



CITY OF CUPERTINO

Parks & Recreation System Master Plan

COMMUNITY OUTREACH AND VISION SUMMARY

Final Draft • May 2017



CUPERTINO



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Parks & Recreation System Master Plan



COMMUNITY OUTREACH AND VISION SUMMARY

In 2015, the City began creating a *Parks and Recreation System Master Plan (Master Plan)* to integrate the community's vision and aspirations into a cohesive strategy and action plan to guide the future development, renovation, management and activation of City parks, recreation facilities and trails. The Community Outreach and Vision Summary supports the planning process by providing an overview of public outreach activities conducted to date, identifying the overarching themes that emerged from these outreach activities and presenting the City's vision and goals as these relate to the forthcoming development of Master Plan vision, goals and strategies. The document includes six appendices:

- Appendix A: Community-Wide Survey
- Appendix B: Intercept Events
- Appendix C: Stakeholder Meetings
- Appendix D: Community Workshop
- Appendix E: Block Leader Workshop
- Appendix F: Council/Community Leader Directions

The outreach findings and themes noted in this report will be combined with other technical information and directions to provide a foundation for the assessment of community needs and opportunities (Figure 1).



Figure 1: Master Plan Process

OUTREACH METHODS AND PARTICIPATION

The City of Cupertino reached out to approximately 1,000 residents and stakeholders through six different outreach activities:

- **City-wide Survey:** From March 24th to July 19th, 2016, the City of Cupertino implemented a survey to collect community input on the state of the City's parks and recreation system and potential improvements and alterations to the system in the future. The 27-question survey, available online and in paper, collected input from a total of 679 respondents.
- **Intercept events:** Between March and July 2016, the City and RHAA held four intercept events at Cupertino's Big Bunny Fun Run, the Earth Day & Arbor Day Festival, Cupertino Day and 4th of July Festival to raise awareness about the Master Plan process. Hundreds of community members placed stickers on three different display boards to "vote" for desired recreation amenities, programs and facilities.
- **Stakeholder interviews:** The City and RHAA team met with stakeholder groups to identify issues and ideas unique to Cupertino. Twenty-four organizations (34 people) participated, representing the following eight areas of interest: environmental groups, organized sports teams, non-City parks and recreation providers, public safety organizations, community service groups, Cupertino's business community, Cupertino hotels, and schools that offer joint use of facilities with the City.
- **Community workshop:** In May 2016, the City and RHAA hosted a public community workshop to continue to receive feedback and suggestions for the improvement of the City's existing parks, recreation facilities, and programming. Approximately eight people attended.
- **Block leader workshop:** In June 2016, the City and RHAA conducted a workshop with approximately 25 block leaders to collect information on the current and future park and recreation system. Block leaders are community members that serve as representatives of their neighborhoods and liaisons to City residents.
- **Council and community leader direction:** As a follow-up to the other outreach activities, the City and MIG, Inc., conducted eight interviews with 11 Council members and community leaders in April and May 2017 to gain insights from elected officials and key partners into planning opportunities and challenges.

As noted above, many of the outreach events were conducted by the consulting firm RHAA. MIG, Inc., met with Council members and community leaders and provided additional analysis on the community survey. Summary reports from each of these activities are included in appendices.

KEY THEMES

Nine key themes emerged from the outreach activities collectively, representing priorities for Cupertino residents, stakeholders and community leaders. These themes are shown below and described on the following pages.



**NATURE
EXPERIENCE**



**TRAIL
OPPORTUNITIES**



**PARK & FACILITY
ACCESS**



**SOCIAL GATHERING
& CELEBRATION**



**EXTRAORDINARY
PLAY**



**RECREATION
VARIETY**



**TEEN
EMPOWERMENT**



**PARKS & REC
HOSPITALITY**



**UNIQUELY
CUPERTINO**

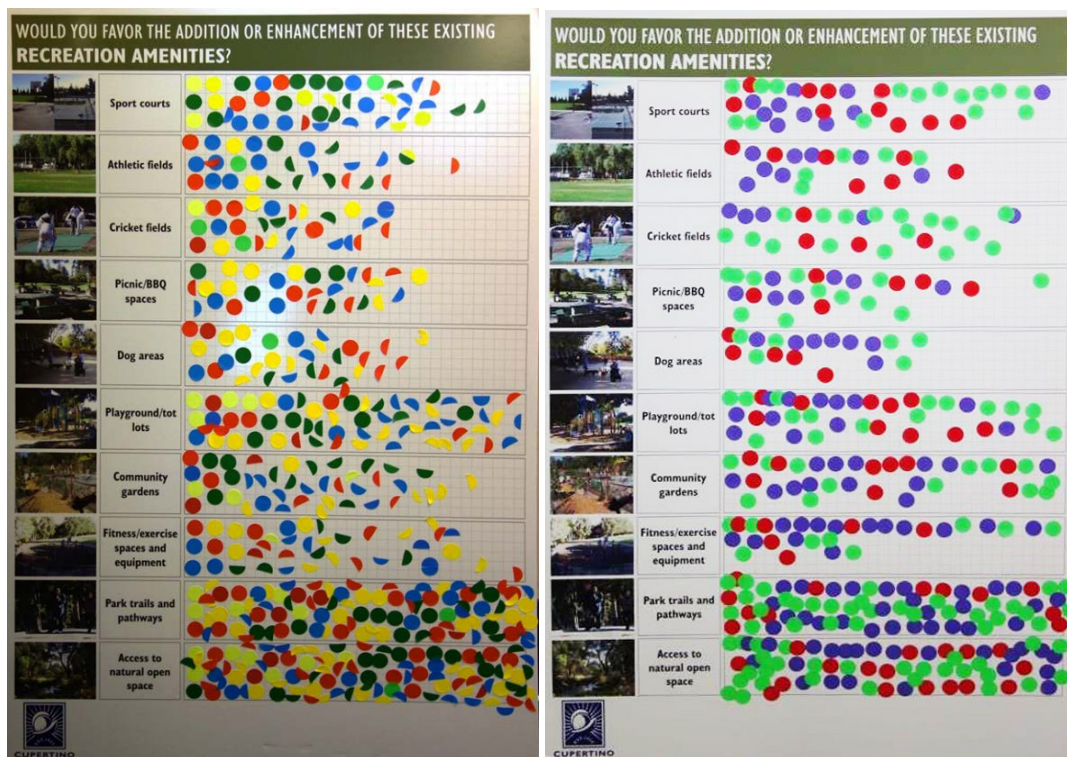


Community members want more opportunities to connect to nature.

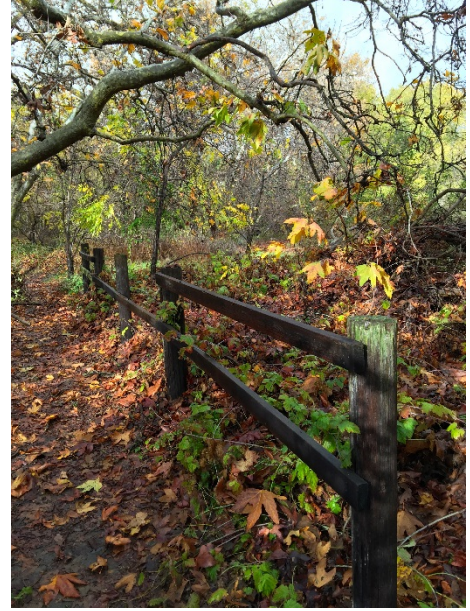
In all outreach activities, having increased access to nature was noted as a priority for the community. City-wide survey results revealed that of all potential enhancements, the most respondents (85%) favored additional access to natural open space. Across all intercept events, the public “voted” to see more access to natural spaces. Many of the stakeholders interviewed said they would like the City to increase access to existing natural amenities. Several stakeholders and community leaders noted the importance environmental education and nature programs, including community gardening and nature play, in connecting people to nature. In the survey, approximately 70% of residents favored or strongly favored enhancing nature

and environmental programs.

As the City works to develop and refresh its parks, community members would like to see a decreased emphasis on large lawn areas and more focus on retaining a site’s natural character. Residents noted that City parks could better highlight existing natural amenities and tree cover, adding to the City’s overall “natural capital.” Stakeholders recommended that sites such as Creekside Park, which now has several soccer fields, could be oriented and better connected to its namesake waterway. Stakeholders, Council members and community leaders also recommended planting more native plants, incorporating nature in parks, and protecting creek corridors.



At intercept events, people placed dot stickers on display boards to indicate their preferences and priorities. Increased access to natural open space (the option on the bottom row) was the most popular enhancement desired for recreation amenities.



The McClellan Ranch Preserve brings nature to people and people to nature, offering environmental education facilities, community gardening opportunities and places where residents can experience peace and solitude.



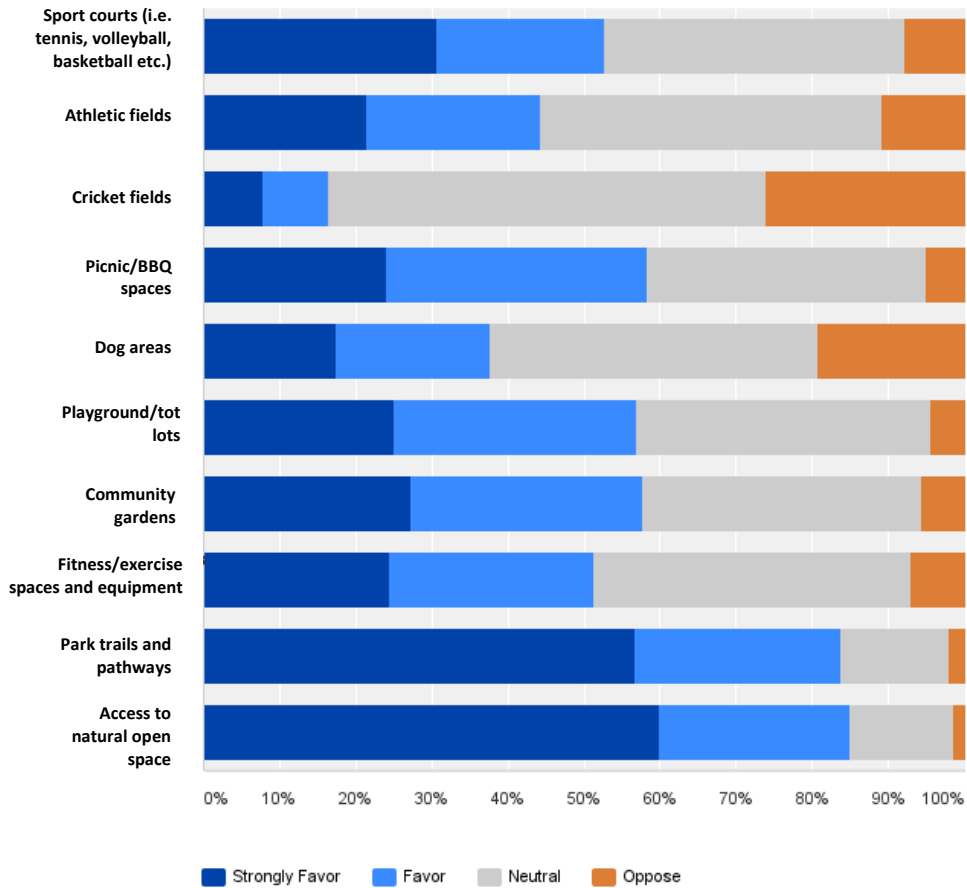
Residents value trails in Cupertino and desire more opportunities for walking and biking.

Many residents use the trails in Cupertino to access recreation and pursue fitness and health goals. In the City-wide Survey, participants noted that they value trails as places to hike with friends and family, walk their dogs, exercise, and experience nature. Residents, stakeholders and Council members all expressed a desire to build a connected network of trails and paths in Cupertino. At the Community Workshop, attendees recommended the City develop a comprehensive network for biking and walking, linking parks to neighborhoods and other destinations. This idea was reiterated through other engagement efforts, and stakeholders recommended

amenities such as bike parking, bike repair stations and water fill-up stations to promote active transportation. Over 80% of participants of the Citywide Survey were in favor or strongly in favor of adding park trails and pathways.

