



Parks & Recreation System Master Plan



APPENDIX A: VISION AND GOALS QUESTIONNAIRE SUMMARY

This document summarizes the data from the online survey that the City of Cupertino administered as a part of the several outreach activities for its parks and recreation system master plan update. The online survey was focused on eliciting community feedback that would help define the Master Plan vision and goals. The survey was open for community input from July 10th to August 9th, 2017.

A total of 1,206 respondents participated in the survey but may not have answered every question. Full results are presented as data tables and figures below. For all questions, the percentages are calculated based on the total number of respondents who viewed the question—whether or not an answer was selected. For a few questions, respondents could write-in additional comments if their responses were different from the default answer choices. A summary of the write-in responses can be found in *Appendix B*. *Appendix C* presents the questionnaire.

OUTREACH EFFORTS

The City staff used various social media platforms, printed publications, flyers, mailing lists and email notifications to publicize the survey link and prompt as many respondents as possible. Following is a summary of the outreach efforts undertaken for this survey:

- **July through final week:**
 - Cover article in *The Scene* (July/August 2017 issue) mailed to more than 20,000 households in Cupertino. Copies of the publication were provided at the City Hall, Library, Quinlan and Senior Center.
 - Hard copies of the survey and postcards were made available at Quinlan and Senior Center.
 - Email notifications sent to the Senior Center notification list (over 1600 members) and people on the project notification list (over 230).
 - Survey link posted to the websites such as Next Door, Twitter, Facebook, City's website home page and on McClellan Ranch Preserve Facebook page.
 - Flyers and postcards distributed at the Library, City Hall, BBF Golf Course, Sports Center, Senior Center and at the Summer Concert at Memorial Park (Killer Queens).
 - Lawn signs posted at all City parks, trails and recreation facilities.
 - Email blast to around 14,300 Recreation program participants.
 - Email notifications sent to City staff, Commissioners, and Council members (over 250) and over 100 Sports Center members. Notification regarding the survey included in the quarterly online newsletter issued to approx. 380 block leaders.

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- Requested email notification distribution to Chamber of Commerce members and Rotarians.
- Email notification sent to summer staff and part time staff, and block leaders.
- Email notification and flyers distributed to 840 Citizen Corps and community members involved in safety and emergency response.
- Hard copies provided at Teen Center and teens encouraged to participate.
- Announced at Parks and Recreation Commission meeting.
- Questionnaires and flyer provided at the Teen section of two local libraries.
- Questionnaires distributed at summer camp families with youth.
- Distributed surveys to teens and counselors at Leader-in-Training dinner.
- Questionnaires, flyers and promotion provided at National Night Out event.
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- **Final Week of Survey:**
 - Facebook promotion in the local region continued with final week reminder.
 - Email notification reminder to Rec program participants (over 14,750 subscribers).
 - Email notification reminder City staff, Commissioners, Council members, Sports Center members, block leaders, etc.
 - Last Week of Survey reminder posted to NextDoor, Twitter, City and McClellan Ranch Facebook pages

SURVEY RESULTS

TABLE 1: WHICH OF THE FOLLOWING WORDS BEST DESCRIBE THE IDEAL FUTURE FOR CUPERTINO’S PARKS AND RECREATION SYSTEM? (CHOOSE YOUR TOP 4)

ANSWER	COUNT	PERCENTAGE
Safe	601	47.3%
Friendly/welcoming	512	40.3%
Bikeable/walkable	478	37.6%
Natural	453	35.6%
High quality	334	26.3%
Healthy	310	24.4%
Inclusive/diverse	298	23.4%
Quiet/peaceful	296	23.3%
Multi-generational	289	22.7%
Playful	241	19.0%
Accessible/equitable	168	13.2%
Educational	149	11.7%
Innovative	139	10.9%
Unique/extraordinary	121	9.5%
Interconnected	104	8.2%
Exciting	72	5.7%
Collaborative	37	2.9%

