



Parks & Recreation System Master Plan



APPENDIX A: EXISTING CITY PROGRAMS AND EVENTS

In Fall 2017, the City of Cupertino Recreation and Community Services Department began compiling recreation participation data to assist in the evaluation of recreation programs and services. The City collected data and trends on program participation for the period of September 1, 2016 through September 1, 2017. This appendix provides an overview of the City's program services, incorporating City programming participation data and programming information provided by City staff and other City sources. It introduces programs in the context of the different divisions of the Recreation and Community Services Department, which are in the process of being redefined.

Data on recreation programs, events and services are presented in the categories as tracked and compiled by City staff. In reviewing and discussing these data, it is important to recognize the following:

- **Data Omissions:** Data are not available for all programs or all facilities. For example, data are not available at this time for use by swimmers with 10-day or season passes at Blackberry Farm Pool, Senior Center drop-in participants, nor for non-City programs at City facilities, such as Historical Society visitors and Farmer's Market visitors.
- **Data Categorization:** Data for similar activities or the same location may be presented in more than one category, due to how participation is tracked. For example, "rentals, reservations and drop-in swimming" includes some but not all types of pool use. "Sports Center" does not include registered classes held at the Sports Center which are noted under Classes. Some discussions cross-reference similar data provided in a different category. However, participation is not counted twice.
- **Data Counts:** Participation is currently tracked in different ways depending on the activity. Therefore the counts are not measured using a consistent methodology. The data refer to a mix of the following:
 - The estimated numbers of people attending a one-time activity (based on permitting and other estimates)
 - The numbers of participants in individual sports leagues that use City fields
 - The numbers of teams (and estimated number of participants on each team) using City fields
 - The rounds of golf and foot golf played
 - Numbers of paid entries to a facility

The City of Cupertino tracks program data in several categories:

- Rentals
- Events
- Athletic groups
- Sports Center
- Golf Course
- After-school enrichment
- Camps
- Youth classes & programs
- Teen classes & programs
- Adult classes & programs
- Senior Center
- McClellan Ranch/ nature programs

Note that in terms of counts, the data do not all reflect the number of “occasions” when parks and facilities are used. Some counts refer to individual uses and some refer to multiple site visits by one participant.

RECREATION AND COMMUNITY SERVICES DEPARTMENT DIVISIONS

The City of Cupertino’s Recreation and Community Services Department recently began evaluating its departmental organization. The names of the divisions and associated responsibilities are currently under review.

- **Administration, Planning and Community Services:** This division is responsible for oversight of the department and includes the Director’s office, the Assistant Director, planning and community services functions such as Code Enforcement, Emergency Management, Citizen Corps and the Disaster Council. This division staffs the Parks and Recreation Commission and the Library Commission.
- **Business & Neighborhood Services:** This division is responsible for the administration of customer service, policies, marketing and technology, as well as special events and neighborhood programs. It manages the training and implementation of new software, registration policies and customer service standards, and develops and implements the marketing plan (including social media, brochures, website). The division is also responsible for two neighborhood programs: Neighborhood Watch and Block Leaders. This division manages Quinlan Community Center (QCC), Community Hall and facility and park picnic rentals, permits the large, multi-cultural festivals and produces summer and holiday special events.
- **Leisure Services:** Includes the service areas noted below.
 - **Recreation, Education and Enrichment:** This group is responsible for recreation, enrichment and educational programming for all ages. This division focuses on providing a variety of leisure programming opportunities that include arts and leisure, science, travel and technology, in both passive and active recreation settings. We enhance opportunities for leisure through educational and enrichment preschool; camps for preschool, youth and teens; afterschool enrichment; teen programs; swim lessons; and special events. This division staffs the Teen Commission. It is also responsible for the operation and programming of the Teen Center, Monta Vista Recreation Center, Portal Park building, and Wilson Park ceramics building, as well as for McClellan Ranch Preserve.

Outdoor and environmental/nature programming at McClellan Ranch Preserve provides a wide variety of experiences and educational opportunities in a natural setting. This nature and rural preserve was a horse ranch in the 1930’s and 40’s. Preserved are the original ranch house, milk barn, livestock barn, relocated Parrish Tank House, and a replica of the Baer Blacksmith Shop. The Community Garden area includes 58 plots and is the only community garden in the city. The Environmental Education Center, built in 2015, provides additional indoor space for environmental and nature education. This program is enhanced by expertise and strong commitment to the Stevens Creek corridor by our naturalists, advocates, partners and volunteers.