Outreach respondents provided many examples of the trail linkages that would benefit the city. For example, residents in Cupertino would like to see City trails connected to regional trails and nearby County parks and open space preserves. When Survey respondents were asked what additional amenities would improve their experience, they frequently noted the extension of Stevens Creek Trail to county land and nearby municipalities, such as south to Stevens Creek County Park, and north towards Mountain View. Others noted that they want trails connecting parks to other parks, schools and other commercial and community destinations. Workshop participants recommended trail connections between Linda Vista Park and McClellan Ranch Preserve. Various Council members noted opportunities to evaluate corridors such as Stevens Creek, Regnart Creek, Saratoga Creek, Calabazas Creek, the old haul road to the former quarry and Foothill Boulevard for trails and safer bike routes.

INTEREST IN RECREATION AMENITY ENHANCEMENTS OR ADDITIONS



Park trails and pathways was a top desired recreation amenity in the Citywide Survey. Over 80% of participants were in favor or strongly in favor of adding these amenities, with little opposition. As shown in the results above, this level of support is unique, second only to providing more access to natural open space.



Residents want more trails connectivity and extensions of existing trails, such as the Stevens Creek Trail (not pictured), the Mary Avenue Trail (left) and Saratoga Creek Trail (right).



Residents want easy, enhanced access to parks and recreation opportunities.

In several outreach forums, comments revolved around improving park and recreation access for all members of the community. This included the provision of accessible and inclusive play areas and facilities, improved bike and pedestrian connections, and parkland and trails in underserved areas. For example, several Council members discussed extensively the need for park land in the outer east side of Cupertino, which has fewer City parks and less parks and open space acreage provided by other agencies. In comparison, survey respondents living east of Highway 85 (an area with different boundaries than what is commonly referred to as East Cupertino)

noted lower satisfaction levels with parks and facilities than residents west of Highway 85. Open-ended responses noted east Cupertino needs for more park and recreation amenities.

When indicating the challenges that prevented people from using parks, Citywide Survey respondents mentioned a lack of parking, lack of bike pedestrian accessibility, and park location. The provision of amenities such as restrooms and benches were also noted as ways to improve park use and make parks more available to families, seniors and others in the community. Other access issues were noted in a few forums. For example, some survey respondents expressed interest in adding a year-round aquatic center, potentially exploring options for an indoor pool. Stakeholders, particularly organized sports leagues, expressed a desire for all-weather artificial turf fields for year-round play. Others expressed a need to ensure that facilities continue to be accessible to families with children, residents with special needs, as well as older adults and seniors in the community.



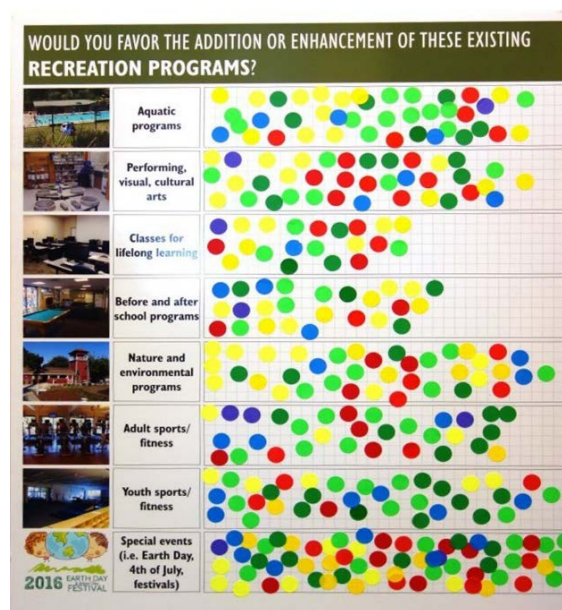
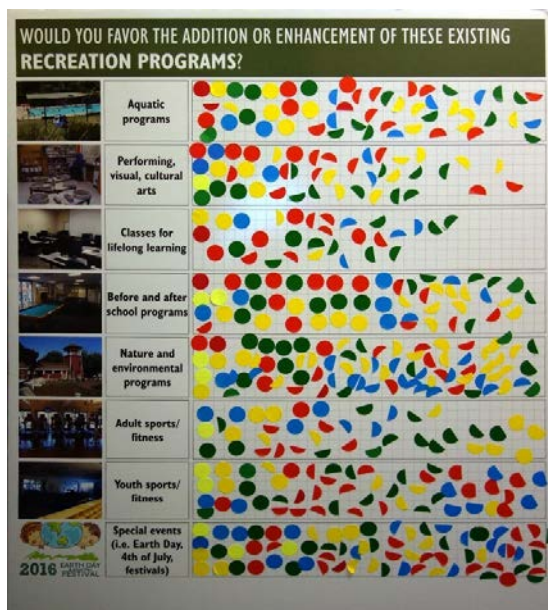
Although it's small, Sterling Barnhart Park provides important recreation opportunities in east Cupertino. More close-to-home, accessible recreation options are needed on the east side of the city.



Residents appreciate community events and would like to see more spaces in Cupertino for bringing people together.

Cupertino parks, programs and events play an important role in connecting residents socially. Stakeholders noted the popularity of city-wide events and festivals, such as the Big Bunny run, Harvest Festival, Diwali and 4th of July events. When Survey respondents were asked about adding programs and activities, approximately 60% noted they would like to see more special events. This was echoed at the intercept events, through which many participants “voted” for enhancing special events and festivals.

Stakeholders also recommended additional spaces that could increase the variety and size of community-serving events. Cupertino Chamber of Commerce representatives suggested adding gathering spaces for 300+ people to support community events and conferences. Council members and community leaders also noted opportunities to improve Memorial Park for events and amphitheater programs, and potentially, to build a performing arts venue with a theater hold host large indoor events and gatherings. While neither the conference space or performance centers showed majority support among Survey respondents, there was a clear preference for continuing to celebrate the strong sense of community through parks and programs.



In intercept events, adding special events (shown on the bottom row) was clearly a popular choice for enhancing recreation programs. People placed stickers on display boards to indicate their preferences and priorities. Memorial Park (shown below) is a favored location for concerts, events and festivals.





Cupertino desires a variety of play experiences for all ages and abilities.

Across the engagement efforts, participants were interested in providing diversified play experiences. Community members mentioned that they are interested in adding amenities that would support water, nature and adventure play. Environmental groups consulted through the stakeholder interviews recommended adding “un-sanitized” and “unstructured” play opportunities, stressing the need to look beyond modular, traditional and cookie-cutter playgrounds. Survey respondents highlighted examples of amenities they have seen in other communities in California and around the world, including zip lines, climbing towers, mazes and swings for people who use wheel chairs.

Stakeholders frequently mentioned that it was important to make play opportunities inclusive for people with disabilities. In open-ended comments in the City-wide Survey, respondents mentioned Rotary PlayGarden, in San Jose, California, as an example of a multi-layered park with inclusive play features.



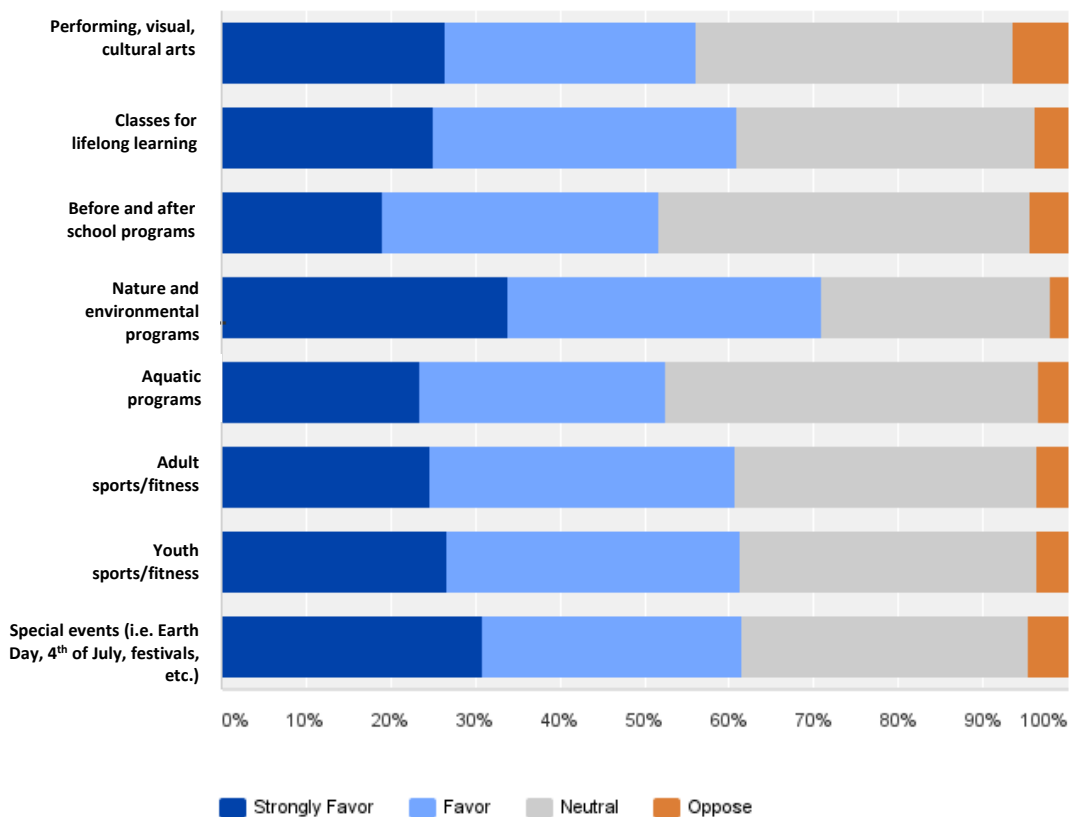
Many people mentioned a desire to have more unique and engaging play opportunities in Cupertino. On the left, children at Koret Children’s Quarters in Golden Gate Park play in the sand. On the right, the Rotary PlayGarden in San Jose, California, was mentioned in the survey as a notable example of an inclusive play area.



Residents and visitors desire a wide-range of recreation options.

Cupertino is a diverse, well-off community with more discretionary funds than average to spend on recreation activities. Public outreach feedback suggested that residents expect Cupertino to offer a greater variety of recreation options, including unique, high-quality attractions for residents and visitors who use their parks system. The wide range of recreation interests was apparent in City-wide Survey responses, which showed support for all rather than just one or a few of the recreation programs set forth in the survey, including performance and visual arts, nature and environmental education, aquatic programs, and sports and fitness.

Moreover, community members want to see different types of facilities that go beyond standard recreation offerings, such as non-traditional, multi-purpose facilities. Block leaders recommended adding a parcourse, outdoor exercise equipment, and moveable seating to city parks. Council members expressed an interest in providing new and different recreation options for culturally diverse residents and changing markets and demographics. This included providing busy “activated” parks and quieter parks and facilities.



In the City-wide Survey, at least 50% of participants were interested in each of the proposed programming enhancements. Participants have a wide range of tastes and preferences for recreation opportunities.



Special attention is needed to engage and empower Cupertino teens.

With the high academic pressure placed on teenagers in Cupertino, residents indicated that it is important to provide spaces and programming for teenage residents that focus on fun, fitness, confidence-building and stress reduction. For example, the intercept events highlighted a need to enhance youth sports and fitness. In the Community Workshop, participants suggested innovative ideas for teens, such as promoting non-competitive fitness programs. Survey respondents in open-ended comments noted a desire for a city facility to support nighttime teen activities and social events, such as late night basketball leagues or game nights. Community members, many who identified as parents, stressed that teenagers do not want to be lumped in with other age groups and should have programming tailored to their specific needs.

In the interviews with Council members and community leaders, several participants mentioned the need to increase youth and teen involvement (e.g., the Teen Commission, Scouts and students) in community activities, events and volunteer projects. There was greater discussion about how best to relocate and reprogram the teen center to better support teens. Staff, school district partners and Council member input noted a desire for teen facilities that balance needs for educational, recreational and social opportunities; challenge, skill-building and healthy activities; youth development, empowerment and involvement; parent-supported activities and engaging after-hours options. A few suggested student-union or café-style spaces, possibly developed in conjunction with the Cupertino Library or schools, and organized around educational programming themes (e.g., incubator space, music/performing arts, entrepreneurship). While ideas to serve teens varied, many outreach respondents agreed that teens warranted special attention and services.

