
  - Booths at Events (Earth Day, Big Bunny, Cupertino Day, 4<sup>th</sup> of July)
  - Lawn Signs – 30

# Outreach, Survey #2 – vision & goals questionnaire

- **Social Media**

- Next Door – Twitter
- Facebook

- **Email**

- Rec list blast – ~14,300
- Senior Center list - >1,600
- Block Leader Newsletter – ~380
- Master Plan list – >230
- CERT/Citizen Corps list – 840
- City staff, Commissioners, Council members – >250
- Sports Center members – ~130

- **Additional Outreach**

- Lawn Signs – 30
- Final week reminders (all social media, email blasts to above contacts)

- **Flyers & Postcards**

- City Hall, Lib, Quinlan, Sports Ctr, Senior Ctr, BBF Golf
- National Night Out, flyers, surveys
- Summer Concert, flyers, postcards

- **Printed Surveys & flyers/stands**

- At Teen Center, Quinlan & Senior Ctr
- Surveys & fliers, Teen areas at 2 Libs
- Leader-in-Training dinner (surveys)
- Summer camps (surveys)

- **Website**

- Website homepage
- News item
- Project Web Page

- **The Scene**

- Cover article, July/Aug issue
- Mailed to > 20K homes
- Also at City Hall, Lib, Quinlan, Sr. Ctr.



# Outreach, Workshop #2, May 23, 2018

- **Flyers & Brochure Stands**
  - Quinlan Ctr, Sports Ctr, Senior Ctr, BBF Golf, McClellan, City Hall
  - Flyers at Library, bulletin bds.
  - Flyers to Teen & Lib. Commiss.
- **Social Media**
  - Next Door – YouTube
  - Facebook – Twitter
- **Email**
  - Rec list – > 10,000
  - Block Leaders – > 300
  - Master Plan list – > 500
- **Website**
  - News Item
  - Banner on homepage
  - City Calendar
  - Project Web Page
- **Additional Outreach**
  - Lawn Signs at major sites
  - Scala images on video screens
  - Cupertino Radio
  - City Channel TV station
  - Rec staff

# 12 Outreach Themes/Priorities



**PARK & FACILITY  
ACCESS**



**THE ARTS**



**UNIQUELY  
CUPERTINO**



**CULTURAL  
DIVERSITY**



**NATURE  
EXPERIENCE**



**PARTNERSHIPS**



**EXTRAORDINARY  
PLAY**



**RECREATION  
VARIETY**



**TRAILS &  
CONNECTIVITY**



**SOCIAL GATHERING  
& CELEBRATION**



**WELCOMING  
PLACES & SERVICES**



**YOUTH & TEEN  
EMPOWERMENT**

# Master Plan Vision and Mission

## Master Plan Vision

We aspire to create an inspiring, lively, healthy, diverse and sustainable community by connecting our residents to outstanding parks, nature and one another.



## Master Plan Mission

Cupertino:

- **PROMOTES** parks and public spaces as integral elements of our City's character;
- **RESTORES**, preserves, and protects our creeks, meadows, trees and natural areas;
- **ENGAGES** our diverse residents in healthy, inclusive events and activities; and
- **CREATES** a safe, connected, walkable and welcoming community.



# Master Plan Goals



**MP1. CONSERVATION** Protect nature, trees and natural areas in parks and throughout the city to support wildlife, ecological functions and a stronger connection to Cupertino's natural environment.



**MP2. CONNECTION** Provide an interconnected network of multiuse trails, walkways and bikeways, close-to-home parks, and community destinations.



**MP3. EQUITABLE ACCESS** Distribute parks and facilities throughout the community for easy and equitable access.



**MP4. ENHANCEMENT** Reinvigorate and revitalize parks and recreation facilities to support broad and inclusive recreation interests.



# Master Plan Goals



**MP5. ACTIVITY** Provide programs, events and services that foster social cohesiveness and lively, diverse activities for people of all ages, abilities, cultures, and interests.



**MP6. QUALITY** Create high quality recreation experiences, places and services that are welcoming, safe, responsive, comfortable and reflective of Cupertino's unique character.



**MP7. SUSTAINABILITY** Provide, manage and maintain parks, facilities, programs and services through sound management and stewardship, sustainable choices and the wise use of resources.

