



PARKS AND RECREATION DEPARTMENT

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PARKS AND RECREATION COMMISSION STAFF REPORT

Meeting: Thursday, November 7, 2019

Subject

2019 Blackberry Farm Season Update

Recommended Action

Receive Report

Discussion

Background

- Since the re-opening of Blackberry Farm in 2009, Staff has been providing the Parks & Recreation Commission with annual status updates. These updates include information on attendance, programs, and events.

Attendance

- Prior to the re-opening in 2009, attendance at Blackberry Farm was composed of approximately 10% Cupertino residents and 90% non-residents. Since that time, it has been Staff's goal to increase resident use. For the last 4 years, attendance has remained on trend at approximately 40% residents and 60% non-residents. Those numbers remained about the same for 2019: 42% residents and 50% non-residents.
- During the 100-day season, the picnic sites were booked a total of 253 times.
- Approximately 20,100 swimmers used the pools.

Programs

- This season we offered 3 different categories of swim lessons at Blackberry Farm:
 1. **Parent/Tot Classes** - These classes were offered on Saturday morning to give working parents a chance to bring their children to class. Both sessions were full.

2. **Semi-Private Adult Classes** – These classes were offered in the evenings: Tuesday-Friday, after the pools closed, to allow for an unintimidating learning environment. Two sessions were originally offered and a third session was added due to demand.
 3. **Adaptive Needs Lessons** - This was our first season offering swim lessons for the adaptive needs community. All classes were private lessons and held in the mornings before the pools opened for the day. Although we only taught a total of 5, one-week sessions, with only 2 students, the program was considered a huge success and something we hope to grow in the future (See attachment A).
- New for 2019, we also offered a program series called Join-A-Ranger. These were a series of events planned and led by the Stevens Creek Corridor Park Rangers. Thus far, we have offered a total of 7, drop-in, free events. These events have been so popular that we will require registration for the next set of dates in Spring 2020.
1. Night Hike & Flashlight Tour (3.8.19) – 30 participants
 2. Restoration Village Tour (4.6.19) – 15 participants
 3. Pollinator Walk & Talk (5.11.19) – 24 participants
 4. Apex Predator Workshop (9.7.19) – 32 participants
 5. Nature Walk & Talk (10.12.19) – 34 participants
 6. Night Hike & Flashlight Tour (11.9.19) – 35 RSVPs, 25 on waitlist
 7. Wild Plant Uses: Edible, Medicinal, & Survival (12.1.19) – 20 RSVPs

Events

- 4th of July at Blackberry Farm (7.4.19) - a total of 783 people attended the event. They enjoyed free swimming, food trucks, and live music.
- Corridor Stroll (8.2.19)– The inaugural event encouraged people to “stroll” from Blackberry Farm to McClellan Ranch, partaking in various activities along the way. Activities included Ranger led educational booths, face painting, dog training/agility, crafts, blacksmith shop demos, 4H Beekeepers, and the Audubon Society. Although very hard to measure, approximately 400 attended the event.
- Pooch Plunge (10.5.19)– Dogs of all shapes and sizes came to the pool to test out their swimming skills. Both the pooches and their humans

appreciated meeting their neighbors and making connections. The event benefitted Best Friends Animal Society and a total of \$510 was raised to help pooches in need.

- Wildlife & Harvest Day – This is a collaborative event between the Parks and Recreation Department and the Santa Clara Valley Audubon Society. More than 1,500 families came out to Blackberry Farm and enjoyed live music by Peter Apel, games, crafts, live animal shows, bird house building, food trucks, a Rolling Hills 4H petting zoo, face painting, inflatable archery, a pumpkin patch, and much more.

Prepared by: Molly James, Recreation Coordinator Reviewed by: Supervisor or Department Jenny Koverman, Recreation Supervisor
Approved for Submission by: Christine Hanel, Assistant Director, Parks and Recreation

Attachments:

A – Email from Cupertino resident regarding adaptive needs swim lessons