



PARKS AND RECREATION DEPARTMENT

QUINLAN COMMUNITY CENTER
10185 NORTH STELLING ROAD • CUPERTINO, CA 95014-5732
TELEPHONE: (408) 777-3120 • FAX: (408) 777-1305
CUPERTINO.ORG

PARKS AND RECREATION COMMISSION STAFF REPORT

Meeting: May 14, 2020

Subject

Outreach to the Public and Mechanisms for the Public to Contact Staff.

Recommended Action

Accept the report on Parks & Recreation COVID-19 Public Outreach.

Discussion

On March 16, 2020, the City of Cupertino's Parks & Recreation Department (Parks & Rec) closed its facilities based on the County of Santa Clara Public Health Department's Shelter-in-Place Order in response to the ongoing COVID-19 (coronavirus) pandemic. These facilities included: Cupertino Sports Center, Cupertino Senior Center, Blackberry Farm Golf Course, Quinlan Community Center, Monta Vista Recreation Center, Environmental Education Center at McClellan Ranch Preserve, Creekside Park Building, and the Wilson Ceramic Studio.

The City notified the community about the closures in numerous ways, including; 1) placing a notice of the facility closure at the top of each facility's webpage, 2) including facility closure information in the City's daily COVID-19 report; 3) posting closure information on multiple social media platforms (Nextdoor, Facebook, and Twitter), and posting signage in the door and windows of affected facilities.

Parks & Recreation followed this action by canceling or postponing its in-person classes, programs, events, and rental bookings—which has now been extended through May. Parks & Recreation notified those affected by these actions through email, phone, social media, daily COVID-19 report, and updates to the City's website and Facebook events calendars.

On March 24, Parks & Recreation rolled out a Virtual Recreation initiative to encourage residents to remain active while at home: www.cupertino.org/virtualrecreation. The subpages included "Stay Active," "Exercise Your Brain," "Stay Healthy," and "Stay Informed." They focused on providing an online resource to residents for fun, educational, and healthy activities—including indoor and outdoor options—to exercise

the body and mind. Outreach included an email notification, social media postings, and creation of a Virtual Recreation banner on the City's homepage.

On March 30, Parks & Recreation began offering live virtual recreation classes led by Parks & Recreation instructors. By April 6, Parks & Recreation expanded these offerings to two virtual classes each day, Monday through Friday. These classes gave our community an opportunity to participate in workouts led by familiar instructors. Classes have included cardio, strength, flexibility, and balance training. As of April 22, Parks & Recreation held 24 classes with an average participation of 108 attendees. (During this time period, Parks & Recreation needed to create large 24 by 36-inch signs to promote social distancing in response to increasing crowd sizes on the Steven Creek Corridor Trail.)

On April 23, Parks & Recreation announced its #CupertinoCares initiative. This initiative focuses on the importance of remaining connected with our families, neighbors, and community as we navigate this difficult time at home. Each Friday, the City will post a fun activity for residents of all ages at www.cupertino.org/cupertinocares, along with the City's social media platforms. These activities will allow the community to write, draw, dance, sing, and laugh together while at home. Residents are encouraged to share their experiences by posting photos and videos to their social media accounts with the hashtag #CupertinoCares, or by posting them in the comments sections.

Community input on COVID-19 related topics is welcomed. Residents can find contact information on the City's COVID-19 webpage: www.cupertino.org/coronavirus. Resident and media inquiries can be directed to the Communications Officer Brian Babcock at brianb@cupertino.org.

Sustainability Impact: No sustainability impact.

Fiscal Impact: There is no fiscal impact associated with this report. There are minor expenditures in the programs to pay the instructors to teach virtual fitness classes and printing of social distancing signs.

Prepared by: Branton Curt, Community Outreach Specialist

Reviewed by: Randy Schwartz, Interim Parks & Recreation Director

Approved for Submission by: Randy Schwartz, Interim Parks & Recreation Director

Attachments: None