



# CITY OF CUPERTINO

## Parks & Recreation System Master Plan



Master Plan Advisory Group Meeting  
Priorities Workshop  
*May 17, 2018*

# How many years have you lived in Cupertino?

0% A. Less than 1 year

22% B. 1 – 3 years

22% C. 4 – 9 years

0% D. 10 – 15 years

44% E. 16 – 25 years

11% F. I do not live in Cupertino

# Do any children 18 or younger live in your household?

67% A. Yes

33% B. No

# Many people think of themselves as belonging to an ethnic or racial group. How do you identify yourself? (Select all that apply.)

- 0% A. African-American or Black
- 0% B. Asian- Chinese
- 25% C. Asian- Indian
- 0% D. Asian other
- 63% E. Caucasian or White
- 0% F. Hispanic or Latino
- 13% G. Multi-racial
- 0% H. Other/ Prefer not to answer

# What is your gender?

44% A. Female

56% B. Male

0% C. Transgender/Non-Binary

0% D. Other/ Prefer not to answer

# What is your age?

11% A. Under 14

11% B. 14-17

0% C. 18-29

11% D. 30-39

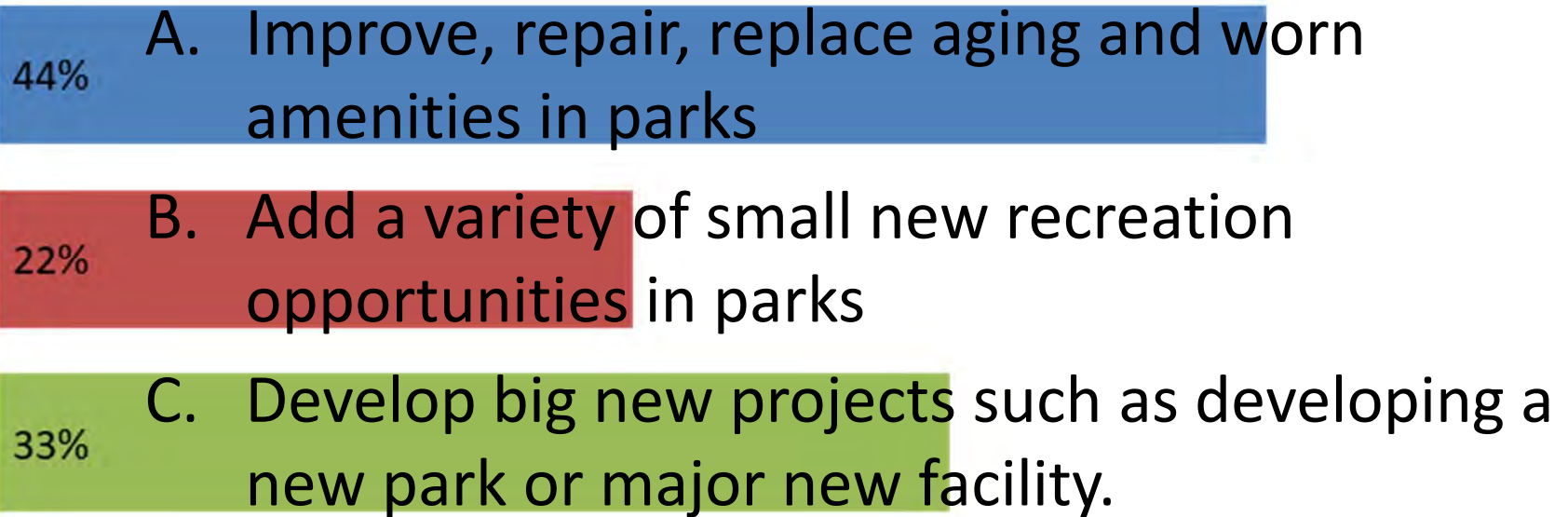
11% E. 40-49

33% F. 50-64

22% G. 65-74

0% H. 75+

# Where should the City focus future improvements? (Choose one.)



## Which of the following “big moves,” should the City should invest in? (Choose two.)

- 11% A. Develop new neighborhood parks
- 22% B. Renovate or add facilities to parks
- 28% C. Enhance and protect natural areas
- 22% D. Add or expand major facilities
- 17% E. Develop trails