- **Sports and Fitness:** This group is responsible for sports and fitness programming, including leagues and afterschool sports, golf/footgolf, and recreational swimming at Blackberry Farm (BBF). It contracts with school districts and other agencies for use of additional sports fields, courts and other facilities. This group manages the Sports Center, BBF Golf Course, BBF Park which includes recreational pools and group picnic area, the Cupertino Park Ranger program, and the Creekside Park building. This group staffs Leadership 95014.
- **Senior Services:** The Cupertino Senior Center provides a welcoming and friendly senior center for adults 50+, providing varied specialized programming that enhances and promotes a healthy lifestyle through education, recreation, fitness, case management services, travel, socials, volunteer opportunities and other offerings. This group staffs and manages the Senior Center and staffs the Senior Advisory Council.

SERVICE AREA SUMMARIES

Rentals, Reservations and Drop-in Swimming

Although City data designates this service area as rentals, it divides the data into categories of room rentals, facility rentals and visitation of Blackberry Farm Picnic Grounds and Pools, as noted in Table 1. Within each category, the City provided data regarding the capacity of facilities, the total number of facility rentals and the estimated number of users. The participation estimates are based on the estimated participation provided by the renter unless otherwise noted, and the total rentals during the period covered by the data. During this period, total rentals equaled 2,106 with an estimated 155,800 users.

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TABLE 1: RENTAL, RESERVATION AND DROP-IN SWIMMING SERVICE AREA TOTALS BY DATA CATEGORY

CATEGORY	TOTAL RENTALS	ESTIMATED USERS
Community Hall (at civic center)	391	44,200 ^(a)
Quinlan Community Center	658	43,000 ^(a)
Blackberry Farm Group Picnic Area	198	18,300 ^(b)
Blackberry Farm Pools	-	21,100 ^(c)
Park Picnic Sites (Memorial, Linda Vista, Portal)	241	13,000 ^(d)
Memorial Park (amphitheatre, gazebo)	119	15,900 ^(e)
Memorial Park (ballfield)	82	3,700 ^(f)
Monta Vista Recreation Center	218	10,800 ^(g)
Teen Center	17	600 ^(h)
Creekside Park Building	107	4,000 ^(h)
Senior Center	28	2,300 ^{(h)(j)}
Totals	2,106	176,900
Totals, excluding swimming	1,819	155,800

Usage estimates are rounded to the nearest hundred.

(a) Community Hall and Quinlan rentals include Library use, public meetings, and other non-revenue generating public/community uses as well as private rentals.

(b) These numbers include rentals of the 6 group picnic areas at Blackberry Farm and assume full capacity usage.

(c) This quantity of swimmers includes drop-ins, picnickers that purchased day-use pool passes, 10-day pool pass users (195 passes sold & assuming full use), and 47 pool party rentals (primarily birthdays), but does not include summer swim lessons noted under Classes or those using season swim passes at Blackberry Farm (137 season passes were sold during this period), so full aquatic participation is higher than this estimate. Day use drop-in swimmers are roughly 2/3 of total use; total use also includes picnicker swimming, 10-day swim passes, and pool party swimming.

(d) Park picnic site rentals reflect usage data provided by the renters.

(e) Memorial Park amphitheatre assumes rental usage at 50% capacity. Capacity is 500.

(f) Memorial Park ballfield assumes typical attendance of 40 persons/rental. Rental is primarily for leagues, practice or game use.

(g) Monta Vista Rec Center rentals are almost entirely by co-sponsored clubs, the Cupertino Judo Club and the Cupertino Kung Fu Club (tai-chi, shuai-chiao, and san-shao kickboxing). City-run activities at this site such as the preschool and gymnastics classes are not 'rentals' and are noted elsewhere, as is girls' softball.

(h) Figure assumes usage at 75% capacity.

(j) Senior Center rentals are low relative to other facilities because the City only recently started to publicize these rental opportunities, but given demand, the City expects the number of rentals here to increase.

TRENDS & OBSERVATIONS

- The Quinlan Community Center is the Department's main hub, housing much of the staff. Space for both programming and the workforce is at a premium.

- Blackberry Farm is being used to capacity for multiple elements during the 100-day per year seasonal use period. For picnic site reservations, expanding access would require expansion of the parking lot and/or reconsideration of the seasonal components of the facilities. The same is true for the birthday party packages offered at the pool, which are very popular.
- Swimming at Blackberry Farm Pool varies somewhat with weather and other factors, but typical usage is approximately 20,000+ swimmers per season. City staff noted “daily” questions about facilities for lap swimming.
- Picnic site rentals are popular, but challenges exist. Memorial Park, for example, is the department’s biggest site. Rental of picnic sites can be a challenge, however, when large events at the park or community center limit parking. Lack of shade amenities can also be a challenge. Similarly, Linda Vista Park is a popular site, but challenges to renting the picnic areas include an overabundance of bees and a lack of shade. Portal Park has good shade, but the tables and barbeques are old and there is no parking area.
- The Monta Vista Recreation Center is mostly used for classes and co-sponsored clubs, plus a popular preschool program. The usage totals depicted in Table 1 are entirely derived almost entirely from co-sponsored clubs that use this site, the Cupertino Judo Club and the Cupertino Kung-Fu Club.