# Types of Recommendations

- Systemwide objectives and strategic actions that provide policy guidance
- Site-specific recommendations for existing parks and trails
- Recommendations for potential major investments
- Recommendations for added recreation elements

# Systemwide Objectives



## Master Plan Goal 1: Conservation

**1.A** Protect natural resources, habitat, and riparian corridors through acquisition and collaboration.

**1.B** Manage meadows, natural areas, wildlife habitat and creeks to maintain and restore ecological health and function.

**1.C** Maintain and steward natural resources in parks and on City property.

**1.D** Design parks and trail corridors to reflect local ecology and native landscapes.

**1.E** Expand opportunities to experience nature.

**1.F** Support environmental education and nature interpretation.

# Systemwide Objectives



## Master Plan Goal 2: Connection

**2.A** Implement recommendations for proposed trails and paths in local and regional plans.

**2.B** Prioritize the completion of a comprehensive network of off-street walkways, trails and protected bikeways.

**2.C** Support walking in parks.

**2.D** Encourage biking, walking and carpooling to parks through physical and programmatic enhancements.

# Systemwide Objectives



## Master Plan Goal 3: Equitable Access

**3.A** Provide parks within walking distance of most residential areas.

**3.B** Continue to implement the parkland acquisition and implementation program.

**3.C** Expand recreation opportunities by enhancing park and facility access.



# Systemwide Objectives



## Master Plan Goal 4: Enhancement

**4.A** Renovate/expand major facilities to meet community priorities.

**4.B** Consider adding new major facilities.

**4.C** Expand swimming and water play opportunities.

**4.D** Diversify play experiences to support extraordinary play.

**4.E** Improve existing sport fields.

**4.F** Add a variety of new features to existing parks to support diverse recreation interests.

**4.G** Provide social hubs and activity areas to support social interaction, group activities and drop-in use.

# Systemwide Objectives



## Master Plan Goal 5: Activity

**5.A** Facilitate events, fairs, and festivals that foster community cohesiveness.

**5.B** Rethink facilities and programs to empower Cupertino youth and teens.

**5.C** Support lifelong learning and recreation for adults and seniors.

**5.D** Increase arts and cultural programming in collaboration with partners.

**5.E** Support environmental education and nature interpretation.

**5.F** Provide outdoor recreation programs in neighborhood parks.

**5.G** Prioritize core program service areas to manage and provide programs, events and activities.

# Systemwide Objectives



## Master Plan Goal 6: Quality

**6.A** Design and develop high quality, high functioning parks and social spaces.

**6.B** Incorporate Cupertino's identity and placemaking into parks and facilities.

**6.C** Improve park hospitality and comfort to enhance user experiences.

**6.D** Enhance communication, information availability, and customer service.

**6.E** Track, monitor and report data to measure performance.

**6.F** Update recreation program management tools, data and fees.

**6.G** Clarify roles, responsibilities, communication and scheduling procedures and provide staff training.



# Systemwide Objectives

## Master Plan Goal 7: Sustainability

**7.A** Leverage resources and diversify funding sources. (Financial Sustainability)

**7.B** Develop/implement customized guidelines and practices for sustainable park design and development. (Sustainable Choices)

**7.C** Steward resources and maintain assets. (Sound Management and Stewardship)

**7.D** Collaborate with partners, stakeholders and volunteers. (Wise Use of Resources)

# Enhancements To Existing Parks

- **Memorial Park  
Recommendations**
- **Stevens Creek Corridor  
Recommendations**





# Enhancements To Existing Parks

- **Creekside Park  
Recommendations**



- **Jollyman Park  
Recommendations**



# Enhancements To Existing Trails

- **Trail Recommendations**



# Potential Joint Use Opportunities

- **School Joint Use Recommendations**





# New Acquisitions

- **New Park Recommendations**



- **New Trail Recommendations**



# Potential Major New Facilities

- **Aquatics Facility Recommendations**
- **Arts Facility Recommendations**
- **Gymnasium & Multi-Use Recreation Center Recommendations**





# Expanded Services

- **Senior Center or Services Recommendations**
- **Teen Space or Services Recommendations**



# Added Recreation Elements: Diverse Play Areas

- **Nature Play Recommendations**
- **Water Play Recommendations**
- **Universal/All-Inclusive Play Recommendations**