# Which of the following large facilities should the City pursue developing? (Select all that apply.)

17% A. Aquatic facility/year round pool

17% B. Performing and fine arts center

19% C. Multi-purpose recreation center (with gymnasium)

3% D. Gymnasium

14% E. Technology center, incubator hub, maker space

11% F. Teen space and services

8% G. Expanded senior services or senior center

11% H. New sports fields and athletic facilities

# Select the TWO large facilities that should be the City's highest priorities.

12% A. Aquatic facility/year round pool

24% B. Performing and fine arts center

24% C. Multipurpose recreation center (with gymnasium)

0% D. Gymnasium

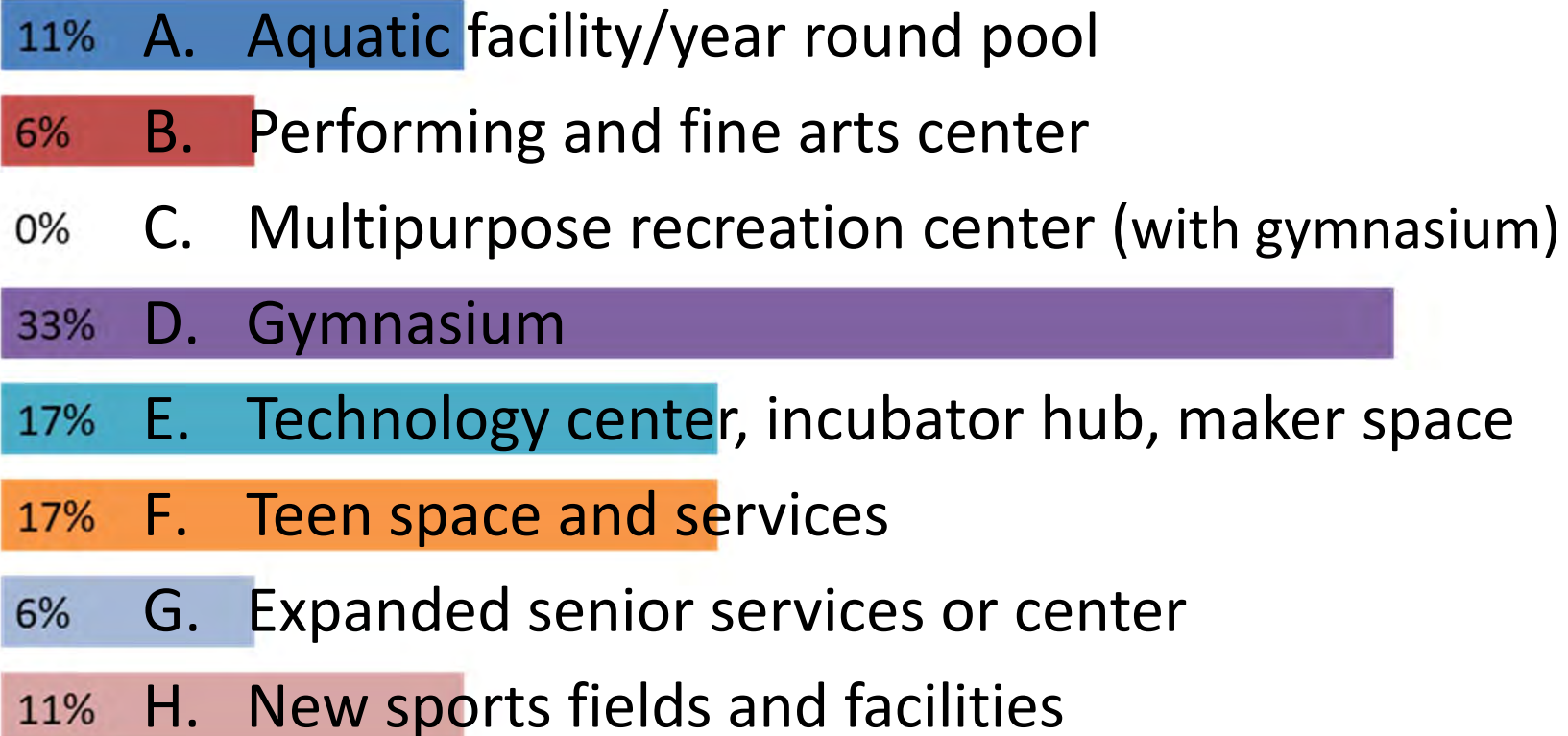
12% E. Technology center, incubator hub, maker space