Events

This service area refers to community-scale or demographically-targeted events that are produced, hosted and/or sponsored by the City. During the period covered by the most recent data, nearly 3 dozen events were centered at seven primary locations, ranging from small gatherings at the Senior Center to major city-wide events like the Fourth of July festivities. Events lasted anywhere from a few hours to two full days. An estimated nearly 60,000 participants attended these events.

TABLE 2: ESTIMATED PARTICIPATION IN CITY AND CITY-SPONSORED EVENTS BY LOCATION

LOCATION	NUMBER OF EVENTS	ESTIMATED PARTICIPANTS
Civic Center Plaza/Library Field	3	3,300
Memorial Park	14	40,000 ^(a)
Quinlan Community Center	3	1,000 ^(b)
Senior Center, public event	1	350
Senior Center, member event/activity	10	2,350
Target Parking Lot/Neighborhoods (23 venues)	1	700 ^(c)
Blackberry Farm	1	800
4th of July at Blackberry Farm (free swimming)	1	1,200
4th of July fireworks viewing	1	10,000
Totals	35	59,700

(a) The Fourth of July events have components at several locations. Memorial Park July 4th participation is estimated at up to 3,000 (for pancake breakfast, flag raising, children’s parade & carnival, concert) and is included in Memorial Park data.

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(b) For one of these events, Santa visits the personal homes of participating families. During the period covered by the most recent data, 39 families signed up for this event. Because family sizes are unknown, each family for this event is counted as a single participant.

(c) Activities for the National Night Out are held in the Target parking lot and at 22 block parties on the same day throughout the city. Total estimated participants for the event include all 23 sites.

TRENDS & OBSERVATIONS

- Festivals and festival-style events drawing more than 500 attendees will likely continue to be held at Memorial Park due to its size. Key challenges at other locations, particularly Library Field and Civic Center Plaza, include limitations on space, parking, access and amenities for both attendees and vendors.
- Many of the major events in Cupertino are produced by community partners on City sites. Partners include the Taiwanese Cultural and Sports Association, Cupertino Rotary, Cupertino Chamber of Commerce, Cupertino Veteran's Memorial, Home of Christ Church, the Wafu Ikebana Society, the Santa Clara County Sheriff's Department, World Journal and the Cupertino Chinese School.
- Some major events are collaborations between community partners and the City, on City sites.
- Two of the three events held at Civic Center Plaza/Library Field are 5K races – the Big Bunny Fun Run and the Sheriff Department's Hero's Run. The Big Bunny Fun Run is held annually typically the Saturday before Easter, resulting in a different date each year. Participation varies slightly depending on the actual date of the event, but the overall trend is increased participation over the last 10 years.
- While some previously popular events are declining in popularity, a number of events are thriving in the community. The Cherry Blossom festival, the Kids 'N Fun festival and the Diwali festival are three community favorites, with approximately 5,000 attendees per day. A few events have been discontinued over the years due to a variety of reasons. For example, the World's Largest Swim Lesson at Cupertino High School was cancelled after low participation in 2016. The Silicon Valley Dog Fest, which was held at Memorial Park, partnered with another organization and relocated to a different venue.

Athletic Groups

This service area includes sports leagues for both youth and adults, which are primarily organized by non-City entities. During the period covered by the available data, over 5,050 athletes participated in these leagues, with youth soccer accounting for 73% of participants of all ages, and 83% of youth participants. Data provided by the City also shows that more than half of all participants were Cupertino residents. For the youth athletic groups, participation numbers are based on the number of registered league participants. Registrations for soccer, baseball, softball, and cricket occur in spring and fall, so an individual player may be counted twice if he/she registered in both seasons. For adult softball, participation is an estimate based on teams in the league, with participation counted during 3 seasons from spring through fall. Youth sport participants reflect January 1 - December 31, 2016 data unless otherwise noted.