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TABLE 2: HOW SHOULD NATURE BE INCORPORATED IN CUPERTINO PARKS AND RECREATION? (SELECT UP TO 2)

ANSWER	COUNT	PERCENTAGE
Improve or restore creeks, meadows, natural areas and wildlife habitat in existing parks	552	49.3%
Plant trees and native plants across the community to create green space	432	38.6%
Acquire more natural areas to protect wildlife and provide quiet areas for people to connect with nature	413	36.9%
Provide places to interact with and explore plants, animals and their natural environment	251	22.4%
Support environmental education and nature interpretation	168	15.0%
Add bird-friendly or pollinator-friendly plantings and features in parks and city properties	155	13.9%
None of the above / this is not important to me	30	2.7%
Other (please describe):	33	3.0%

TABLE 3: HOW SHOULD CUPERTINO SUPPORT A VARIETY OF RECREATIONAL OPPORTUNITIES? (SELECT UP TO 2)

ANSWER	COUNT	PERCENTAGE
Provide different types of recreation facilities, programs and activities for all ages, abilities, cultures and interests	584	52.2%
Include varied types of active recreation (e.g., sports, fitness, biking) and passive recreation (e.g., relaxing, picnicking, playing board games)	513	45.8%
Increase both indoor and outdoor recreation facilities and programs	308	27.5%
Provide more traditional recreation options, such as sports fields and courts, picnic areas, and playground equipment	233	20.8%
Introduce new, exciting, trendy or innovative opportunities	155	13.9%
Support drop-in, unprogrammed activities	130	11.6%
None of the above/this is not important to me	33	3.0%
Other (please describe):	37	3.3%

**TABLE 4: HOW SHOULD PARKS AND RECREATION FACILITIES REFLECT CUPERTINO’S UNIQUE CHARACTER AND IDENTITY?
(SELECT UP TO 2)**

ANSWER	COUNT	PERCENTAGE
Integrate local history, art, culture and natural resources in parks and facilities	503	45.0%
Involve nearby neighbors in the planning, design and development of parks, recreation facilities and trails	247	22.1%
Protect historic buildings and landscapes	407	36.4%
Create more options for education and lifelong learning through parks and programs	279	24.9%
Design parks with different color palettes, elements and themes so that each has a unique character	346	30.9%
None of the above/this is not important to me	66	5.9%
Other (please describe):	35	3.1%

**TABLE 5: HOW SHOULD CUPERTINO’S CULTURAL DIVERSITY INFLUENCE PARKS AND RECREATION SERVICES?
(SELECT UP TO 2)**

ANSWER	COUNT	PERCENTAGE
Identify and provide recreation facilities that support diverse cultural interests, such as tai chi space and cricket pitches	575	54.9%
Provide more multicultural festivals, events and programs	450	43.0%
Hire more staff who speak different languages and understand different cultures	126	12.0%
Provide programs, information, signage and materials in different languages	109	10.4%
None of the above/this is not important to me	213	20.3%
Other (please describe):	65	6.2%

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TABLE 6: HOW SHOULD RECREATION ACCESS BE ENHANCED IN CUPERTINO? (SELECT UP TO 2)

ANSWER	COUNT	PERCENTAGE
Ensure that parks and recreation facilities are easy to reach by foot and bicycle	403	38.5%
Ensure that parks and facilities are accessible for people of varied physical ability according to the Americans with Disabilities Act (ADA)	289	27.6%
Provide recreation facilities that are usable year-round and in all seasons	287	27.4%
Invest in more park land distributed across the city	261	24.9%
Focus on low cost or free activities and events in neighborhood parks	242	23.1%
Strive to provide more parks and/or recreation opportunities in east Cupertino	143	13.7%
Consider motorized transportation options to parks and recreation facilities such as shuttles, drop-off areas, improved parking, etc.	129	12.3%
Provide support to seniors to get to parks and facilities	104	9.9%
None of the above/this is not important to me	19	1.8%
Other (please describe):	18	1.7%