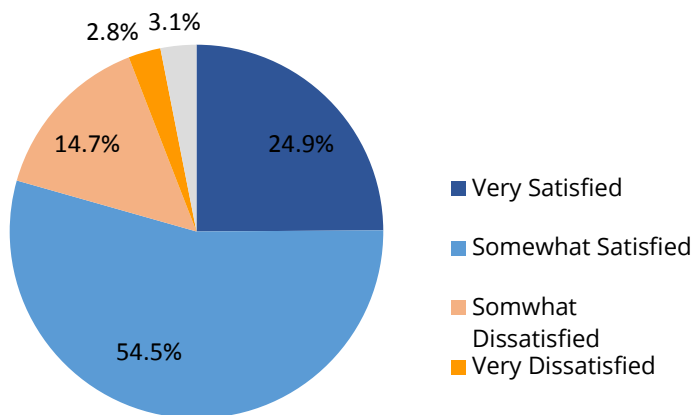


Several outreach respondents indicated the City should focus on teen programming that is fun and stress-reducing, such as Teen Nights at a recreation facility or after-hours venue. (Source: Osidenews.com)



Residents expect outstanding customer service and quality facilities that are responsive to community needs.

Survey data shows residents are highly satisfied with the safety and maintenance of Cupertino's parks. Approximately 80% of Survey respondents indicated that they also are somewhat satisfied or very satisfied with the quality of Cupertino's parks and recreation facilities. However, the top characteristic (selected by 18% of respondents) that prevents people from using the City's parks is that there are "better parks offered outside of Cupertino." While that seems like a small percentage, another 17% noted concerns about the "quality of park amenities and features." In open ended questions, City-Wide Survey respondents noted several opportunities for customer service enhancements, including improvements to the reservation process and having more interesting parks. In their comments, residents give credit to the City where due, but they are looking for a more responsive park system and recreation programming that is timed for their lives and better suited to their interests. Council members and staff also mentioned opportunities to improve the City's website, creating a portal for residents to make complaints or suggestions. A few Council members noted a need to take a fresh look at policies, procedures and services to provide flexibility where possible and be more accommodating to residents where practical. In general, outreach conveyed high community expectations for a more user-friendly, customer-oriented park and recreation system.



Nearly 80% who took the community survey indicated that they are somewhat or very satisfied with the quality of parks and recreation facilities in the City of Cupertino.



Parks and recreation opportunities should reflect Cupertino's character, heritage and diverse community.

Cupertino is a unique community. Outreach findings suggest that residents want parks that emphasize the community's character and heritage, the special qualities of this place, and the cultural diversity of residents. As noted by Council members, culturally diverse and culturally enriching programs and facilities are needed, including cultural events and celebrations, tai chi, cricket, performing and cultural arts. Programs, preschool options and teen services should respond to the community's interest in educational opportunities and lifelong learning. In several outreach forums, participants noted opportunities for community groups, agencies, businesses and providers to collaborate to provide unique and specialized opportunities. In addition, the City is gauging resident and business support for integrating technology and innovation into events, programs and recreation spaces to incubate new and exciting opportunities for Cupertino residents. As one Council member noted, the City needs to ask, "What is best for Cupertino?" and incorporate those answers into the parks, programs and services provided.



COMMUNITY VISION AND GOALS

The outreach themes developed through this report summarize the community's desires for enhancing the overall park and recreation system. These themes will be used to develop a community-driven vision, goals and strategies for developing, renovating, sustaining, managing and programming the park and recreation system. Below, existing plans and policies are reviewed to provide additional context for the forthcoming development of the system-wide vision and goals.

Recreation and Community Services Department

The mission, vision and goals of the Recreation and Community Services Department, presented in FY 2015-2016 Annual Report, are intended to provide direction to the Department. The five outlined goals and objectives showcase the spirit and breadth of expertise and work conducted by Department staff.

MISSION

The Department is committed to providing opportunities, resources, and services to the community to enhance the quality of people's lives through recreational, educational, and cultural experiences.

VISION

Our vision is to create a positive, healthy, and connected community.

GOALS/OBJECTIVES

- *Healthy Community (Blackberry Farm Golf Course, Cupertino Sports Center, swimming, tennis, soccer, softball, basketball and many other venues)*
- *Creative and Playful Community (Summer Camps, Blackberry Farm Park, Noon-time recreation in our schools, dance, music and art)*
- *Well-Educated Community (Preschool, ESL classes, After-school Enrichment programs, Summer school and computer classes)*
- *Connected and United Community (Service camp, festival support, Senior Trips, Case management, Helping Hands, leaders in training, Block Leaders and Disaster Preparedness)*
- *Fiscally Responsible Community (adheres to budget and embraces an active volunteer program)*

General Plan Vision

In 2015, the City Council adopted *Community Vision 2015-2040*, a “roadmap to the future” for the Cupertino community. At its core is an overarching vision statement which captures the ideas, thoughts and desires of the City, as well as the stakeholders consulted during the 2013-2014 General Plan Amendment process. This citywide vision is presented on the next page. It illustrates the way in which the City and its residents embrace parks, open spaces, and recreation opportunities.

Cupertino aspires to be a balanced community with quiet and attractive residential neighborhoods; exemplary parks and schools; accessible open space areas, hillsides and creeks; and a vibrant, mixed-use “Heart of the City.” Cupertino will be safe, friendly, healthy, connected, walkable, bikeable and inclusive for all residents and workers, with ample places and opportunities for people to interact, recreate, innovate and collaborate.

General Plan Goals

The adopted General Plan identifies goals, policies and strategies for the development and maintenance of high-quality parks, recreational amenities and community services as the City grows. Looking forward, the General Plan highlights five action areas to address challenges facing the parks and recreation system:

- Expand Recreation Facilities
- Equitable Distribution and Access
- Collaboration
- Sustainability
- Funding

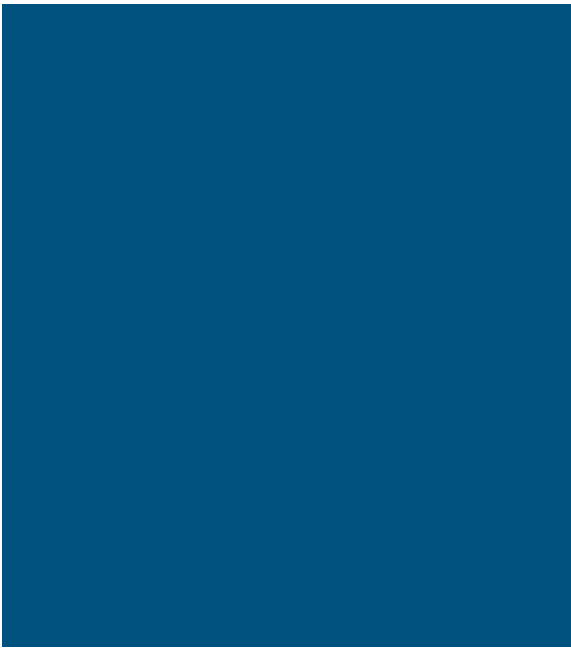
The document also presents eight goals for Recreation, Parks and Community Services that guide park and recreation services through the year 2040.

Goals for Recreation, Parks and Community Services

- *GOAL RPC-1: Create a full range of park and recreational resources and preserve natural resources*
- *GOAL RPC-2: Distribute parks and open space throughout the community and provide services, and safe and easy access, to all residents and workers*
- *GOAL RPC-3: Preserve and enhance access to parks that have significant natural resources*
- *GOAL RPC-4: Integrate parks and public facilities within neighborhoods and areas*
- *GOAL RPC-5: Create an interconnected system of multiuse trails and provide safe pedestrian and bicycle access through the city and connections to local nodes and destinations*
- *GOAL RPC-6: Create and maintain a broad range of recreation programs and services that meet the needs of a diverse population*
- *GOAL RPC-7: Provide high-quality, flexible and well maintained community facilities that meet the changing needs of the community and are a source of community identity*
- *GOAL RPC-8: Cooperate with school districts to share facilities and meet community needs*

CONCLUSIONS AND NEXT STEPS

The Community Outreach and Vision Summary identifies overarching community directions for the park and recreation system based on outreach feedback obtained to date in this planning process. It also presents the current vision and goals of the City and the Recreation and Community Services Department. This information will be discussed with the Project Team and the Parks and Recreation Commission, and evaluated by residents in an online forum, before developing the vision and goals for the *Parks & Recreation System Master Plan*. This approach is intended to create a community-driven, community-supported plan that reflects the needs and priorities of Cupertino.



APPENDIX A

Community-Wide Survey



CUPERTINO



Parks & Recreation System Master Plan



COMMUNITY-WIDE SURVEY SUMMARY

INTRODUCTION

From March 24th to July 19th, 2016, the City of Cupertino implemented a communitywide survey to collect community input on the state of the City's parks and recreation system and potential improvements and alterations to the system in the future. This document summarizes the major findings from the results, including MIG's additional analysis.

The survey collected input from a total of 679 respondents and was widely advertized through a variety of public announcements, events, and the City's website. The 27-question survey was conducted using the online survey service Survey Monkey, with paper questionnaires available. Appendix A presents the raw results of the survey, as exported from Survey Monkey.

Many of those who responded expressed interest in further involvement and participation, with about one-third of respondents opting to have their email addresses added to the contact list for the parks plan.

WHO RESPONDED?

Nearly 75% of the survey participants indicated they were Cupertino residents, and almost 18% reported that they work in Cupertino. These results indicate that both the employment and resident populations provided perspectives towards the survey. The age profile of respondents is depicted in Table 1, also showing a comparison to the City of Cupertino (2010 Census Estimates).

TABLE 1: AGE OF RESPONDENTS

AGE CATEGORIES	SURVEY	CENSUS (2010 ESTIMATES)
Under 18	4.4%	29.5%
18-29	2.7%	7.3%
30-39	12.1%	13.5%
40-49	27.4%	19.5%
50-64	24.1%	17.8%
65 and over	23.9%	12.4%
No answer	5.3%	
Totals	100%	100%

As Table 1 shows, the majority of respondents are 40 to 64 (51.5%). This is slightly larger than the percentage of City residents in the same age category (37.3% as per 2010 U.S Census). Children under the age of 18 were under-represented in the survey (4.4% respondents were under the age of 18 compared to 30% of Cupertino residents), while respondents over the age of 60 were over-represented (24% of the respondents indicated they were 65 years or older compared to 12.4% as per 2010 U.S Census).

MIG also conducted additional analysis of the survey results, aggregating data according to where respondents live in Cupertino and analyzing whether there were differences in responses based on these locations (using Highway 85 as a divider). In some cases, responses differed substantially. In this analysis, we call out those questions where responses between east and west differed by 8-10% or more.

LEVEL OF SATISFACTION

The survey results indicate that while there is general satisfaction with parks and recreation services, there is room for improvement. A series of four questions about different aspects of parks and recreation services provides insights.

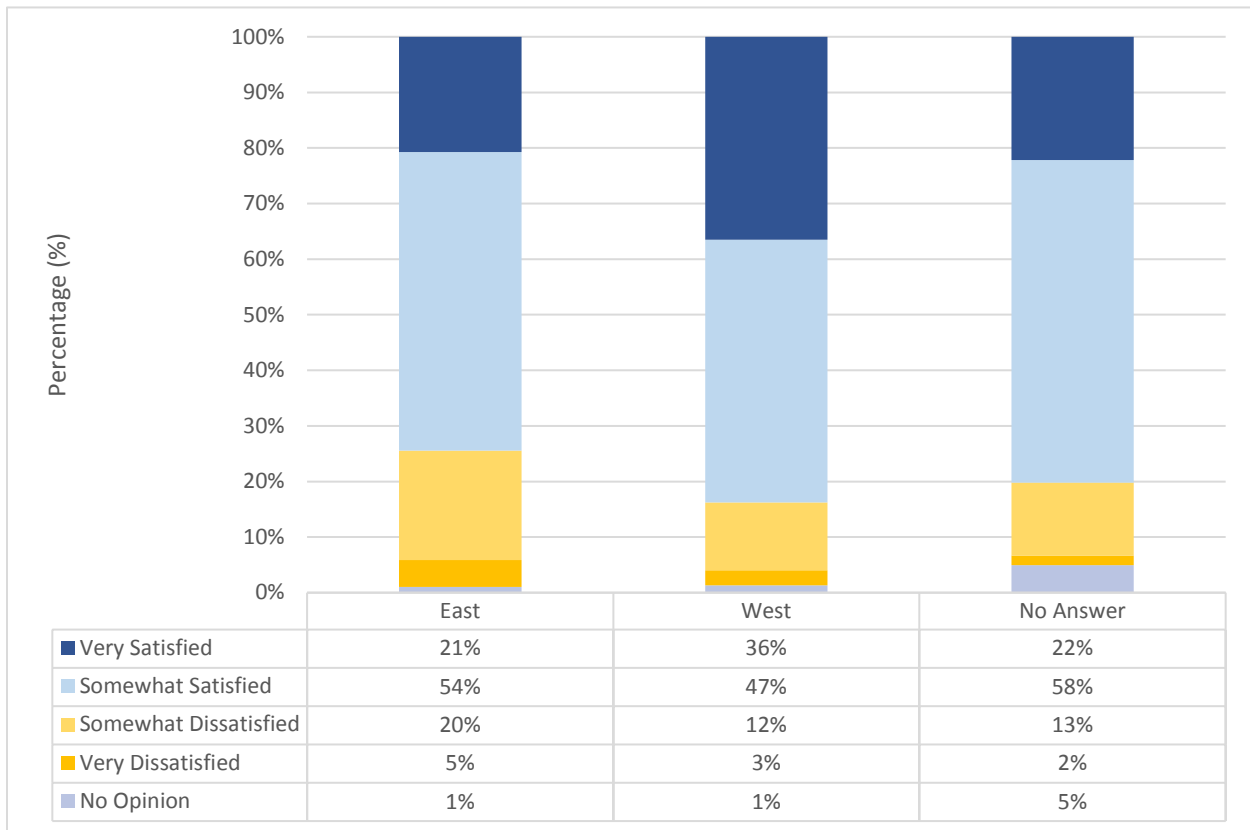
TABLE 2: LEVEL OF SATISFACTION ABOUT DIFFERENT ASPECTS OF THE PARKS AND RECREATION SYSTEM