# Added Recreation Elements: Unique Recreation Features

- **Neighborhood Event Space Recommendations**
- **Diverse Features Recommendations**
- **Sports Facility Recommendations**





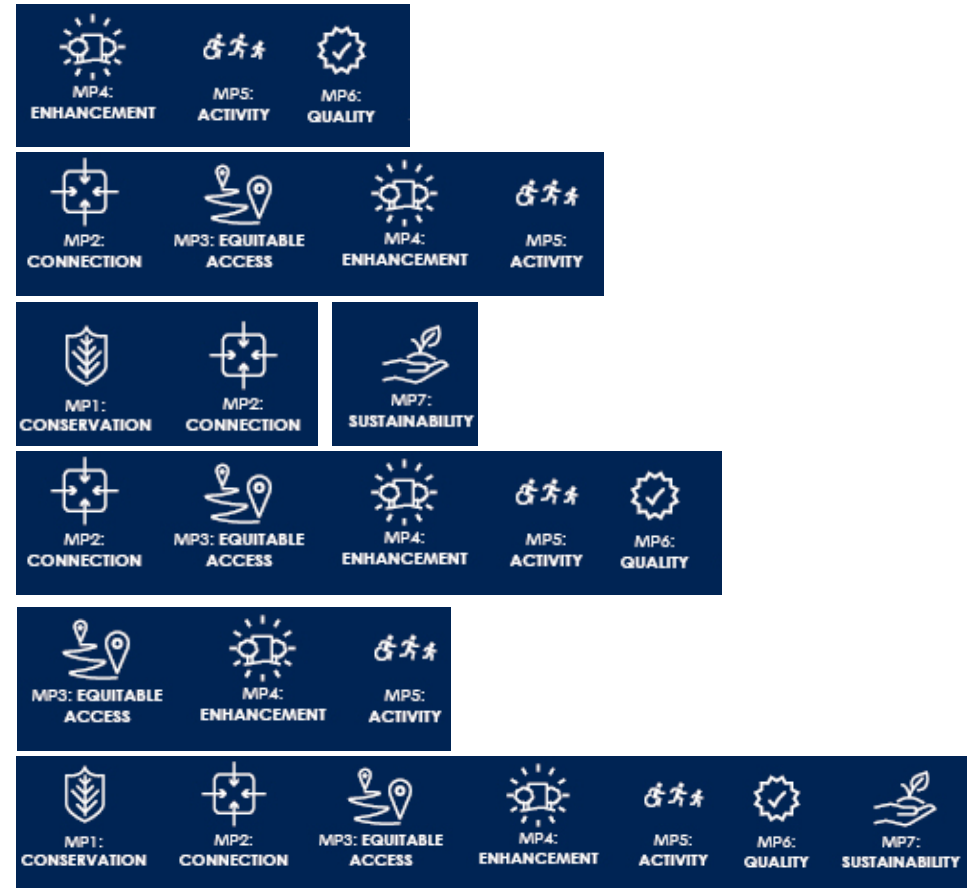
# Natural Vegetation Enhancements

- **Natural Vegetation Recommendations**



# Implementing Early Action Initiatives

- Memorial Park Site Master Plan and Initial Site Improvements
- Cupertino Loop Trail Implementation
- Stevens Creek Corridor Master Plan
- Expanded Teen Opportunities
- Neighborhood Park Activation
- Recreation and Community Services Strategic Plan





# Short Term Actions for Additional Recreation Elements

- Nature Play
  - All-Inclusive Play
  - Water Play
  - Improved Outdoor Space for Citywide Events
  - Improved Outdoor Space for Neighborhood events
  - Multi-use Sport Fields
  - Cricket Field
- Dog Parks/ Dog Areas
  - Basketball
  - Pickleball
  - Community Gardens
  - Recreation Diversity in Outdoor Settings
  - Improved Comfort Amenities
  - Natural Vegetation Enhancements