12% F. Teen space and services

6% G. Expanded senior services or center

12% H. New sports fields and facilities

# Select the TWO large facilities that should be the City's lowest priorities.



# Select the ONE facility that should be the City's top priority.

25% A. Aquatic facility/ outdoor pool

25% B. Performing and fine arts center

38% C. Multipurpose recreation center (with gymnasium)

13% D. None of the above



**If funding is limited and smaller facilities are developed, which of the following would be your priority? (Choose one.)**

22% A. Community pool

44% B. Small-to-mid-sized theater

0% C. Single gymnasium

33% D. None of the above



Community Pool



Mid-sized Theater



Single Gymnasium



# Select the aquatic facility the City should prioritize.

22% A. Community pool

78% B. Large aquatic facility



A. Community Pool



B. Large Aquatic Facility

# Select the performing arts space that the City should prioritize.

50% A. Performing and fine arts center

50% B. Small-to-mid-sized theater

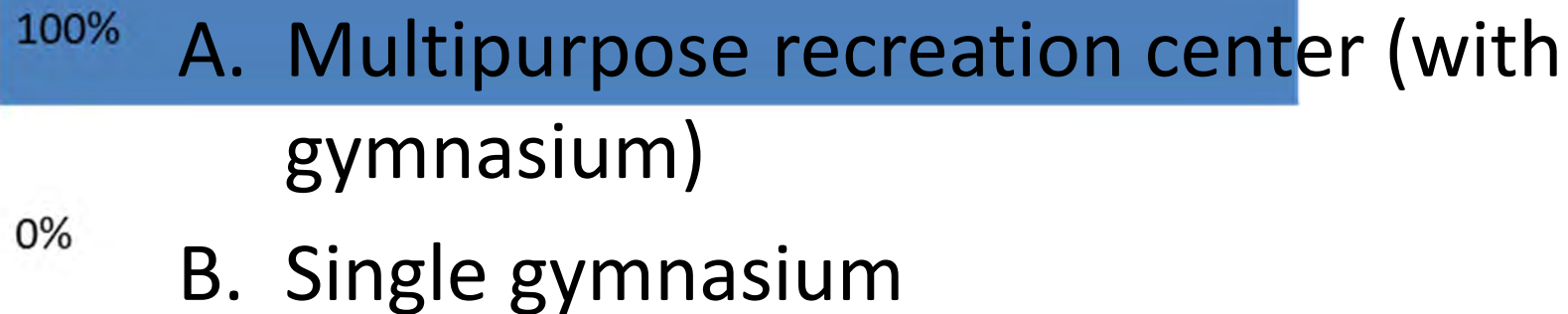


A. Performing and fine arts center



B. Small-to-mid-sized theater

# Select the recreation facility that the City should prioritize.



A. Multipurpose recreation center (w/ recreation center)



B. Single gymnasium



# Of the following sports courts, which TWO do you think the City should prioritize?



a. Indoor tennis/pickleball courts



b. Indoor basketball



c. Indoor sports courts (badminton, bocce, futsal...)



d. Outdoor tennis/pickleball courts



e. Outdoor basketball



f. Outdoor sports courts (badminton, bocce, futsal...)

# Of the following sports courts, which TWO do you think the City should prioritize?

18% A. Indoor tennis/pickleball

12% B. Indoor basketball

18% C. Indoor sports courts (badminton, bocce, futsal...)

12% D. Outdoor tennis/pickleball

12% E. Outdoor basketball

18% F. Outdoor sports courts (badminton, bocce, futsal...)