TABLE 7: HOW SHOULD CUPERTINO IMPROVE TRAILS AND CONNECTIVITY? (SELECT UP TO 2)

ANSWER	COUNT	PERCENTAGE
Provide more on and off-street trails and bikeways to support walking and biking and to reduce traffic congestion	476	45.5%
Connect the Stevens Creek Trail to County parks and open space areas	428	40.9%
Provide loop trails and internal paths in parks	321	30.7%
Provide more trails in creek corridors, rail corridors and off-street locations	298	28.5%
Vary trail length, types and challenge levels to expand trail-related recreation options	253	24.2%
None of the above/this is not important to me	56	5.4%
Other (please describe):	27	2.6%

TABLE 8: HOW SHOULD EXTRAORDINARY PLAY OPPORTUNITIES BE PROVIDED? (SELECT UP TO 2)

ANSWER	COUNT	PERCENTAGE
Encourage play for all age groups, including children, teens, adults and seniors	500	49.7%
Provide universally accessible play areas for people all abilities	289	28.7%
Stimulate the imagination by providing nature play, sand and water play, or interactive and adventure playgrounds with movable and loose parts	257	25.6%
Provide unique destination play areas in community parks	196	19.5%
Provide more water play features (splash pads/splash play areas) for play on hot days	193	19.2%
Provide temporary “pop-up play” programs and amenities in different locations around the city	107	10.6%
None of the above/this is not important to me	115	11.4%
Other (please describe):	28	2.8%

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TABLE 9: HOW COULD CUPERTINO SUPPORT THE ARTS IN PARKS AND RECREATION? (SELECT UP TO 2)

ANSWER	COUNT	PERCENTAGE
Increase visual, performing and fine art programs, events and festivals	466	46.3%
Develop a cultural, fine and performing arts center with elements such as an indoor theater, kiln room, classrooms and program space for music, dance, and arts programs	448	44.5%
Integrate public art and sculptures to create memorable places	310	30.8%
Provide and enhance interpretive elements and monuments to tell a story about Cupertino and the surrounding region	184	18.3%
None of the above/this is not important to me	121	12.0%
Other (please describe):	30	3.0%

TABLE 10: WHAT COULD YOUTH OR TEEN EMPOWERMENT LOOK LIKE IN CUPERTINO PARKS AND RECREATION? (SELECT UP TO 2)

ANSWER	COUNT	PERCENTAGE
Connect youth and teens to volunteer opportunities and internships	401	39.9%
Consider a new café-style activity center for teens which could include maker/incubator spaces and other programming themes	274	27.2%
Add more challenging and adventurous recreation facilities, such as zip lines, climbing spires and bike skills parks	249	24.8%
Involve youth and teens in designing park spaces and planning events and programs	219	21.8%
Support teen opportunities for skill building, college application assistance, employment training, trips and excursions	207	20.6%
Provide more nighttime teen activities and social events	167	16.6%
Improve and/ or relocate the Teen Center	84	8.4%
None of the above/this is not important to me	93	9.2%

TABLE 11: HOW COULD CUPERTINO BETTER SUPPORT SPECIAL EVENTS AND GROUP GATHERINGS?
(SELECT UP TO 2)

ANSWER	COUNT	PERCENTAGE
Provide small events in neighborhood parks, such as movies in the park, concerts and recreation activities that would appeal to nearby neighbors	502	51.6%
Support outdoor health, wellness and fitness activities, such as races, walkathons, park boot camps, etc.	293	30.1%
Increase community-wide events, fairs and festivals at Memorial Park and other community spaces	291	29.9%
Provide reservable large group picnic shelters and/or pavilions in parks	274	28.2%
Support temporary unique events, such as "pop-up" parklets or temporary street closures for special programs	160	16.4%
None of the above/this is not important to me	69	7.1%
Other (please describe):	22	2.3%