# Short Term Actions for Major Projects



New Neighborhood Parks



Trails and Trail Corridors



Aquatics Facility



Performing and Fine Arts center



Enhanced Teen Services



Expanded Senior Services



Other Replaced or Repurposed Existing Building

# Potential Capital Costs for Major Projects

| Potential Project  | Estimated Capital Improvement Costs <sup>1</sup>                    |
|--|---|
| Neighborhood Parks, per 3-acre park                          | \$10,000,000 - \$15,000,000<br>plus land acquisition, ~\$30,000,000 |
| Trails and Trail Corridors                                   | Not included – addressed in 2016 Bike Plan and 2018 Pedestrian Plan |
| Aquatics Facility <sup>2</sup>                               | \$45,000,000 - \$60,000,000   |
| Gymnasium Complex & Multi-use Recreation Center <sup>2</sup> | \$30,000,000 - \$40,000,000   |
| Performing & Fine Arts Center <sup>2</sup>                   | \$60,000,000 - \$100,000,000  |
| Senior Center Expansion <sup>2</sup>                         | \$15,000,000 - \$25,000,000   |
| <b>Total</b>   | <b>\$160,000,000 - \$240,000,000</b>                                |

*1 Capital costs are planning level costs in 2018 dollars. See Appendix E for information on assumptions.*

*2 Land acquisition costs are not expected for these projects; projects are anticipated to occur in existing parks or via partnerships.*

# Operating Costs for Major Projects

- Additional funds needed for maintenance:
  - Major facilities
  - New parks and trails
  - Nature stewardship
  - Increased park use due to population growth
- Additional funds need for activities and programs:
  - Major facility operations
  - Neighborhood events
  - Programs in parks
  - Increased programs and events to serve growing population

# Funding the Vision

| Source   | Capital Projects | Operating Budget |
|--|------------------|------------------|
| General Fund   | X                | X                |
| User Fees  | X                | X                |
| Park Impact Fees                                     | X                |                  |
| Assessment/Community Facilities District             | X                | X                |
| General Obligation Bond <sup>1</sup>                 | X                |                  |
| Parcel Tax <sup>1</sup>                              | X                | X                |
| Operating Levy <sup>1</sup>                          |                  | X                |
| Public-Private Partnerships                          | X                | X                |
| Earned Revenue (sponsorships, licenses, concessions) | X                | X                |
| Grants   | X                |                  |

<sup>1</sup> Voter approval required



# Prioritizing Capital Projects



Tool: Goal and  
Community Priority  
Alignment Checklist



Tool: Sequencing  
Criteria

# Outreach re. Current Input Opps. for Draft Master Plan, Jan – Feb 2019

- Social Media

- Next Door
- Facebook
  - Incl. 3 promotions reaching 10,023 residents

- Email

- Rec list – 13,128
- Block Leaders – 336
- Master Plan list – 562
- CERT list – 929

- Website

- Homepage banner
- News Item
- Event Calendar
- Project Web Page

- Narrated video

- Next Door, Facebook, website, Scala TVs. Reached 2,228 Facebook users.

- Additional Outreach

- Lawn Signs – 30
- Scala images on TV screens (Quinlan, City Hall, Sports Center)

# Input, Bicycle Pedestrian Commission

January 16, 2019

- Emphasize the Cupertino Loop Trail implementation
- Table E-1, Civic Center – add language re. provide trailhead amenities & connections to nearby bikeways and off-street trails (similar to Wilson Park wording).
- Emphasize adding community gardens

*Other: safety is important*

# Input, Youth & Teen Forum

January 22, 2019

54 Comment Cards.

Appreciate teen/youth inclusion

Important items include:

- Trails & connectivity
- Conservation/envIRON. stewardship
- Serving entire diverse commty.
- Park land equity
- Strong school collaboration
- Wise financial choices



# Input, Public Workshop

January 23, 2019

- Park land acquisition - a top priority
- Park equity, adding parks in east side, walkable parks - a top priority
- Trails & walkability important
- Why spend \$\$ on a performing arts center?
- Unsure about need for swimming pools; consider partnering if needed
- Important for kids to learn to swim
- For more basketball, consider partnering with schools
- If a major facility is pursued, important to identify the O&M costs
- What further potential is there for school joint use agreements?