12% G. None of the above



# Of the following items, which TWO do you think the City should prioritize?



a. Formal/ornamental garden



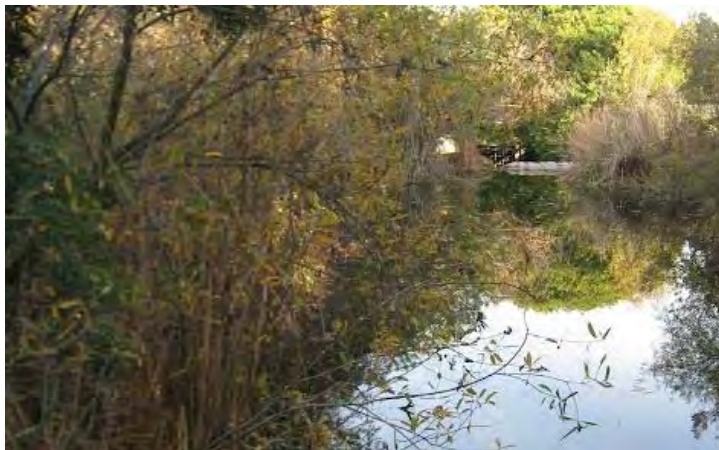
b. Healing/sensory garden



c. Demonstration Garden with educational/teaching focus