IN GENERAL, HOW SATISFIED ARE YOU WITH THE...	NO OPINION	VERY DISSATISFIED	SOMEWHAT DISSATISFIED	SOMEWHAT SATISFIED	VERY SATISFIED
quality of Cupertino's parks and recreation facilities?	3%	3%	15%	54%	25%
quality of Cupertino's recreation programs?	24%	2%	13%	40%	22%
maintenance of Cupertino's parks and recreation	4%	3%	14%	47%	32%
safety of Cupertino's parks and recreation facilities?	7%	2%	8%	42%	41%

- When asked about satisfaction with parks and recreation facilities, though only 19 respondents reported being “very dissatisfied” overall, the top answer was “somewhat satisfied” (54%) with 15% choosing “somewhat dissatisfied”. Three follow-up questions delved into different areas of parks and recreation services, and the responses provide insights:
- When asked about satisfaction with programs, almost a quarter of respondents chose “no opinion”, indicating a lack of familiarity with Cupertino’s program offerings. While the percentage of those “very satisfied” is about the same as with overall service satisfaction, the percentage of “somewhat satisfied” dropped by more than 10%.
- The level of satisfaction with park safety is highest, with more than 40% choosing “very satisfied” and a similar percentage choosing “somewhat satisfied”.
- Park maintenance also was rated higher than services overall, with more than 30% reporting that they are “very satisfied” with another 47% selecting “somewhat satisfied”.

MIG analyzed the data to understand differences in satisfaction between participants living east and west of Hwy 85. As Figure 1 illustrates, participants living west of Hwy 85 indicated more overall satisfaction with the parks and recreation facilities. A review of open-ended responses across the survey reveals many comments that note that East Cupertino needs more high-quality parks and recreation amenities. In the tables and charts breaking down east, west, and no answer, the final column includes all respondents that did not indicate where they live in Cupertino. This includes respondents who work or visit Cupertino.

FIGURE 1. SATISFACTION WITH CUPERTINO'S PARKS AND RECREATION FACILITIES, BY GEOGRAPHIC LOCATION

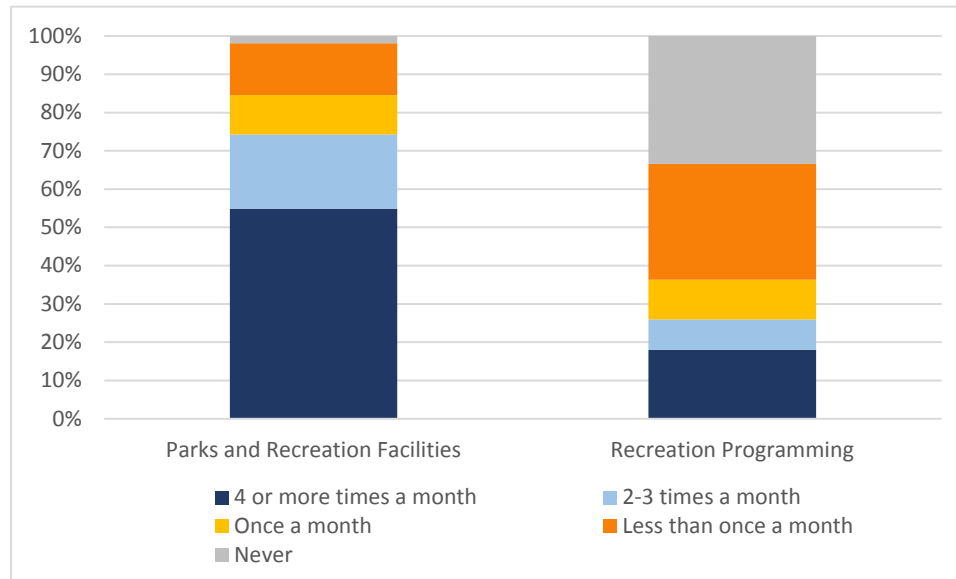


FREQUENCY OF PARTICIPATION

Two questions asked about frequency of visits to parks and frequency of participation in programs. As Figure 2 illustrates, the results show that respondents have more familiarity with and use of Cupertino's parks, and less familiarity with and use of Cupertino's programs.

- About a third have never participated in a City program, compared to 2% reporting never visiting a City park.
- Almost 55% reported visiting parks four times a month or more, whereas for Cupertino's programs, only 18% participate at that same rate.

FIGURE 2. PARTICIPATION IN CUPERTINO'S PARKS AND RECREATION FACILITIES AND RECREATION PROGRAMMING



A total of 445 respondents provided open-ended comments about how they used Cupertino's parks and recreation services over the past year. Respondents identified recreation activities they pursue in parks (dog walks, soccer, exercise, for example); named specific parks or facilities they visit; and wrote about specific programs and activities. A review of these comments shows the range of recreational pursuits supported by Cupertino.

BARRIERS TO PARTICIPATION

Parks

The survey asked respondents to indicate what challenges, if any, prevented them from using parks in Cupertino. Raw results and results by geography are shown in Table 3.

When looking at all responses, the top reason for not visiting parks is “too busy”. In communities with Cupertino’s demographic profile, this is typically the top reason. Cupertino’s results, particularly when cross-tabulated by place of residence, reveals different patterns.

- Respondents from the east side of the city were more likely to indicate that quality of park amenities and features and the location of parks kept them from using City parks (23% each), as well as “better parks offered outside Cupertino”.
- West side Cupertino respondents reported lack of parking as the top reason, followed closely by “better parks offered outside Cupertino”, “too busy” and park quality.
- The results for this question are consistent with the results on satisfaction with park maintenance and safety, with lack of safety/lighting and lack of maintenance the least frequently cited barriers to use
- Especially notable is the high percentage of respondents listing “other” and “none of the above” as barriers to using parks, significantly higher for Cupertino residents than for visitors or employees. Those who selected “other” had an opportunity to write in a specific comment. A total of 141 people wrote in comments, some of which were very detailed. Some comments reiterated reasons already listed in the survey answers (lack of parking, lack of bike/ped accessibility, park location). Multiple comments addressed the lack of restrooms, the inability to get a reservation for a facility, the lack of walking/hiking paths in parks, and both the presence of dogs in parks and the lack of dog parks.

FIGURE 3. WRITE-IN COMMENTS FOR BARRIERS TO USING PARKS



Note: The word cloud (above) is a pictorial representation of the themes that emerge from all the open-ended responses received. Larger type fonts are words that many respondents used and smaller type fonts represent words that fewer respondents used in their open-ended responses.

Table 3 shows responses by location (east, west, and no answer) as well as all respondents that did not indicate where they live. This includes respondents who work or visit Cupertino.

TABLE 3: BARRIERS TO USING CUPERTINO'S PARKS

WHAT, IF ANYTHING, PREVENTS YOU FROM USING THE CITY'S PARKS? (CHECK ALL THAT APPLY)				
VALUES	EAST	WEST	NO ANSWER	ALL RESPONSES
Better parks offered outside Cupertino	20%	17%	17%	18%
I am too busy/don't have time	15%	17%	19%	17%
Quality of park amenities & features	23%	16%	15%	17%
Lack of parking	17%	19%	16%	17%
Location of parks	23%	10%	10%	14%
Parks are too crowded or over-programmed	14%	11%	10%	11%
Lack of bicycle/pedestrian accessibility	13%	10%	5%	9%
Lack of park maintenance	7%	6%	8%	7%
Lack of safety or lighting	9%	4%	7%	7%
Other (please specify)	27%	26%	20%	24%
None of the above	19%	30%	32%	27%
Number of respondents in each category (Note that multiple answers were allowed)	188	148	262	598

Facilities and Programs

The survey then asked respondents what challenges prevented them from using recreation facilities or attending programs. A total of 590 people responded to this question. Similar to the question on barriers to park use, the responses show “too busy” as a top barrier and indicate that lack of maintenance is not a barrier to using facilities and programs.

- The most frequently selected answer was “none of the above” (29%). This answer did not allow comments, so it is not possible to further evaluate perceptions about barriers to programs.
- Schedule and availability received 25% of responses overall, indicating a need for different programming approaches and models. More than 1/3 of east side residents chose this answer, and 28% of west side residents did. A review of write-in comments to the “other” response also reveals comments about schedule.
- “Other” received 20% of responses, and 118 people wrote in comments.
- While many of the comments addressed topics that were covered by the answer choices, the topic of program cost as a barrier was mentioned in several comments.
- Though program quality received only 11% of responses overall, it was a barrier for significantly more east side residents (19%) compared to west side residents (8%).
- Notably, a preference for private clubs and providers did not rank highly as a reason for not using Cupertino programs and facilities. This indicates that the Cupertino market is open to City-provided programs and facilities.

In the tables and charts breaking down east, west, and no answer, the final column includes all respondents that did not indicate where they live in Cupertino. This includes respondents who work or visit Cupertino.

TABLE 4: BARRIERS TO USING CUPERTINO’S RECREATION FACILITIES AND PROGRAMS

WHAT, IF ANYTHING, PREVENTS YOU FROM USING THE CITY’S RECREATION FACILITIES AND PROGRAMS? (CHECK ALL THAT APPLY)				
VALUES	EAST	WEST	NO	ALL RESPONSES
Schedule & availability of programs	35%	28%	16%	25%
I am too busy/don't have time	20%	25%	23%	23%
Quality of programs	19%	8%	11%	13%
Location of facilities	14%	9%	9%	11%
Lack of parking	10%	7%	7%	8%
Prefer using private gyms/clubs/facilities	10%	9%	5%	8%
Lack of maintenance of facilities	5%	4%	6%	5%
Lack of bicycle/pedestrian accessibility	9%	4%	3%	5%
Other (please specify)	23%	20%	18%	20%
None of the above	22%	31%	34%	29%
<i>Number of respondents in each category (Note that multiple answers were allowed)</i>	<i>188</i>	<i>148</i>	<i>254</i>	<i>590</i>

POTENTIAL ADDITIONS TO THE PARKS AND RECREATION SYSTEM

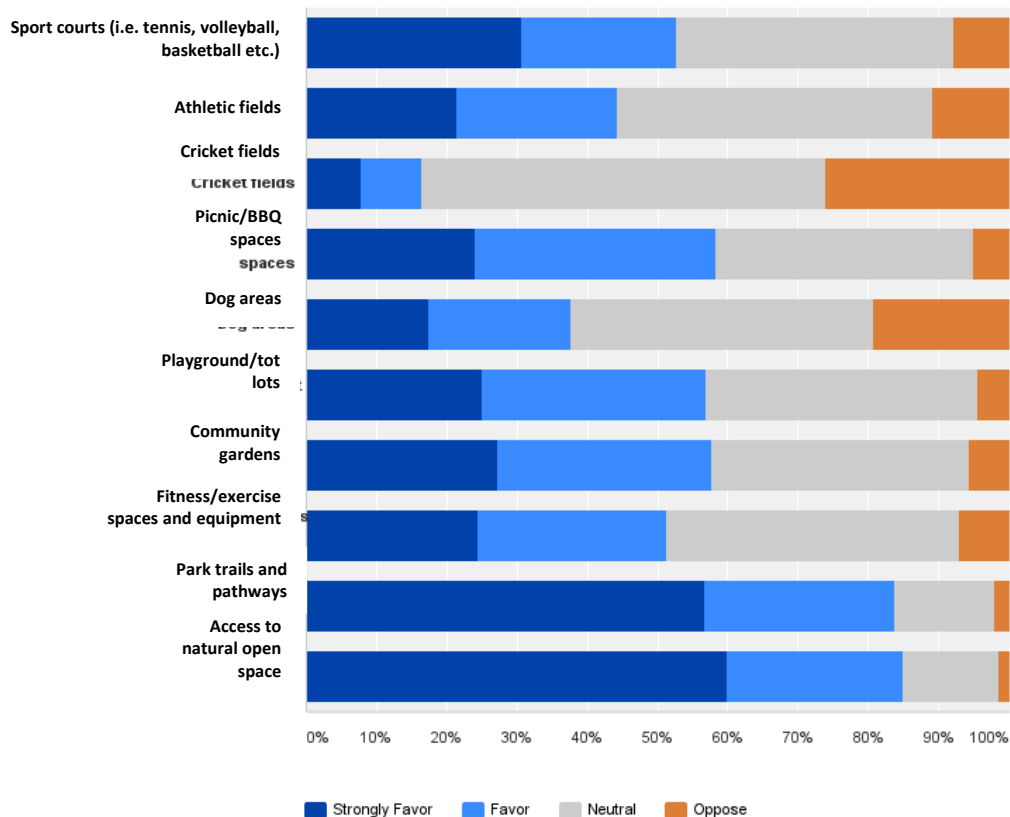
A series of questions asked about preferences for potential additions. These questions provided four answer choices, and evaluating both the level of support for and opposition to answer choices provides insights about possible future directions.

