



RECREATION AND COMMUNITY SERVICES DEPARTMENT  
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## PARKS AND RECREATION COMMISSION STAFF REPORT

Meeting Date: August 2, 2018

### Subject

Citywide Parks and Recreation System Master Plan – Goals, Objectives and Actions

### Recommended Action

Provide input on proposed Goals, Objectives and Actions for the Citywide Parks Recreation System Master Plan.

### Background and Discussion

A master planning process is underway for Cupertino's citywide parks, open space and recreation system. The public, the Parks and Recreation Commission ("Commission") and the City Council have weighed in on a variety of topics in recent months.

A key component of the Citywide Parks and Recreation System Master Plan ("Master Plan") is to identify and document Goals, Objectives and Actions. Goals provide overarching direction for the development, programming and management of the park and recreation system and for long-range change. Objectives reflect the outcomes that we wish to achieve by implementing the Parks & Recreation System Master Plan. Actions are the more detailed tasks, strategies, and innovations that will help achieve the Master Plan goals.

On September 7, 2017 the Commission reviewed a draft Vision, Mission and Goals document which included six Goals. On September 19, 2017 the City Council reviewed them as well. The goals were refined based on the input received.

The attached document contains proposed Goals, Objectives and Actions. They reflect extensive input received via public outreach, and Commission and City Council guidance during the planning process to date. The Commission and the public are invited to provide feedback on this draft document.

### Fiscal Impact

None.

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Prepared by: Gail Seeds, Park Improvement Manager

Approved by: Jeff Milkes, Director of Recreation & Community Services

Approved for Submission by: Jeff Milkes, Director of Recreation and Community Services

Attachment:

A - Systemwide Goals, Objectives and Actions, Draft, July 2018