d. Native plantings / landscaping in parks

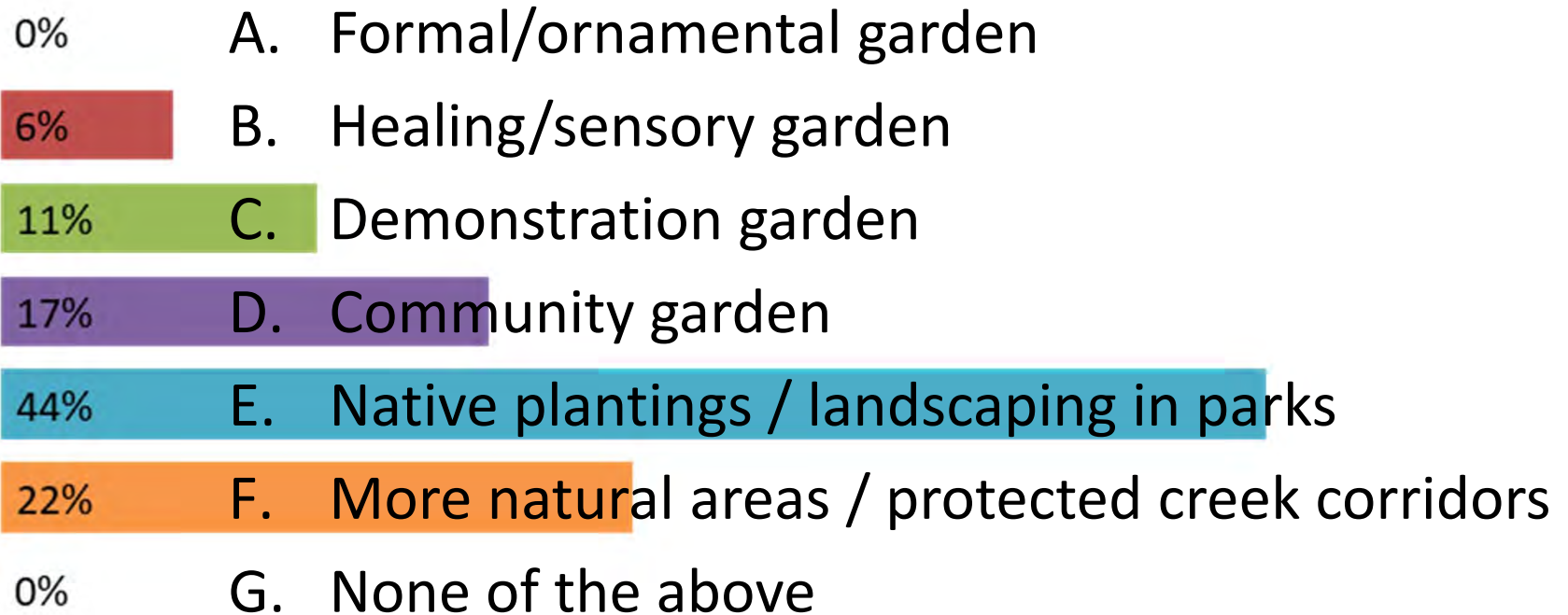


e. More natural areas / protected creek corridors

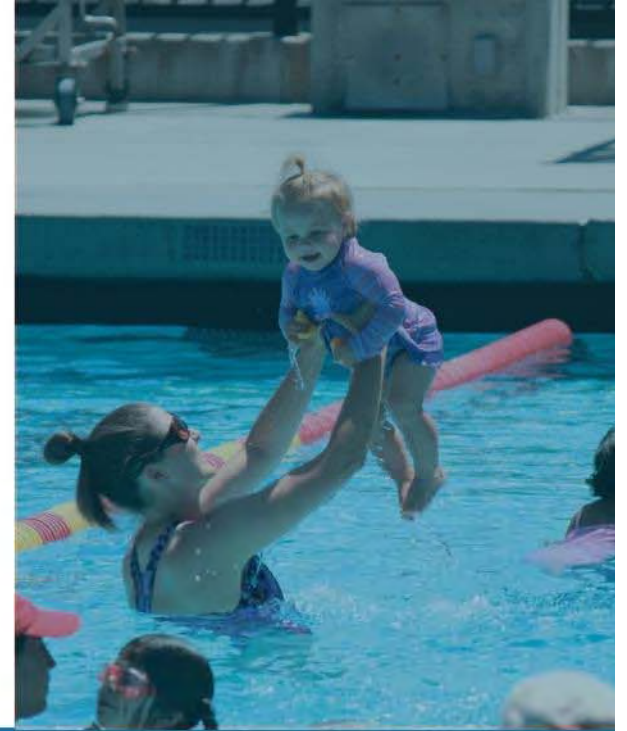
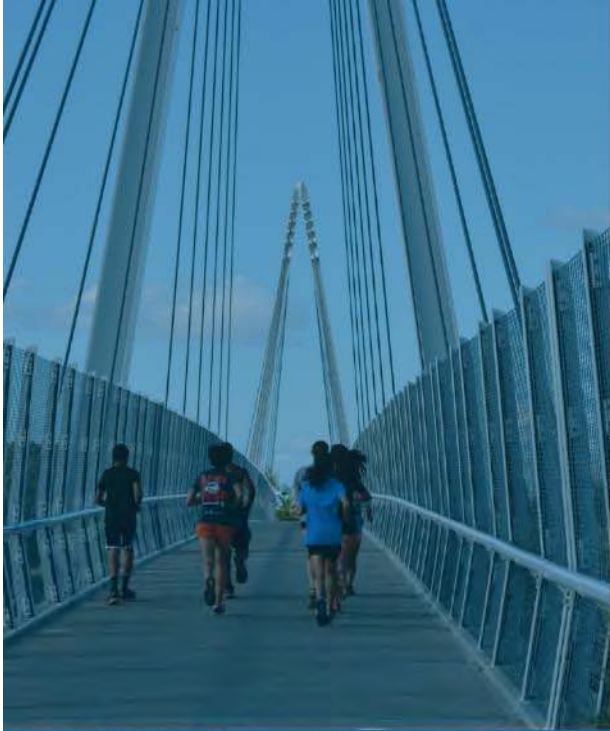