Additional Amenities

The survey asked respondents to indicate their interest in adding amenities to parks in Cupertino, shown in Figure 4.

- Providing access to natural open spaces and adding and enhancing park trails and pathways garnered widespread support and little opposition. This was highlighted in the open-ended responses throughout the survey, with many participants noted they would like to see more natural pathways and off-street trails, including bike paths linking parks and an extension of the existing Stevens Creek trail.
- Additional cricket fields garnered the most opposition (26%), with limited support.
- In contrast, opinion about additional dog areas appears divided, with 19% opposed and 17% strongly in favor. This was consistent with the pattern seen in the write-in comments.
- Of note, participants living east of Hwy 85 were much more likely to be strongly in favor of athletic fields and sports courts and more strongly opposed to certain recreation amenities.
- Respondents, regardless of location, highlighted the need for more basketball courts, tennis courts and bocce courts throughout Cupertino. Many survey participants wrote in that they would like to see a half or full-sized basketball court in Wilson Park, located in East Cupertino.

FIGURE 4. INTEREST IN RECREATION AMENITY ENHANCEMENTS OR ADDITIONS

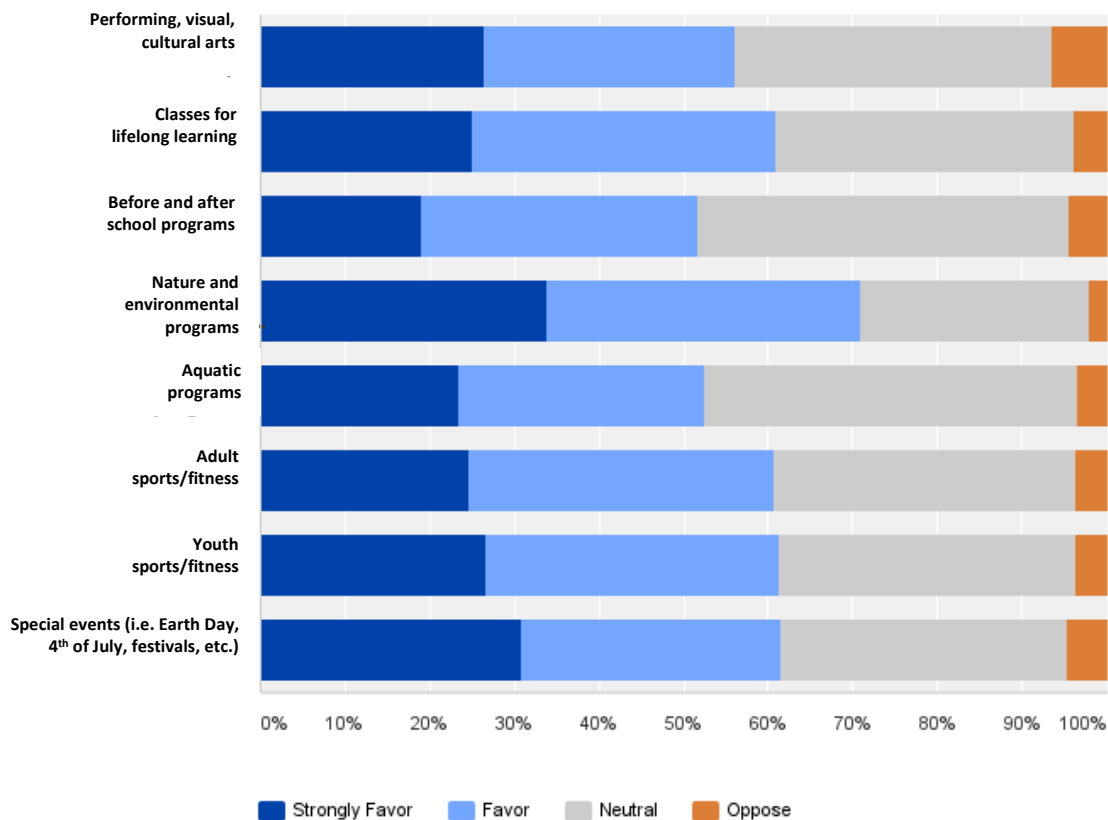


Additional Recreation Programs

The survey asked respondents to indicate their interest in adding different types of recreation programs, and 559 provided responses as shown in Figure 5.

- Overall, there was support for each option and limited opposition. This aligns with earlier results indicating a desire for more programming options.
- Additional nature and environmental programs received the most support and least opposition, also following patterns seen throughout the survey.
- The results show a high level of support for more special events.

FIGURE 5. INTEREST IN RECREATION PROGRAM ADDITIONS OR ENHANCEMENTS



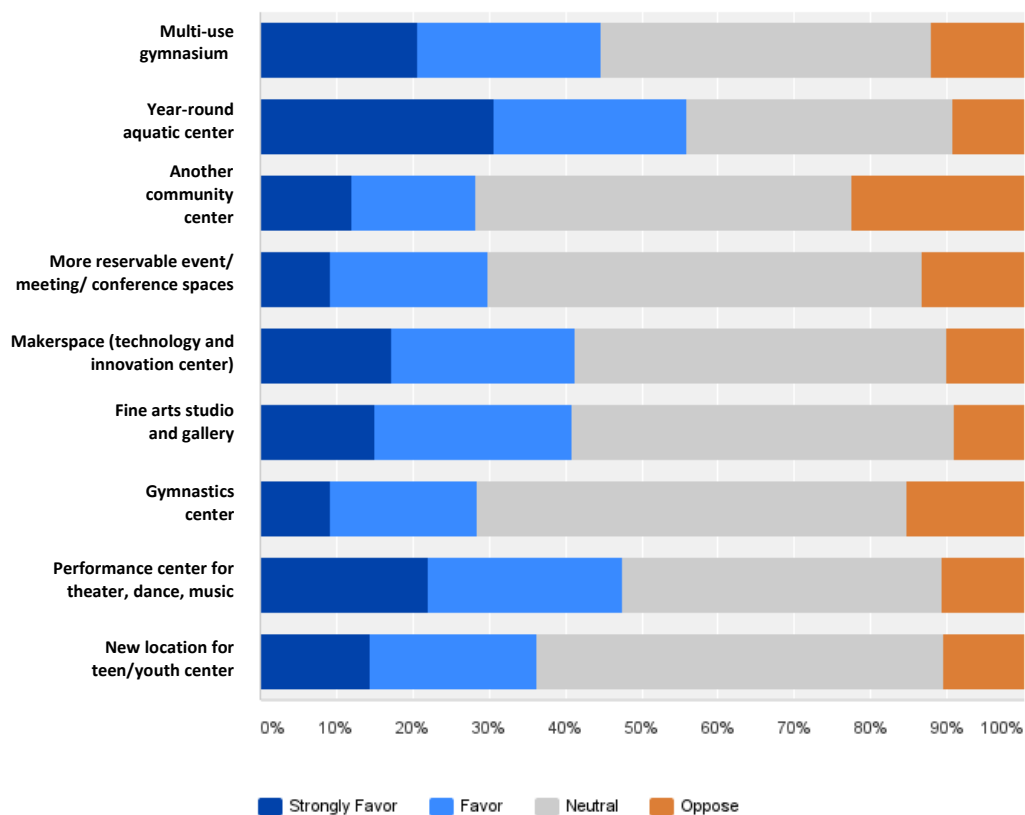
While this question did not provide an opportunity to write in comments, a review of other open-ended responses highlighted several potential programming additions: need for more programming for youth with special needs or disabilities and the need for programming geared towards teens.

Additional Recreation Facilities

The survey asked respondents to indicate their interest in adding different major recreation facilities. A total of 554 people responded to this question.

- Most notable was the “neutral” responses. For all facility options, the neutral option received the most responses. This pattern was not seen on the two previous questions.
- Of all the facility options, a year-round aquatic center appears to have the most support with fewer neutral responses than other answer choices. It should be noted that the answer choice does not make it clear whether this would be an outdoor facility or an indoor facility. Though the local norm is outdoor pool facilities, some write-in comments in other sections of the survey brought up the idea of an indoor pool.
- Another community center has the least support and most opposition of all the answer choices.
- The results of this question seem to indicate that there is more interest in the community in enhancements to existing parks and expansion of program than in adding major facilities. It also indicates that more evaluation of needs and the recreation market to develop a market-based space program would be advisable if Cupertino explores adding more recreation buildings or major facilities, or even considers major renovation to existing spaces.

FIGURE 6. INTEREST IN ADDING RECREATION FACILITIES





APPENDIX B

Intercept Events



CUPERTINO



INTERCEPT EVENTS OVERVIEW

Several intercept events were held on March 26th, April 30th and May 7th, 2016, by City staff and the Consultant team. These intercepts, hosted at several of Cupertino's community events and festivals, were designed to provide an interactive and visual exercise to educate community members on the Master Plan while encouraging their participation in the outreach process.

To implement the intercepts, City staff, and at some events the Consultant team, attended Cupertino's Big Bunny Fun Run, Cupertino Earth Day & Arbor Day Festival, and Cupertino Day. At these events community members were encouraged to participate in the outreach process by placing stickers next to recreational amenities, programs, and facilities they found to be desirable for the City of Cupertino. Participants placed their stickers on three separate boards, which asked the following questions and provided the associated amenities to select from.

Would you favor the addition or enhancement of these existing recreation amenities?

- Sport courts
- Athletic fields
- Cricket fields
- Picnic/BBQ spaces
- Dog areas
- Playground/tot lots
- Community gardens
- Fitness/exercise spaces and equipment
- Park trails and pathways
- Access to natural open space

Would you favor the addition or enhancement of these existing recreation programs?

- Aquatic programs
- Performing/visual/cultural arts
- Classes for lifelong learning
- Before and after school programs
- Nature and environmental programs
- Adult sports/fitness

- Youth sports/fitness
- Special events (i.e. Earth Day, 4th of July, festivals)

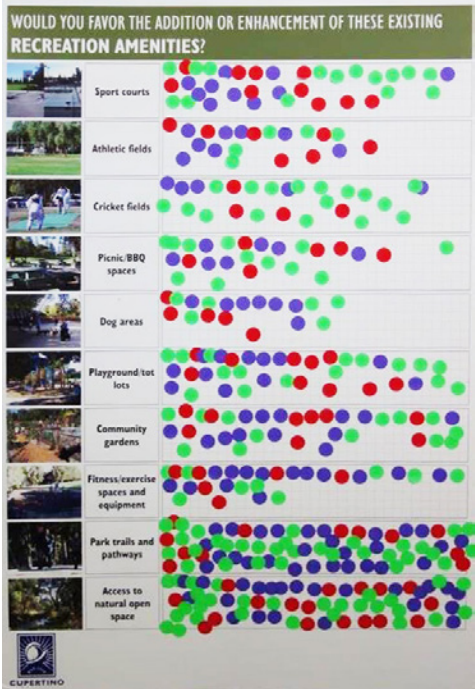
Would you favor adding these recreation facilities?