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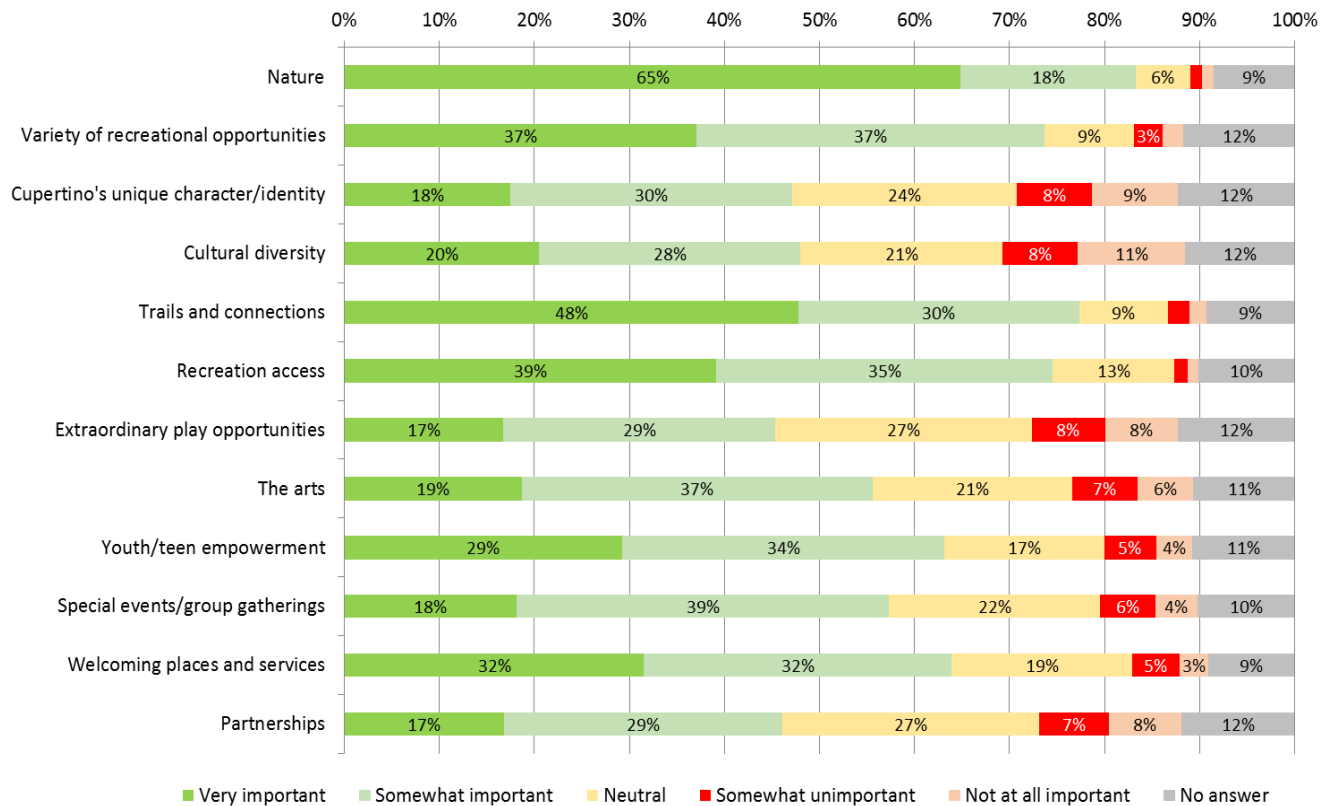
TABLE 12: WHAT COULD HELP CUPERTINO PARKS AND RECREATION OFFER WELCOMING PLACES AND SERVICES? (SELECT UP TO 2)