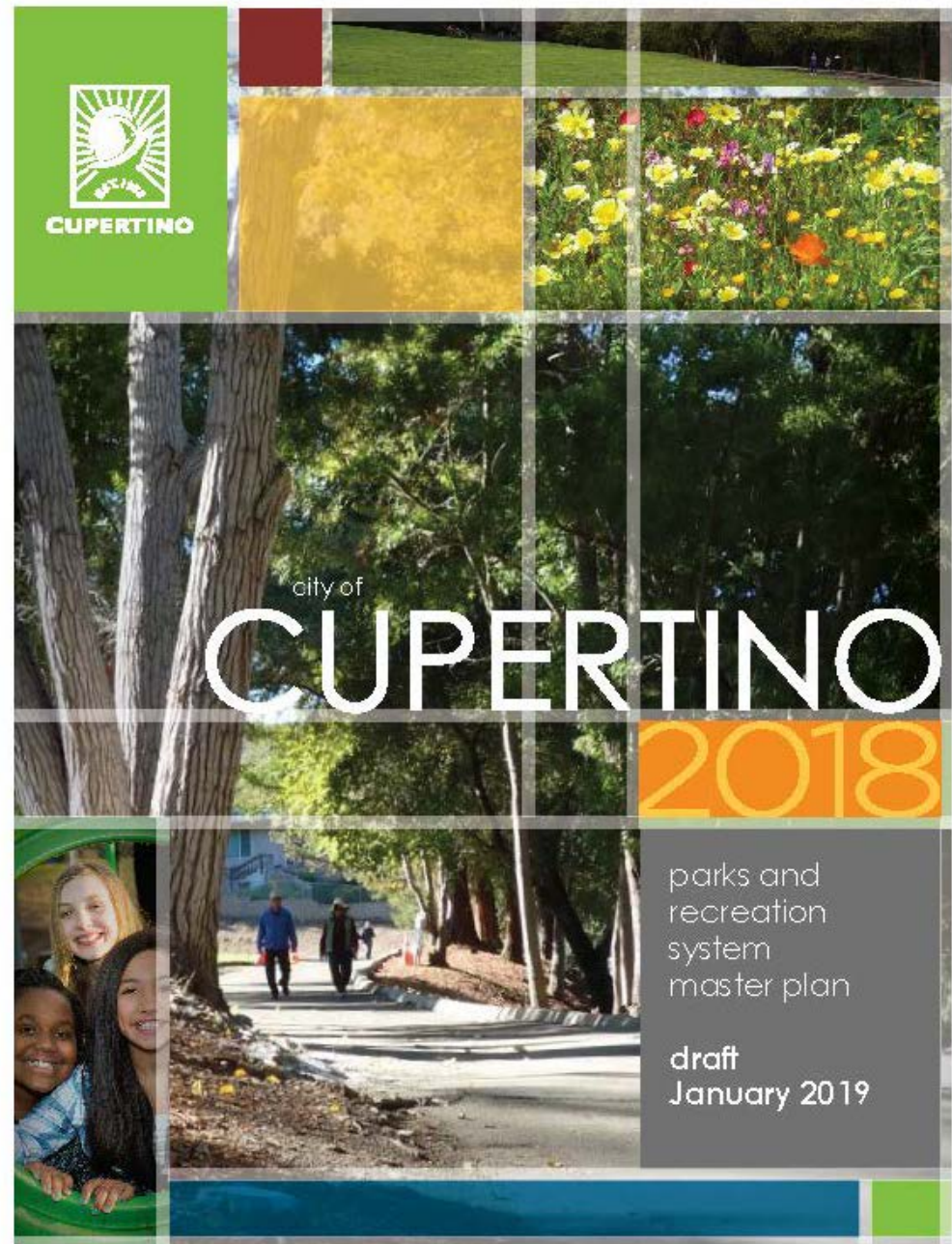
# Input, Parks & Rec Commission

January 24, 2019

## Among the feedback is:

- Clarify - that plan is info & goals for future, compiles commty. input, is not a budget
- Clarify - that goals/actions & poss. projects are not listed in priority
- Support for school partnerships, connectivity, acquiring park space in deficient areas, expand neigh. events, various specific elements
  - all-inclusive play, adult exercise equipment, parklets, dog areas, healing garden, flexible & creative solutions e.g.

Creating our park  
and recreation  
system of the  
future!



# Questions? And Comments!

Website is: [Cupertino.org/parksmpr](https://cupertino.org/parksmpr)

*Note: Project team will review all public comments and recommended changes to identify MP revisions needed. In addition to comments received, non-substantive editorial & typographic corrections will be made.*



# CITY OF CUPERTINO

## *Parks & Recreation System Master Plan*



City Council Meeting  
*February 5, 2019*