

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.

- Requested email notification distribution to Chamber of Commerce members and Rotarians.
- o 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% |

| 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 2: HOW SHOULD NATURE BE INCORPORATED IN CUPERTINO PARKS AND RECREATION? (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% |

| 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 6: HOW SHOULD RECREATION ACCESS BE ENHANCED IN CUPERTINO? (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 7: HOW SHOULD CUPERTINO IMPROVE TRAILS AND CONNECTIVITY? (SELECT UP TO 2)

| TABLE 8: HOW SHOULD EXTRAORDINARY PLAY OPPORTUNITIES BE PROVIDED? | (SELECT UP TO 2) | |
|---|------------------|--|
| | (SEECT OF 10 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% |

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

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% |

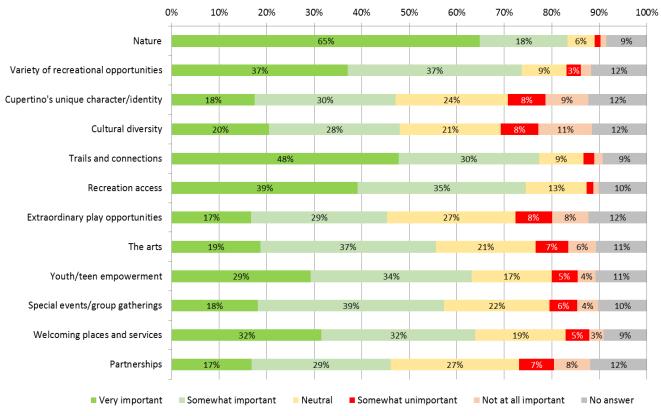
| TABLE 12: WHAT COULD HELP CUPERTINO PARKS AND RECREATION OFFER WELCOMING PLACES AND SERVICES? | |
|---|--|
| (SELECT UP TO 2) | |

| 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% |

| 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, ecotrails, 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% |

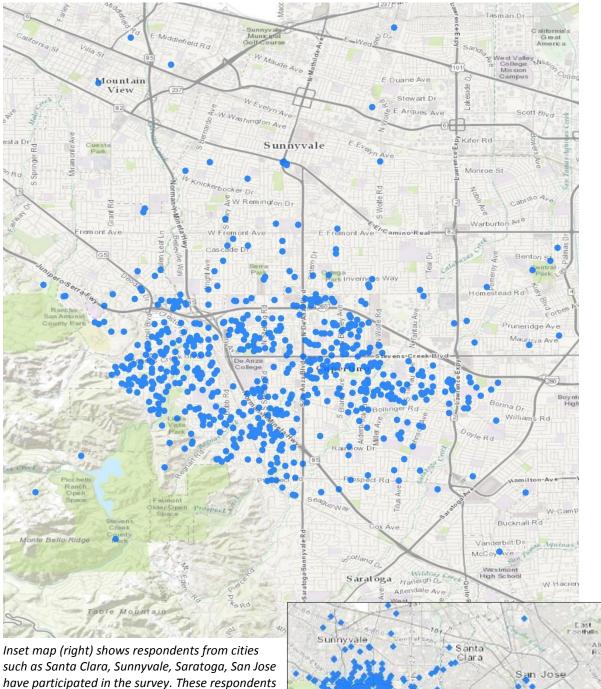
TABLE 16: WHAT IS YOUR AGE? (CHOOSE ONE)

| 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?



have participated in the survey. These respond may work or attend school in Cupertino.



Campbell

Saratoga

Monte

18

ambrian Fark

SANTA CLARA VA

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

| 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% |

| 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% |

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