



RECREATION AND COMMUNITY SERVICES DEPARTMENT

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PLANNING COMMISSION STAFF REPORT

Meeting: February 26, 2019

Subject

Draft Citywide Parks and Recreation System Master Plan

Recommended Action

Accept presentation on the Draft Citywide Parks and Recreation System Master Plan and provide input.

Discussion

Cupertino had undertaken preparation of its first Citywide Parks and Recreation System Master Plan ("Master Plan"). A draft Master Plan has been prepared and shared for public input. It is attached (see Attachment 1) and available on the project website at:

<https://forms4.cupertino.org/parks&recmasterplan/index.html>

On January 16, 2019, the Bicycle Pedestrian Commission provided feedback (see Attachment 2). On January 22, a Youth and Teen forum on the Master Plan was held, co-sponsored by the Teen Commission and Youth Activity Board. Youth and teen attendees submitted 54 comment cards (see Attachment 3). On January 23, the draft Master Plan was presented at a public workshop after a robust outreach campaign. Outreach included three promotions on social media (including Next Door and Facebook) reaching 10,023 residents, an email to 13,128 participants from the recreation department's registration software, over 300 Block Leaders and an additional 1,500 community members from the Master Plan database and our CERT volunteers. We also provided a special homepage banner on the City's website, a narrated video, and 30 lawn signs at various parks throughout the City.

The attendees, although a small group of approximately six, participated actively and provided verbal feedback as well as one comment card (see Attachment 4).

On January 24, 2019, the Parks and Recreation Commission reviewed the draft Master Plan at a special meeting. Feedback received at that meeting is provided in the meeting minutes (see Attachment 5) and summarized as follows:

Collectively, the Commission was in agreement that a stronger emphasis on adult exercise features in the parks such as par courses and adult outdoor exercise equipment, the all-inclusive playground, Lawrence-Mitty acquisition, a healing garden, parklets or other small-space solutions, and off leash dog areas. Also suggested emphasizing the role of the prioritization tools for evaluating potential projects.

Commissioner Wilson summarized the goal of the Master Plan and suggested emphasizing the funding sources info gathered to City Council. Suggested more emphasis on recreation opportunities at the large parks, and creative solutions for providing park and recreation spaces due to the lack of park space in areas such as the east side.

Chair Tambe addressed the questions and concerns asked during the public comments: - clarifying that the master plan is not a blueprint or decision on future projects, but an informative study and review of suggestions from the general public - outreach efforts and strategies done in the past several years and that the plan includes data from various surveys results and information gathered - the cost of facilities - water features - watering at the Blackberry Farm Golf Course - all-inclusive playground study and current status of the project. Chair Tambe suggested having emphasis on “grey” spaces, adequate parking, a citywide shuttle service, no international sized cricket field, connectivity and incorporating the Cupertino Loop trail into the plan, having more consistent trailhead amenities, multiuse facilities, greater diversity, relooking at the golf course, and highlighting the benefits of greater investment in parks.

Vice Chair Biyani suggested highlighting that feedback will be accepted until late February and supported the outreach to youth and teens. Commented on the ease to read the document and suggested highlighting that the goals listed are not set in any particular priority. Suggested more emphasis on the expansion of the neighborhood events and partnerships with the schools.

Commissioner Davis reiterated the goal of the master plan. Supports the connectivity theme in the plan, including the emphasis on greater walking and biking, having more natural features at parks and making them less static, better programming and customer service, financial stability and safety, public-private partnerships, historical preservation, and aquatics.

The City Council reviewed the draft Master Plan on February 5. Input received at that meeting is provided in the attached approved meeting minutes (see Attachment 6). Public input has also been arriving via written and electronic ‘comment cards.’ Forty-seven comment cards submitted through early February is provided as Attachment 7. Continued comment card input through February 18 is provided as Attachment 8.

Sustainability Impact

The project will support the City’s sustainability and environmental policies and objectives.

Fiscal Impact

No fiscal impact.

Prepared by: Gail Seeds, Park Improvement Manager

Reviewed by: Roger Lee, Acting Public Works Director

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

Approved for Submission by: Benjamin Fu, Interim Director of Community Development

Attachments:

1. Draft P&R Master Plan Jan 2019
2. Input on Draft Master Plan, Bicycle Pedestrian Commission, Jan. 16, 2019
3. Input on Draft Master Plan, Teen Forum, Jan. 22, 2019
4. Input on Draft Master Plan, Public Workshop, Jan. 23, 2019
5. Input on Draft Master Plan, Parks & Recreation Commission, Meeting Minutes, Jan. 24, 2019
6. Input on Draft Master Plan, City Council, Draft Meeting Minutes, Feb. 5, 2019
7. Input on Draft Master Plan, Public Comments through Feb. 3, 2019
8. Input on Draft Master Plan, Additional Public Comments through Feb. 18, 2019