ANSWER	COUNT	PERCENTAGE
Make parks more comfortable by providing or enhancing support amenities such as benches, shade structures, water fountains and bike racks	569	58.5%
Provide restrooms in neighborhood parks	358	36.8%
Provide small social spaces, seating areas and activity hubs in parks	202	20.8%
Improve technology in parks and facilities (for example, provide WiFi in parks)	138	14.2%
Provide more places to take my dog that are off-leash	134	13.8%
Improve entryways to parks and recreation facilities to make them more attractive, accessible, and welcoming	98	10.1%
Simplify the ability to report unsatisfactory park conditions or concerns using the web or a smartphone app	94	9.7%
Improve customer service to make it easier to register, reserve and use parks, facilities and programs	64	6.6%
None of the above/this is not important to me	31	3.2%
Other (please describe):	28	2.9%

TABLE 13: HOW COULD PARTNERSHIPS BE SUPPORTED IN CUPERTINO PARKS AND RECREATION?
(SELECT UP TO 2)

ANSWER	COUNT	PERCENTAGE
Work with schools, the Library and other community organizations to offer more and different programs and event	494	50.8%
Expand volunteer opportunities for all ages	390	40.1%
Identify and explore new opportunities to share existing public or private facilities	303	31.1%
Identify partners to help build and operate new public facilities	285	29.3%
None of the above/this is not important to me	91	9.4%
Other (please describe):	14	1.4%

FIGURE 1: FOR EACH OF THE GOAL AREAS BELOW, PLEASE TELL US HOW IMPORTANT IT IS TO INCLUDE THESE IDEAS IN GOALS FOR CUPERTINO'S PARK AND RECREATION SYSTEM.



RECREATION INTERESTS AND PARTICIPATION

TABLE 14: DO YOU OR MEMBERS OF YOUR HOUSEHOLD PARTICIPATE IN ANY OF THE FOLLOWING RECREATION AND LEISURE ACTIVITIES? (SELECT ALL THAT APPLY)

ANSWER	COUNT	PERCENTAGE
Nature Walks/Hikes	598	63.7%
Walking for Pleasure or Fitness	597	63.6%
Cultural Events/Performing Arts/Concerts	457	48.7%
Bicycling (recreation)	431	45.9%
Fairs and Festivals (attend)	426	45.4%
Exercising/Aerobics/Weightlifting	408	43.5%
Gardening	344	36.6%
Swimming	341	36.3%
Arts and Crafts	335	35.7%
Picnicking	327	34.8%
Playground (visit/play)	296	31.5%
Volunteer Activities	296	31.5%
Library Programs	286	30.5%
Jogging/Running	272	29.0%
Tours and Travel	254	27.1%
Dog Walking/Dog Parks	252	26.8%
Wildlife Watching (including bird watching)	251	26.7%
Senior Center Activities	248	26.4%
Yoga	231	24.6%
Musical Instrument (play)	225	24.0%
Instructional/Educational Classes	211	22.5%
Summer Camps	198	21.1%
Technology/Programming	197	21.0%
Basketball	181	19.3%
Bicycling (commute/transportation)	180	19.2%
Environmental Education/Nature Study	177	18.9%

Vision and Goals Questionnaire Summary

ANSWER	COUNT	PERCENTAGE
Sports Events (attend)	158	16.8%
Dancing	158	16.8%
Tennis	155	16.5%
Soccer	154	16.4%
Golf/Driving Range	141	15.0%
Badminton	121	12.9%
Table Tennis/ Ping Pong	111	11.8%
Cultural Events/Performing Arts/Concerts	102	10.9%
Baseball	87	9.3%
Tai Chi	85	9.1%
Martial Arts	76	8.1%
Volleyball	75	8.0%
Preschool	73	7.8%
Teen Center Activities (at library or city)	72	7.7%
Skateboarding	52	5.5%
Other	51	5.4%
Softball	50	5.3%
Football	47	5.0%
Roller Hockey/Roller Skating	37	3.9%
Disc Golf	34	3.6%
Racquetball/Squash/Handball	30	3.2%
Cricket	29	3.1%
Pickleball	27	2.9%
Footgolf	24	2.6%

FIGURE 2: ARE THERE ANY OTHER GOALS OR IMPORTANT IDEAS SHOULD THE MASTER PLAN CONSIDER?