- Multi-use gymnasium
- Year-round aquatic center
- Another community center
- More reservable event/meeting/conference spaces
- Makerspace (technology and innovation center)
- Fine arts studio and gallery
- Gymnastic center
- Performance center for theater/dance/music
- New location for teen/youth center

Participants were not limited in the number of items they could choose and all stickers were of equal value. The following is a summary of input received during the intercept events.

BIG BUNNY FUN RUN

The first intercept event was held at Cupertino's Big Bunny Fun Run on March 26th, 2016. The Big Bunny Fun Run is an annual 5k race, hosted by the City of Cupertino to support the City's positive, healthy and connected community. At this event, attendees and community members were invited to share their thoughts regarding the recreation amenities, programs, and facilities they would like to see in Cupertino. With regard to additional or enhanced existing amenities, many of the participants supported park trails and pathways and access to natural open space. Close behind, many participants supported the addition or enhancement of the City's playgrounds and tot lots, sports courts, and community gardens. In additional or enhanced existing recreation programs, participants most highly supported aquatic programs and special events such as Earth Day and festivals. Intercept participants also supported performing, visual and cultural arts, as well as fitness. On the addition of recreation facilities, many intercept participants selected a year-round aquatic center, multi-use gymnasium, and a makerspace.

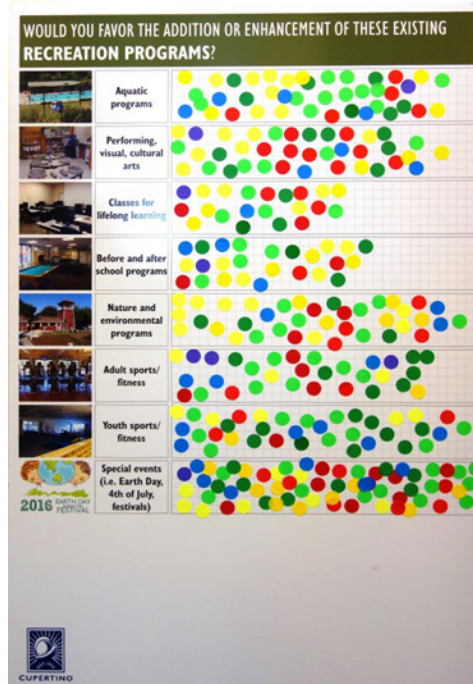




CUPERTINO EARTH DAY & ARBOR DAY FESTIVAL

The second intercept event was held at the Cupertino Earth Day & Arbor Day Festival on April 30th, 2016. This annual City event serves Cupertino's community by providing interactive and educational activities that relate to creating a healthy, safe, sustainable and environmentally vibrant City. The second intercept events saw similar responses to the first.

In reference to additional or enhanced existing amenities, the highest number of participants selected access to natural open space, followed by park trails and pathways, and community gardens. Similar to the first intercept events, participants also supported special events with regard to the addition or enhancement of existing City-run recreation programs. Nature programs, youth sports and fitness, and performing arts were also popular. As in the first intercept, participants also selected the addition of a year-round aquatic center and a multi-use gymnasium as favored recreation facilities, with a performance center and fine arts studio also popular.



CUPERTINO DAY

The third intercept event was held at the City's Annual Cupertino Day on May 7th, 2016. The Cupertino Day event is hosted at the City's Blackberry Farm and celebrates the reopening of the facility for the summer season. Responses of participants at this event echoed those of previous intercepts.

Many participants here favored the addition or enhancement of park trails and pathways and access to natural open space. Following this, many participants also favored the addition or enhancement of Cupertino's playgrounds and tot lots, sport courts, and community gardens. As seen before, participants here also supported the addition or enhancement of special events in the City's recreation programs. Finally, reiterating earlier findings, participants supported the addition of a year-round aquatic center and a multi-use gymnasium as favored recreation facilities. A makerspace also received support.

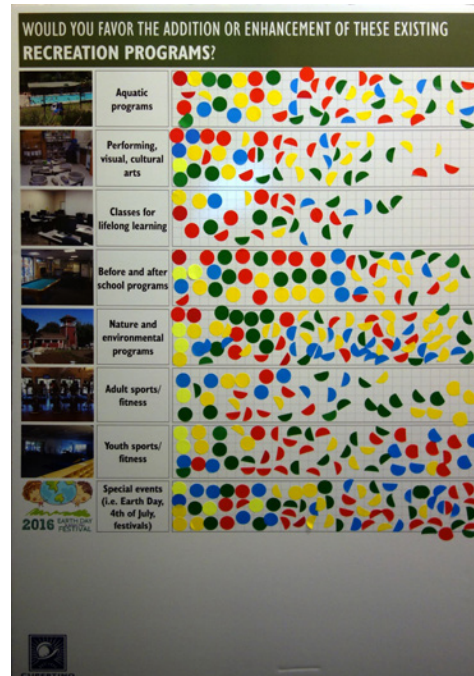
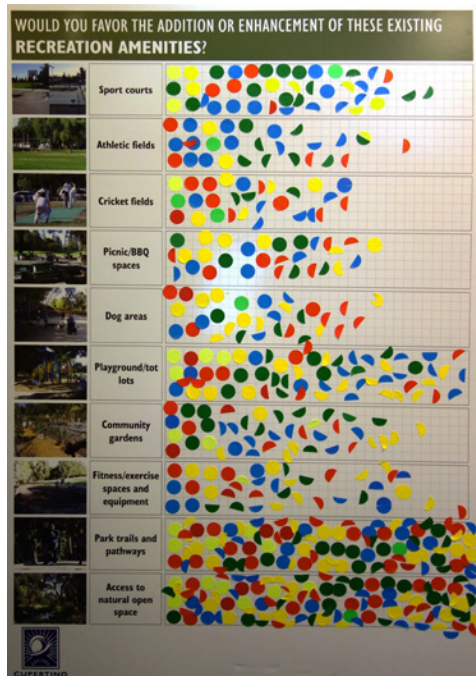




4TH OF JULY

The fourth and final intercept event was held at the City's Annual 4th of July festival event, on July 4th, 2016. This event hosts a variety of activities to celebrate Independence Day as a community and engages kids, families, and community members annually. Responses of participants at this event replicate those at previous intercepts.

Many participants here favored the addition or enhancement of park trails and pathways and access to natural open space. In addition to this, many participants also favored the addition or enhancement of Cupertino's playgrounds and tot lots and sport courts. As seen before, participants here also supported the addition or enhancement of special events in the City's recreation programs. When compared to previous intercepts, more participants were particularly interested in the addition of nature and environmental programs at the 4th of July intercept than earlier events. Finally, reiterating earlier findings, participants supported the addition of a year-round aquatic center and a multi-use gymnasium as favored recreation facilities.





APPENDIX C

Stakeholder Meetings



CUPERTINO



STAKEHOLDER INTERVIEWS OVERVIEW

A series of stakeholder interviews were conducted by the Consultant team and City staff during April and May 2016. These interviews offered the opportunity for key stakeholder groups to provide focused input and perspectives on issues related to parks, open space, and recreation. Listed below are eight key stakeholder categories along with the corresponding organizations that represented the categories at the interviews:

Environmental

- Santa Clara Valley Audubon Society
- Acterra Stewardship Program
- Friends of Stevens Creek Trail

Organized Sports

- American Youth Soccer Organization (AYSO) Region 35
- American Youth Soccer Organization (AYSO) Region 64
- DeAnza Youth Soccer League (DYSL)
- South Bay VIP Soccer (SBVPS)
- California Cricket Academy
- Cupertino Little League

Non-City Parks & Recreation Providers

- Cupertino Library
- Northwest YMCA
- Midpeninsula Regional Open Space District
- Rolling Hills 4-H Club
- Santa Clara County Parks and Recreation Department

Public Safety

- Santa Clara County Sheriff's Office
- Office of Emergency Services

Community Service

- Cupertino Historical Society
- DeAnza Optimist Club of Cupertino
- Rotary Club of Cupertino

Business Community

- Cupertino Chamber of Commerce

Hotels

- Courtyard by Marriott
- Aloft Cupertino
- Juniper Hotel Cupertino

Schools with Joint Use Facilities

- Cupertino Union School District

Following are summaries of the input received during each of these interviews.

ENVIRONMENTAL

The consultant and City staff met with and interviewed representatives of three organizations that have strong environmental pursuits and a regular physical presence at McClellan Ranch Preserve and in the Stevens Creek Corridor. These organizations include the Santa Clara Valley Audubon Society, whose educational activities and projects endeavor to foster local public awareness of native birds and their ecosystems, the Acterra Stewardship Program (now known as Grassroots Ecology), a non-profit focused on involving and educating the public in environmental stewardship and galvanizing local, volunteer-staffed restoration projects, and Friends of Stevens Creek Trail, an organization advocating for a multi-use trail in the Stevens Creek Corridor.

Improvements suggested by the three groups focused on creating more awareness and connection with the natural environment as well as encouraging continued protection of natural areas. The organizations believe both goals are possible with thoughtful and strategic planning. All three organizations welcomed more unstructured nature play and access to natural areas of the City's existing parks as well as integration of more natural elements, suggesting the incorporation of more native plantings to help create habitat and habitat corridors. Additionally, suggestions from this interview included making the park system accessible by bike and other alternate forms of transportation. While extending and developing a connected trail system should be a long-term goal, adding more bike racks throughout the City's park and recreation facilities was suggested as a more immediate action that will also encourage the community to bike.

ORGANIZED SPORTS

Six team sports organizations participated in the stakeholder interviews with a focus on soccer, cricket, and baseball. As soccer is a sport with rapidly increasing popularity, several different organizations represented the interests of youth soccer as well as one organization, South Bay VIP Soccer, which represents special needs soccer players.

The consensus among these organized sports groups was a desire for more sports facilities, including a new all-weather (artificial turf) field, an international-size cricket field, increased use of high school fields in the City, and the opportunity for use of City park fields on Sundays. Cupertino Little League advocated for having an all-dirt infield that would allow field size flexibility as a new field size between little league and full size has recently been standardized. The four soccer organizations requested that grass length be kept around 2 inches, while the California Cricket Academy requested the turf on Library Field, their primary site to use, be cut to ½ inch. At this interview, the sports organizations advised that increased communication would be beneficial, both in terms of transparency on park projects including school-initiated projects that affect sport fields, and a backup system for field closure notifications.

NON-CITY PARKS & RECREATION PROVIDERS

Interviewing non-City providers helps to establish a more complete representation of which needs are being met outside of the City facilities and programs, which needs are still unmet within the Cupertino community, and how and where partnerships can help to bridge these gaps. The Non-City parks and recreation providers interviewed included the Cupertino Library, Northwest YMCA, the Midpeninsula Regional Open Space District, Rolling Hills 4-H Club, and the Santa Clara County Parks and Recreation Department.

At this interview, the Cupertino Library envisioned more coordination between their own extensive programs and the programs and resources provided by the City and local school district, in order to prevent duplication of programs and to enable efficient allocation of resources for all involved. The Library also shared its need for physical improvements, including a larger program room, more group study rooms, and structure that allows for flexibility of anticipated and unanticipated future uses.

The YMCA also requested more partnering and coordination with the City for use of the City's facilities. Additionally, they advocated for increased equity in the allocation of City outdoor space and recreation facilities in a manner that increases availability to private recreation providers.

The Midpeninsula Regional Open Space District also identified a collaborative partnership with the City, on multiple levels, as a key enhancement. These partnerships with the City could aid in developing more comprehensive connections to regional trails through additional trails as well as public transportation, increasing online publicity for regional open space preserves, and instituting outreach to diverse community groups.

The Rolling Hills 4-H Club's suggestions focused primarily on physical improvements and expansions of their existing McClellan Ranch Preserve facilities. Specifically, these wishes included more space for programs, animal enclosures, more storage, and improvements to the existing facility to support both current and desired programs. 4-H is currently constrained in membership and offerings by lack of space.

Similar to the previous stakeholders, the Santa Clara Country Parks and Recreation

BUSINESS COMMUNITY

The business community is a vital component of Cupertino, therefore the Cupertino Chamber of Commerce was interviewed as a representative for over 240 businesses. Currently, the Chamber collaborates with the City to organize the annual Diwali Festival.

