



Parks & Recreation System Master Plan



PROJECT PRIORITIZATION TOOLS

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INTRODUCTION

The Master Plan recommends a number of park site and system enhancements that are intended to be implemented through approximately the year 2040. The City of Cupertino will prioritize projects as part of its annual process to update the Capital Improvement Program. Since recommended projects may evolve and new project ideas may arise during the years to come, this document provides tools and guidance to assist in prioritizing capital projects.

TOOL: GOAL AND COMMUNITY PRIORITY ALIGNMENT CHECKLIST

The Goal and Community Priority Alignment Checklist allows the City to evaluate new projects to determine if they are consistent with the direction of the Master Plan.

Alignment with Master Plan Goals

The project in consideration must be clearly aligned with at least one of the following Master Plan goals. If multiple goals are addressed, the project more strongly supports the direction of this master plan.

Does the project:

- Protect nature, trees and natural areas in parks and throughout the city to support wildlife, ecological functions and a stronger connection to Cupertino's natural environment?
- Create a walkable, bikeable and accessible city by providing an interconnected network of multi-use trails, walkways and bikeways, close-to-home parks, and community destinations?
- Distribute parks, facilities and recreation opportunities throughout the community for easy and equitable access?
- Reinvigorate and revitalize parks and recreation facilities and offerings to support broad and inclusive recreation interests?
- Support social gatherings, events, programs and activities for people of all ages, abilities, cultures, and interests?

- Create high quality recreation experiences, places and services that are welcoming, responsive, comfortable and reflective of Cupertino's unique character?
- Provide, manage and maintain high-quality parks, recreation facilities, programs and services for Cupertino residents through sound management and stewardship, sustainable choices and wise use of resources?

___ *Total Goals Addressed*

Alignment with Community Priorities

The following checklist includes twelve key priorities that emerged from Master Plan community outreach. The project in consideration should be clearly aligned with at least one of the following key priorities. If multiple priorities are addressed, the project strongly supports the direction of this master plan.

Does the project:

- Protect nature or support nature experiences?
- Provide trail opportunities/improved connectivity?
- Support park and facility access (geographic, ADA, bike/pedestrian entry)?
- Increase the variety and diversity of recreation options?
- Support social gatherings, special events or celebrations?
- Provide unique or extraordinary play opportunities?
- Empower teens or youth?
- Reflect Cupertino's unique character and identity?
- Improve user comfort, increase ease of use or create welcoming places and services?
- Support the Arts in our community?
- Promote partnerships?
- Support diverse cultural interests?

___ *Total Priorities Addressed*

TOOL: SEQUENCING CRITERIA & EVALUATION

Instructions: Evaluate the project on a 4-point scale of 0 to 3 points for each criterion, where completely meets = 3 points; partially meets = 2 points; somewhat meets = 1 point; and not at all meets = 0 points. Certain criteria that are critical for advancing the project are proposed to be weighted (e.g., have their rated score multiplied by 2).

Criteria	Score ¹	Critical Criteria	Total
Alignment with Park and Recreation System Needs: Does the project address any of the following identified system needs?			
Repair/Improvement: Repair or improve an existing site, asset or natural resource?			
Access: Improve access to an existing site or extend the trail network?			
Service Level: Improve service to residents and users, or improve the ability to provide high-quality service?			
Available Space: Be implemented using existing park space or available space?		X 2	
Multiple/Flexible Use: Support multiple or flexible uses?			
New Service or Opportunity: Provide an opportunity or service not already available (e.g., meet an unmet need, address a gap in services)?			
Equity: Serve an underserved group or underserved geographic area?			
Distribution: Improve the balance and distribution of amenities in the system?			
Usership: Benefit a large number of residents?			
Sustainability & Efficiency: Increase sustainability, reduce costs or increase maintenance and operational efficiencies?			
Resource Use: Use or leverage available resources (staffing, funding, partnerships, equipment)?			

Criteria	Score ¹	Critical Criteria	Total
Financial Strength: If for an enterprise facility, increase the financial viability or sustainability of the facility?			
Safety and Use: Does it repair or replace deficient or non-functioning amenities and facilities to improve safety or restore use?		X 2	
Diversity: Does the project diversify recreation opportunities for people of different ethnicities and/or cultures?			
City Priority: Does the project coincide with or support another City project, goal or City Council initiative?			
Timing: Does action need to be taken now before the opportunity is lost? Is project completion needed before another priority project can be started?		X 2	
Staffing/Operations: Are staff and resources available to operate and maintain the site/facility?		X 2	
Funding Availability: Is funding available for the project in the proposed time frame?		X 2	
Outside Funding/Partnerships: Does the project significantly leverage outside resources?			
Ease of Implementation: Can the project be done quickly and easily? Have the necessary advanced planning, feasibility studies and permitting already been completed?			
Public Support: Is there public support for the project?			
Value: Does the project deliver high value for the cost or resources needed relative to other projects?			
TOTAL SCORE			

¹ completely meets = 3 points; partially meets = 2 points; somewhat meets = 1 point; not at all meets = 0 points