A total of 318 people responded to the open-ended question noted above. Comments received are presented in Appendix B in their entirety. Specifically, the need for more or improved access to parks, open and natural space and trails was emphasized by many respondents. Several respondents also suggested different ideas for play areas (e.g., water play, unique and iconic play areas, classic play structures, accessible play areas) and trails (e.g., jogging paths, loop trails, bike trails, guided hikes, eco-trails, interpretive trails). Many respondents requested more community events and activities that would bring the community together.

The word cloud (below) is a pictorial representation of the words that were repeated most frequently in the written comments.



TELL US ABOUT YOURSELF

TABLE 15: PLEASE INDICATE YOUR GENDER?

ANSWER	COUNT	PERCENTAGE
Male	334	35.7%
Female	531	56.7%
Transgender	0	0.0%
Prefer not to answer	38	4.1%

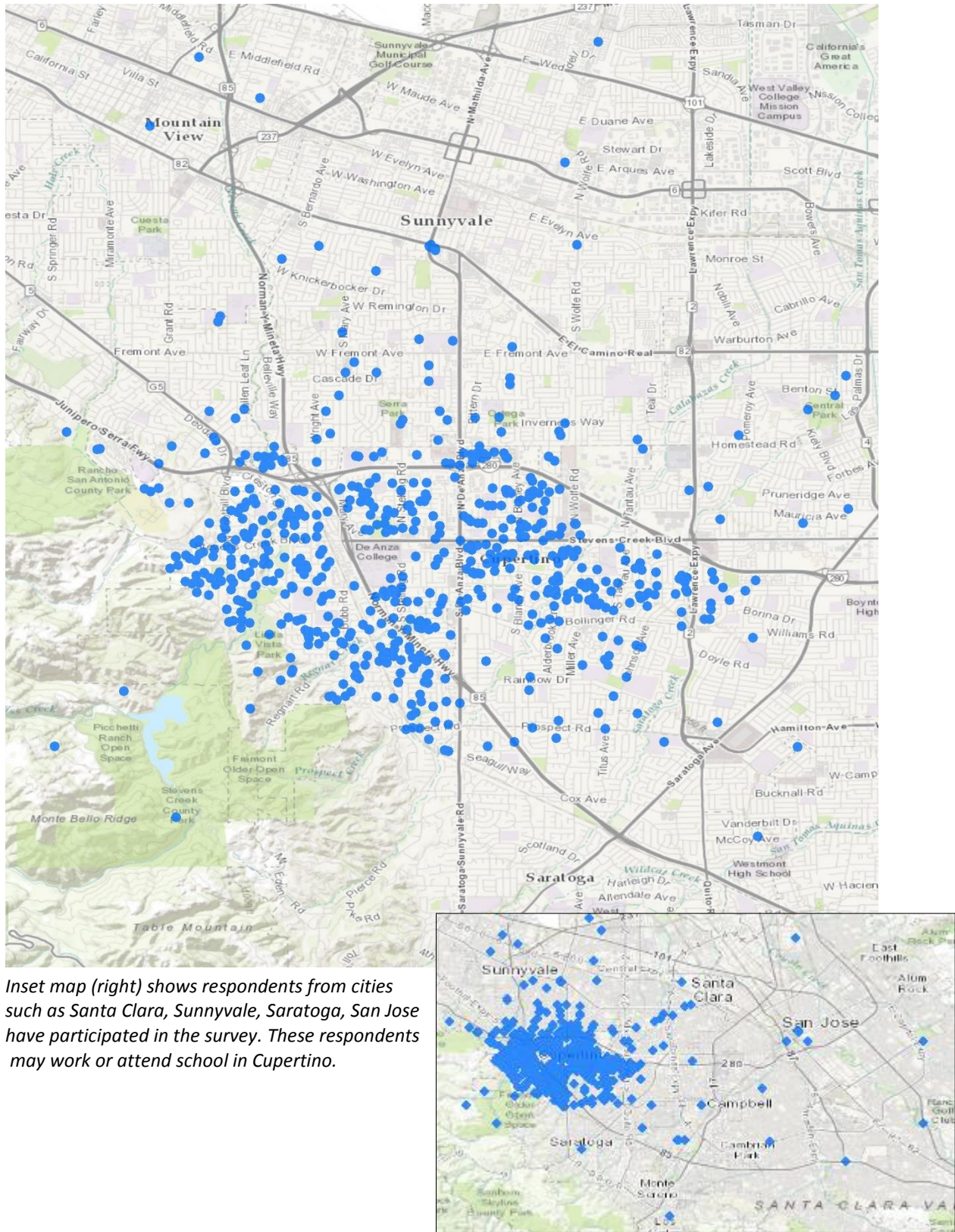
TABLE 16: WHAT IS YOUR AGE? (CHOOSE ONE)