The Chamber echoed the Optimist and Rotary Clubs in asking for more event and community space, though they specifically would like a space with a kitchen that can accommodate over 300 people. In the interview, the Chamber expressed interest in increased availability of information about the parks and facilities, including a more accessible website featuring photos and clearer directions on how to reserve parks as well as collaborating on welcome packets distributed to new residents and businesses to introduce them to the City's recreational amenities. From a programming perspective, the Chamber imagines more programs for children that educate about the importance of physical fitness. From a facilities and amenities standpoint, the Chamber envisioned more parking, an indoor year-round pool, and collaboration with the school district to fulfill unmet needs.

HOTELS

Three Cupertino hotels were interviewed in order to identify improvements that may help to attract more tourists and visitors to the City and support the hospitality industry. These hotels are the Courtyard by Marriott, a select service facility with smaller conference spaces, Aloft Cupertino, a hotel that attracts an international clientele, and Juniper Hotel Cupertino, the largest hotel in the City. All three hotels note lagging occupancy on weekends as the majority of their occupants are visiting during the week for tech-related corporate travel. The weekend occupants are often in Cupertino for tournaments and sports events or family travel and weddings, so ensuring that the City's sports-related amenities and facilities and its parks are well maintained and attractive is important.

The hotels' suggestions for improvement focused on ways to make the City more attractive and accessible to visitors. They felt there could be opportunities for increased collaboration and improved communication with the City's Recreation and Community Services Department. More facilities and events would help to attract weekend visitors, and

an improved website would help visitors more easily access comprehensive information about existing facilities and events. In addition to improved information access, improved physical access to the City's amenities would make them more visitor-friendly. This would include better coordination of transportation within the City, especially for events, and enhanced connectivity through a more developed pathway system.

SCHOOLS WITH JOINT USE FACILITIES

The City currently has joint use agreements with 9 schools within the Cupertino Union School District in order to share facilities and fulfill needs that are unmet within the City of Cupertino's parks and recreation facilities.

During the interview, the School District praised the current level of access to and responsiveness of City leaders and maintenance staff. The City maintains the fields at a higher level than the schools would otherwise maintain them, so the joint use agreement is extremely beneficial to the school, providing higher quality fields to students. Because of complexity associated with property ownership and operation, the School District suggested designating certain areas of the sites as "District Capital Improvement Zones" to provide more flexibility in their development. This would allow the fields to continue being used and maintained by the City, but the schools would be permitted to make improvements within those zones in a manner that is compatible with continued use of the fields.



Department shared the need for a collaborative relationship with the City to complement each others' efforts while clarifying their distinct roles in recreation management. Specifically, the Santa Clara County Parks and Recreation Department suggested better coordination with the City on signage opportunities that affect both agencies, such as with local recreational trails, and creating a potential liaison committee between the City and County to support this relationship.

PUBLIC SAFETY

To understand the needs of public safety stakeholders, the Santa Clara County Sheriff's Office and the Office of Emergency Services were both interviewed. The County Sheriff's Office has a substation in the City that functions as the City's police department and is responsible for code enforcement in the parks, especially after operating hours. The Office of Emergency Services is responsible for the City's emergency planning and response and works with several community organizations to disseminate information. Several City recreation facilities and schools are part of the emergency response plan and will require special consideration as changes to them could impact the City's emergency plan.

In the interview, the Sheriff's Office noted it is generally satisfied with Cupertino's parks and recreation facilities, but provided some useful suggestions to improve safety. These included additional lighting and call boxes in some parks as well as park modification to increase visibility.

With any proposed modifications to existing parks and facilities, the Office of Emergency Services needs to evaluate the changes to determine how they may affect the current emergency plan. They would welcome increased communication and collaboration with the City as well as additional training of staff and the community. The City could be a valuable asset in distribution of information related to emergency preparedness.

COMMUNITY SERVICE

Cupertino has a robust assortment of community service organizations, three of which were interviewed. The Cupertino Historical Society partners with the City's Recreation and Community Services Department to offer educational walks through the historically-rich McClellan Ranch Preserve and Blackberry Farm area. The DeAnza Optimist Club of Cupertino is primarily focused on performing local community service projects and is also very involved with supporting various City events. The Rotary Club of Cupertino has completed roughly 40 to 50 projects around the City and organizes several annual events open to the public.

The Historical Society, currently based in the Quinlan Community Center, expressed preference to be established in a more historically relevant location. In addition, they would like to see their programs expanded in collaboration with the City's Recreation and Community Services Department and hope to garner more recognition for their important role in the community. Improved historical and interpretive signage along trails and throughout the community would help raise awareness of their organization and, more importantly, educate the public about the rich history that shaped current-day Cupertino.

In the interview, the DeAnza Optimist Club of Cupertino envisioned more community volunteer involvement in the City's various events and festivals and hopes for increased City-sponsored activities in conjunction with the City's annual Fourth of July festivities. The Department should continue to respond to the shifting needs of the City's changing demographics and offer appropriate programming and events. Additionally, the Club requests that the City reviews its room reservation policies and strive to improve availability, as they have had trouble scheduling rooms for events and meetings.

The Rotary Club of Cupertino had similar concerns with lack of meeting space and asked for additional facilities that can be reserved or rented at reasonable rates. The Club hopes to lease the Stockmeir Ranch house and renovate the space to create a meeting place for local community service groups and hopes that the City will support this endeavor. Rotary also suggested that a drop-off center for hazardous waste and electronics would be beneficial to the community.



APPENDIX D

Community Workshop



CUPERTINO



COMMUNITY WORKSHOP OVERVIEW

During a special meeting of the Cupertino Parks and Recreation Commission on May 23, 2016, City staff and Consultant team conducted a community workshop. The purpose of the workshop was to generate feedback and suggestions for the improvement of the City's existing parks, facilities, and programming, while also gathering ideas for new amenities and programs that could enhance the park system. Community members also envisioned ways to incorporate these new amenities into existing parks where possible.

IMPROVEMENTS TO THE EXISTING SYSTEM

In general, community members at this workshop expressed an interest in having more parks, particularly in the vicinity of the City center. Attendees specifically expressed that the City's parks should be modern and state-of-the-art. This was especially noted with regard to the Cupertino's playground and picnic areas. Additionally, a general need to update the City's existing recreation facilities was voiced at the community workshop.

A priority among the workshop attendees was the development of a comprehensive network for bicyclists and pedestrians that links parks and neighborhoods, simultaneously supporting alternative modes of transportation and decreasing dependence on cars. Participants suggested that railroad corridors and service roads could be considered for trail extensions. One specific desirable trail connection that was mentioned was Linda Vista Park to McClellan Ranch Preserve. Where possible, the community also suggested providing free public transportation and shuttles for children, teens, and seniors, and to consider partnering with local businesses to accomplish this goal.

In addition to these system-wide improvements, the workshop attendees proposed individual items desired in greater numbers in order to meet the community's demand.

These include:

- Parks
- Swimming Pools
- Community Gardens

- Teen Centers
- Sports Fields & Courts
- Recreation & Community Centers that offer classes

NEW ELEMENTS

Along with increasing and improving existing parks and facilities in the City of Cupertino, workshop attendees expressed an interest in adding new elements that are currently not provided in the City's recreational network. These missing elements include water and nature play, adventure play, inclusive play areas, performance space, and artificial turf fields.

To address the inclusion of new elements to the City's recreational network, workshop participants considered the exploration of partnerships with local businesses and organizations. Public-private partnerships may provide additional opportunities to address Cupertino's recreational need.

IMPROVEMENTS TO SPECIFIC PARKS & FACILITIES

Once the park and recreation system was discussed as a whole, the workshop looked in more detail at suggestions for specific parks and facilities. They included Memorial Park, Quinlan Community Center, and Linda Vista Park.

At Memorial Park, the workshop attendees envisioned removing the ponds and re-programming the space to activate use. In conjunction with this, it was suggested that the turf area adjacent to Quinlan Community Center be utilized for programmed activities.

With respect to Quinlan Community Center, attendees suggested incorporating elements and making structural improvements to encourage social and community interaction. Highlighting the building's entrance, providing more inviting furniture for gathering and lounging, and enhancing the visual aesthetic of the space were suggested actions to achieve this end. Additionally, attendees recommended the relocation of the Historical Society Museum from the Center to a more historically appropriate location.

At Linda Vista Park, the workshop participants felt that there could be more use and programmed activities. Among the suggestions were community gardens and ornamental gardens, as well as space for community events.

IMPROVEMENTS TO PROGRAMMING

Improvement and expansion of existing recreational programming was discussed in detail during the community workshop. Attendees focused on two specific groups, seniors and teens, as well as general programming ideas.

For seniors, participants expressed the need to increase programs offered as well as provide a better geographic distribution of where those programs are offered.

For teens, participants suggested increased programming, but specified that programming for this group may be most successful if activities were offered to smaller age ranges to enable more focused and compelling content for the participants. For example, activities could be offered to pre-teens under the age of 13 and teens age 13 and up. Program suggestions for this age group centered on social, community, fitness, and environmental activities for youth. Activities that encourage youth to be active outdoors were deemed important. Participants also noted an interest in full-day summer camps, and flexible facility hours to allow multiple programs and activities to happen concurrently.

For general programming, workshop attendees agreed that intergenerational programming was important and desirable to the community. The group suggested that the City's parks, playgrounds, recreation facilities, and community centers allowed increased intergenerational interaction. Additionally, participants expressed interest in the City offering inclusive programming to allow people of different abilities to recreate together.



APPENDIX E

Block Leader Workshop



CUPERTINO



BLOCK LEADER WORKSHOP OVERVIEW

On June 13, 2016, City staff and the Consultant team conducted a workshop with Block Leaders to gather input for the Master Plan. Block Leaders have several primary functions – connecting neighbors, increasing public safety, and improving communication within the neighborhood and with the City. In attending the workshop, each Block Leader functioned as a representative of their neighborhood and a vital point of connection to the City's residents.

In order to guide discussion and encourage new ideas, the following questions were asked of the workshop attendees:

1. Are there additional park and recreation facilities that you would like to see added in Cupertino? (includes parks, recreation buildings, sports courts, fields, etc.)
2. Are there additional recreation programs you would like to see added in Cupertino? (includes activities, classes, sports, day camps, etc.)
3. What would improve your experience as a park or recreation facility user within the City of Cupertino?
4. What are your top priorities to add to Cupertino's parks, recreation facilities and programs?

The Block Leaders' answers to each of these questions are summarized below.

ADDITIONAL FACILITIES

The Block Leaders had a variety of suggestions for additional facilities and elements to be added to existing recreation facilities. The major suggestions related to a new swim facility, more interesting playgrounds, an expanded trail network, improving existing parks with expanded amenities, and adding new recreational centers and parks.

A priority expressed by the Block leaders was a year-round swim facility centrally located in the City. This aquatic facility could be indoor or outdoor but would have discounted entry fees for Cupertino residents. It could potentially provide a variety of amenities such as diving, recreational swimming, slides, and could accommodate varied uses such as masters swimming and water aerobics.

The quality of existing playgrounds emerged as another priority to this group. Block Leaders expressed an interest in nature play, more variety, and the introduction of an adventure element to the City's existing playground system.

Trails were also discussed by many of the attendees, both in terms of quantity and quality. Attendees supported an expanded trail network providing more connectivity between parks and suggested utilizing the railroad right-of-way as well as providing trails along every creek. Some community members expressed an interest in walking-only trails, while others asked that the shared trails benefit more users. There were also several requests for more bicyclist amenities, such as bike racks and mountain bike courses.

Within the existing parks, there were a variety of additional amenities that were proposed. Some were general and some were directed towards specific parks. These included parcourse and outdoor exercise equipment for both adults and children, demonstration gardens, more community gardens, more benches, moveable seating, first aid equipment, a picnic area in Jollyman Park, and restrooms in several of the parks (Hoover, Franco, and Three Oaks) or more ambitious suggestions for restrooms in every park.

Finally, the Block Leaders expressed interest in building additional recreation centers and parks. They felt that the current recreation centers were too busy and suggested adding one or more new facilities distributed evenly across the City. They also felt that opening school sports courts to the public would help to alleviate the demands on the existing centers. Along with new recreational centers, attendees suggested building several other kinds of facilities including a makerspace, a technology center, and a performing arts center. In addition, the attendees expressed support for adding new parks to the City and recommended having promotional events at their opening.

ADDITIONAL RECREATION PROGRAMS

While the recreational programming already offered by the City is robust, the Block Leader workshop generated many valuable suggestions for new and expanded programming. These programming suggestions generally fell into the four categories of camps, education, events, and exercise. In addition, the participants felt age-specific programming for teens and seniors, especially active seniors, was very important.