f. Community Garden

# Of the following items, which TWO do you think the City should prioritize?







Memorial Park

# What is your preference for the focus of Memorial Park?

33% A. Naturalized civic gathering

22% B. Arts and events

44% C. Active and multi-use



# Memorial Park: Existing Configuration





# Memorial Park: Naturalized Civic Concept





# Memorial Park: Arts & Events Concept





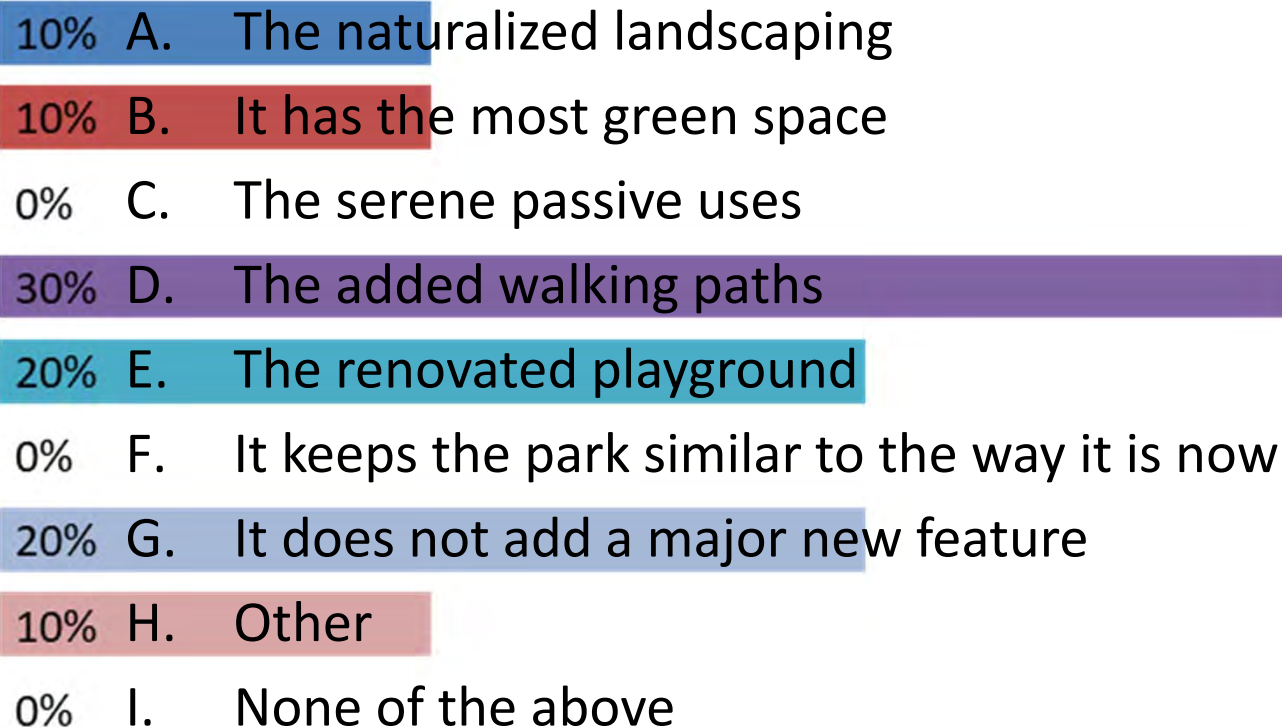
# Memorial Park: Active & Multi-Use Concept



# What do you like most about your preferred concept? (Select all that apply.)

- 30% A. It has the facilities I think are most important
- 26% B. It creates a social and activity hub for our community
- 13% C. It has the best green space/open space
- 9% D. It keeps the park similar to the way it is now
- 4% E. It appears to be the most affordable concept
- 0% F. I don't like any of the three concepts
- 9% G. I like all of the concepts to some extent
- 9% H. Other

# What do you like most about the naturalized civic gathering concept? (Choose two.)



# What do you like most about the arts and events concept? (Choose two.)

- 25% A. The added performing and fine arts center
- 6% B. The incubator hub
- 13% C. The expanded and improved outdoor event space
- 13% D. The expanded amphitheater
- 13% E. The expanded play area
- 6% F. The water feature
- 19% G. Renovation of Quinlan's outdoor plaza
- 0% H. Other
- 6% I. None of the above



# What do you like most about the active and multi-use concept? (Choose two.)

- 25% A. The expanded and improved outdoor event space
- 15% B. The retained baseball field
- 25% C. The added swimming pool/aquatic facility
- 20% D. The added gym with rooftop activities
- 5% E. The expanded Senior Center and improved parking
- 0% F. The water feature around the gazebo
- 0% G. More parking at Quinlan
- 0% H. The water feature
- 10% I. The added walking path loop
- 0% J. Other

# Which one of these concepts best captures your vision for the future of Memorial Park?

20% A. Naturalized civic gathering

0% B. Arts and events

40% C. Active and multi-use

40% D. A mix of the concepts

# What do you like most about what we discussed today? (Choose one.)