ANSWER	COUNT	PERCENTAGE
Under 14	30	3.2%
14 – 17	63	6.7%
18 – 29	46	4.9%
30 – 39	77	8.2%
40 – 49	159	17.0%
50 – 64	255	27.2%
65 – 74	155	16.6%
75 +	83	8.9%
Totals	936	100%

TABLE 17: OF THE PEOPLE WHO CURRENTLY RESIDE IN YOUR HOUSEHOLD, INCLUDING YOURSELF, HOW MANY ARE:

ANSWER	COUNT
Under the age of 18	425
Over the age of 50	649

FIGURE 3: WHERE DO YOU LIVE?



Inset map (right) shows respondents from cities such as Santa Clara, Sunnyvale, Saratoga, San Jose have participated in the survey. These respondents may work or attend school in Cupertino.

TABLE 18: DO YOU LIVE, WORK OR ATTEND SCHOOL IN CUPERTINO? (SELECT ALL THAT APPLY)?

ANSWER	COUNT	PERCENTAGE
Yes, I live here	701	75.9%
Yes, I work here	214	23.2%
Yes, I attend school here	187	20.2%
I do not live, work or attend school in Cupertino	73	7.9%

TABLE 19: WHAT ETHNIC GROUP DO YOU CONSIDER YOURSELF A PART OF OR FEEL CLOSEST TO? (CHOOSE ONE)

ANSWER	COUNT	PERCENTAGE
African American or Black	4	0.4%
Asian - Cambodian	0	0.0%
Asian - Chinese	139	15.2%
Asian - Filipino	7	0.8%
Asian - Indian	110	12.0%
Asian - Japanese	22	2.4%
Asian - Korean	9	1.0%
Asian - Laotian	0	0.0%
Asian - Thai	0	0.0%
Asian - Vietnamese	7	0.8%
Asian - Other	14	1.5%
Caucasian or White	410	44.7%
Latino or Hispanic	20	2.2%
Pacific Islander	0	0.0%
Two or more races	46	5.0%
Other (please describe):	32	3.5%
No answer	97	10.6%
Totals	917	100%

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TABLE 20: WHAT PRIMARY LANGUAGES ARE USED IN YOUR HOUSEHOLD? (SELECT ALL THAT APPLY)

ANSWER	COUNT	PERCENTAGE
English	820	89.4%
Cantonese	38	4.1%
Chinese	57	6.2%
French	14	1.5%
German	7	0.8%
Hindi	38	4.1%
Japanese	19	2.1%
Korean	10	1.1%
Mandarin	41	4.5%
Spanish	24	2.6%
Tagalog	2	0.2%
Thai	2	0.2%
Vietnamese	7	0.8%
Prefer not to answer	22	2.4%
Other (please describe):	138	15.1%