For camps, attendees asked for more all day camps and summer camps and requested that traditional camp activities such as singing and team games be offered as camp programs. Workshop participants requested more health education, nature programs, and practical courses such as construction, gardening, and cooking. A variety of specific events were proposed including a ghost walk at Blackberry Farm, a trail Easter egg hunt, organized trail runs, and separate career days focused on teens and adults. For exercise-related programming, the participants wanted to see more swimming, water aerobics classes, and organized biking and walking groups.

The Block Leaders believed that the programming opportunities could be expanded through partnerships with adjacent cities and non-City affiliated organizations and companies. Given Cupertino's array of technology related companies, there was even a suggestion that local companies could assist in starting an innovation camp for children and teens.

IMPROVE EXPERIENCE

When asked how users' experience of the existing facilities and programs could be improved, the Block Leaders reiterated and expanded upon some of the ideas that had been previously mentioned, but also mentioned a variety of more specific improvements.

With regard to existing parks and facilities, most of the comments again focused on playgrounds, trails, and amenities, though there were also comments related to maintenance, safety, and security. Regarding playgrounds, there was an interest in climbing trees, longer slides, jump ropes, hopscotch, and sidewalk chalk. For trails, the focus was again on adding more trails and connections for both pedestrians and bicyclists to make Cupertino less car dependent and safer for pedestrians and cyclists. Finally, regarding amenities, participants recommended having restrooms in every park, adding drinking fountains for people and dogs along with water bottle refill stations, adding more parking and seating at parks, and suggested vending machines at facilities. Maintenance topics included enhanced maintenance of group picnic areas, restrooms, and removal of poison oak.

While some attendees desired new parks as previously noted, there was a contrary

opinion that the existing parks and facilities should be maximized rather than building new ones. In this approach, attendees suggested that resources can be focused on improving what the City already owns.

For programming, the Block Leaders suggested having mixed age groups in the youth programs, having nature camps in natural settings, and enlivening park events with attractions such as food trucks.

PRIORITIES

When asked about their top priorities related to parks and recreation, the Block Leaders had a wide range of suggestions that continued to echo the ideas previously expressed.

With regard to facilities, the attendees reiterated the desire for a year-round swim facility, arts and makerspace centers, and improvements to Quinlan Community Center and Monta Vista Recreational Center.

For parks, there was a repeated focus on playgrounds and trails. With regard to playgrounds, this included adding themed play structures that vary between parks and adding more tot playgrounds with shade. More safe, connected trails and bike parking were mentioned, as well as considering separating pedestrians from high speed bicycle routes. Additional park amenities were also mentioned again as a priority, including benches, rest stops, shade, trash receptacles, and adequate parking.

Programming did not receive as much focus in the discussion of priorities, except for senior programming and the recommendation to have programming distributed across the City.

At a higher level, several Block Leaders expressed a priority that there should be a neighborhood park within walking distance of every Cupertino resident and, generally, that Cupertino parks should emphasize serving Cupertino residents first and foremost.



APPENDIX F

Council/Community Leader Directions



CUPERTINO



CITY OF CUPERTINO

Parks & Recreation System Master Plan



COUNCIL/COMMUNITY LEADER DIRECTIONS

INTRODUCTION

MIG, Inc., held eight stakeholder interviews with Council members and community leaders to provide direction for the development of Cupertino's *Parks and Recreation System Master Plan (Master Plan)*. The purpose of the interviews was to gain insights from elected officials and key partners into the opportunities and challenges the Master Plan should address. Cindy Mendoza (MIG, Inc.) and Gail Seeds (City of Cupertino) conducted seven individual or small group interviews on April 17-18, 2017. One additional interview was held by phone on May 4, 2017. Interview participants included:

- Savita Vaidhyanathan, Mayor
- Darcy Paul, Vice Mayor
- Barry Chang, Council Member
- Rod Sinks, Council Member
- Steven Sharf, Council Member
- Marisa Spatafore, De Anza College
- Chris Jew and Toby Smith (CUSD) and Erik Walukiewicz (FUHSD)
- David Brandt (City Manager) and Aarti Shrivastava (Assistant City Manager)

A list of prepared questions was given to each interviewee for discussion. However, participants were encouraged to share the insights they felt were most important about this planning process. The interview responses, in coordination with other stakeholder and community engagement activities, will inform the development of the Master Plan vision and goals.

KEY FINDINGS

Collectively, the interviewers providing guidance in several areas, including opportunities and needs for:

- Parks
- Recreation facilities
- Recreation programs and events
- Policies and operations
- Communications and outreach
- Coordination with other resources and providers

Most stakeholders also noted community issues for the Master Plan to address, as well as directions for the planning process. This document summarizes these opportunities, comments and directions.

Parks

Several interview participants talked extensively about park needs on the east and north side of Cupertino. They noted different options to address this park deficiency, including acquisition of the Lawrence Mitty site, maximizing public use of Rancho Rinconada facilities, and pursuing a partnership to develop School District property to help meet neighborhood park needs. Other park land opportunities noted include:

- Repurposing, renovating and replacing facilities to support more activities at parks
- Considering park character in design and renovation to provide a mix of active and passive parks
- Acquiring creek corridors for increased trail connectivity and restoration
- Periodically assessing golf course use in the long term

Recreation Facilities

Community needs for a variety of recreation facilities drew many comments from interview participants. The facilities mentioned by the most stakeholders included a desire for a performing arts center, trails, and facilities to serve teens and a culturally diverse community. The following types of facilities were discussed in multiple interviews:

- A variety of safe trails, paths and bike routes for recreation and trail connectivity
- Performing and cultural arts center and theater
- Large and small-group meeting space
- Sports field development, renovation and enhancement (especially for soccer and cricket)
- Year-round aquatics facility (indoor and outdoor)
- Teen facilities, challenge elements and new models for teen centers
- Diverse and inclusive play opportunities
- Shade structures and shelters
- Off-leash dog areas
- Community gardens

Recreation Programs and Events

When discussing program needs and opportunities, interview participants identified a variety of demographics groups in need of better services, the types of programs and events needed, and overarching comments regarding the provision of recreation program services. Across interviews, many stakeholders noted that the City should do a better job of serving teens and providing programs that reflected the cultural diversity of the community. Specifically, Memorial Park improvements were noted frequently in the context of improving this site as a hub for indoor and outdoor events, activities and programs. Also, several stakeholders recognized a need to improve coordination with other providers to enhance what is being offered and avoid duplication in services. Several also expressed a need to “transition” what the City offers to reflect changing trends and needs. The following was mentioned across multiple interviews:

- Programs for youth, teens, young adults, older adults, seniors, families, multi-generations
- Educational opportunities to appeal to a unique community
- Culturally sensitive and diverse programs; cultural enrichment
- Teen empowerment and engagement
- Health and wellness programs
- Cultural and performing arts programs
- Social activities and events in parks

- Outdoor programs in parks
- Sports practice, games and skill-building activities
- Environmental education and nature programs (including community gardening)
- Coordination with the City's initiative to create an incubator space
- Teen center(s) with a new location and new programming orientation, balancing needs for educational, recreational and social opportunities, challenge/skill-building/healthy activities, youth empowerment and involvement, engaging after-hours options, student-union or café-style spaces, parent supported activities, and possibly programming themes (e.g., incubator space, music/performing arts, entrepreneurship)
- A focus on successful revenue generating activities (e.g., tennis, soccer, music, Math Olympiads), while supporting non-generating activities that benefit the community in other ways (e.g., volunteerism, community events)
- Transition of current preschool program to more academic-based curriculum, full day program, and/or educational-focused classes
- Maximized use of facilities through expanded programming and partnerships (Senior Center Rancho Rinconada, teen hubs in schools)

Policies and Operations

Many interview participants noted opportunities to improve operations by taking a fresh look at current policies, procedures and protocols. Several noted ways to increase operational efficiencies, cost recovery and customer service. These include addressing elements such as the following:

- Park land standards
- Limitations on facility access and use
- Market pricing and fee philosophy
- Sports field scheduling and use
- School- park partnerships
- Developer requirements
- Water conservation, irrigation and drought-tolerant landscaping
- Staff diversity
- Department re-branding and core services
- Flexible, accommodating, quality customer service

Communications and Outreach

Council members and community leaders agree that strong ongoing communication is needed for successful park and recreation services. That includes engaging residents in the master planning process and in department activities in the long term. Comments included desires for the following:

- Collaborative contact with school districts
- Updated and improved website
- Portal for complaints and feedback
- More direct engagement and prioritization: Ask what is best for Cupertino
- More youth involvement and direct outreach
- Parks and Recreation Commissioners as ambassadors
- Coordination with all groups, including diverse cultures and those with concerns about growth/development issues
- Varied outreach applications, ranging from lawn signs to splashy social media and marketing

Coordination with Other Resources and Providers

There are a variety of other recreation providers, special interest groups and community leaders who may have an interest in the master plan process and/or department services. Several interview participants expressed optimism around potential partnerships or coordinated services between City and Cupertino Union School District (CUSD), Fremont Union High School District (FUHSD), De Anza College, and performing arts groups. There also was a desire to improve coordination with the Santa Clara County Library District to step beyond “competing” with the free programs offered at the Cupertino Library. Stakeholders mentioned the following providers and/or resources:

- School District and De Anza College (adult and community education classes, theaters, sports facilities, community gardens, teen centers)
- Rancho Rinconada Recreation and Park District (pool and facilities)
- Rotary Club
- Magical Bridge Playground (grant funding)
- Youth (Teen Commission, Scouts and students)
- Cultural arts community
- Cupertino Library
- Caltrans
- Surrounding cities

Community Issues for the Master Plan to Address

Interview participants identified several issues that affect needs for parks, recreation, open space and trails. Some of these are citywide issues, while others are more specific to the provision of parks and programs.

- Traffic congestion, parking, mobility for cars, and pedestrian/ bicyclist (non-motorized) transportation and connectivity
- Poor access to certain parks (via walking, biking, auto)
- Limitations on park use (e.g., Blackberry Farm Park)
- Unique diverse demographics
- Community Hall use for Library and City programs
- Memorial Park pond removal (water conservation needs)
- Land costs, limited land availability
- Park needs in east and north Cupertino
- Land acquisition policies, strategies and goals (e.g., Lawrence Mitty parcel, Vallco renovation)
- Greater investments in parks and facilities (new and existing) to improve functionality
- Cost / funding needs for planned major renovations (e.g., Stevens Creek Corridor and Civic Center complex)
- Staff decision-making process and policy enforcement (policy adherence vs. empowerment)
- Need to ensure flexible use of facilities for benefit of most people
- Customer service, communication and outreach

Master Plan Support and Guidance

Through their comments, all interview participants expressed an affinity for Cupertino parks and recreation and noted the importance of these places, programs and services to the community. All seemed connected to the success of this Master Plan and its implementation. Stakeholders also expressed many different opportunities and priorities. Several stakeholders acknowledged differences in

priorities and recognized that recent debates over growth, development and improvements have divided the community. Several interview participants offered guidance and directions to ensure the success of the Master Plan. These comments are noted below.

- Provide a strategic plan organized around community-supported goals
- Identify how this Master Plan feeds into the City's more-detailed implementation process, policies and procedures, but recognize those processes are separate from the guidance needed in the Master Plan
- Incorporate the overarching direction of plans and decisions already made (e.g., General Plan, Bicycle Transportation Plan, Civic Center Master Plan)
- Focus on the consensus-building support for parks and recreation
- Identify prioritization criteria to emphasize projects that provide best use for the greatest number of people, as well as improvements in efficiency, function and quality
- Identify financially-modest projects and program changes in addition to the more costly, large-scale projects that the community wants
- Continue to engage Council members, community leaders, additional stakeholders, residents and youth in the process to build momentum for plan directions

INTERVIEW QUESTIONS

Below are the written questions participants received during the in-person interviews. Most discussions were self-directed by stakeholders, allowing them to share their perspectives, priorities and guidance.

1. What do people value most about parks and recreation in Cupertino?
2. How do parks, open space, trails, recreation programs and events help address critical community issues and needs?
3. Are improvements in parks, facilities or recreation services needed? If yes, what?
4. Are there any groups in need of more or better services?
5. What are the biggest opportunities for Cupertino parks and recreation in the future?
6. From your perspective, what should be the City's top priority for managing and providing parks, open space, and recreation opportunities?
7. What do we need to know to gain community support for this plan?
8. What partners or stakeholders should be involved in working with the City to carry out Master Plan recommendations?
9. Is there anything else you would like to share?