TABLE 3: ESTIMATED PARTICIPATION IN ATHLETIC GROUPS USING CITY OR CITY-OPERATED FACILITIES

ATHLETIC GROUP	ESTIMATED PARTICIPANTS
American Youth Soccer Organization (AYSO) 35	1,225
AYSO 64	81
De Anza Youth Soccer League	2,360
Subtotal, Youth Soccer – 3,666	
California Cricket Academy	89
Cupertino Girls Softball League	43
Cupertino Little League	382
United States Youth Volleyball League	173
Youth Basketball League (new city program)	73
Subtotal, All Youth Participants – 4,426	
Adult Softball League (42 teams/3 seasons) (city program)	630
Totals	5,056

TRENDS & OBSERVATIONS

- Soccer continues to be the most popular sport for young residents, accounting for 83 percent of all youth sports participants. In recent years, there has been no noticeable decline in popularity.
- Little League baseball participation among young residents remains flat with 9 percent of all youth sports participants. These numbers are likely to remain flat or decrease in the future.
- Girls softball has declined in participation among youth, now accounting for only 1 percent of all youth sports participants. This is a participation decline of 75 percent over the past five years.
- Cricket participation remains flat among young residents, at 2 percent of all youth sports participants. Due to the time intensive nature of traditional cricket, this sport may adapt to the modified version of tennis ball cricket that can be played on a baseball field.
- Volleyball participation remains steady among young residents at 4 percent of all youth sports participants. This sport is likely to increase in participation, but not in significant numbers.
- Basketball is the most requested sport among young residents. The City launched a new program the past year for youth basketball league play, ages 9-15, sharing the single multi-use court available at the Sports Center. Data reflect players through summer 2017.
- Participation in basketball is limited by a lack of court space. The City does not presently have any dedicated full-size court, indoors or outdoors. City-run programs such as basketball camps are impacted by a loss of basketball facility space from current partners, but if the City built its own basketball facility, participation is expected to increase.

Sports Center

This service area includes the member classes held at the City's Sports Center and excludes registered classes. During the period covered by the most recent data, 17 such classes and programs were offered for the Center's 1,980 total members. Each participant at each day's program is reflected in the numbers below. In addition to participants in these classes and programs, a membership drive in January 2017 brought in 400 members of the community. Participation in registered classes is incorporated in the sections for Youth Classes, Teen Classes and Adult Classes.

TABLE 4: PARTICIPATION IN SPORTS CENTER MEMBER CLASSES AND PROGRAMS

MEMBER CLASS/PROGRAM	ANNUAL PARTICIPANTS
Zumba	8,580
Bombay Jam	5,928
Yoga	4,732
UJAM (cardio dance class)	3,640
TRX (suspension weight training)	3,172
Body Sculpting	2,704
Viva Asia	1,352
Trekking	1,092
Child Watch	1,092
Boot camp	1,040
Circuit Training	1,040
Dynamic Stretching	780
ABS (pilates-style fitness class)	676
Open House	400
Totals (excluding participation noted below)	36,243
Data below is number of individual participants; multiple visits/uses occur but are not counted	
Basketball	272 ^(a)
Kidz Kastle	171 ^(b)
Cupertino Tennis Club, number of members	380 ^(c)
Kidz Club, number of kids	15 ^(d)

(a) Youth basketball league play, a new Sports Center program, is included in Athletic Groups above.

(b) Kidz Kastle is a children's summer camp hosted by the Sports Center. It is a full day camp for 1st to 5th graders that runs 8 weeks, 8 am- 6 pm. It is planned for consolidation next year with Quinlan/Memorial Park summer camp programs.

(c) The popular Cupertino Tennis Club uses 3 tennis courts 2-3 hours/day Monday-Thursday and for 6 hours (noon-6 pm) on weekends.

(d) The Kidz Club program has space for only 16 participants, who sign up for the entire year. It is an afterschool program that runs weekdays during the school year.

TRENDS & OBSERVATIONS

- The total participants in specific activities does not fully convey the popularity of classes. For example, trekking has a maximum of 6 and TRX has a maximum of 12 participants per class. For basketball, the maximum number of kids is 36 per 6 weeks. Based on the current schedule of classes, these totals suggest that participation is at full capacity.
- Membership is consistently growing, increasing from 600 to around 2,000 in the last 13 years. Staff believe it could increase more dramatically if the facility had a pool, as prospective members seek other options when told a pool is not available. Most of the current growth is from families and younger users.
- With membership growing, staff identified several needed facility and programmatic changes to address the changing demographics of users. Space is the primary barrier, with classes, camps and other activities relying on a single gym. Staff and users desire a spinning room, personal training room, expanded free weight area, a full-sized or second gym and dividing screens in the existing gym to provide space for multiple, simultaneous activities. Programmatically, opportunities for families and youth of all ages are desired and growing in popularity.
- Space is a concern for racquet-sport participants. The tennis courts at the Sports Center, for example, are normally at capacity for most of the day, every day of the week. The only time that there is typically tennis court availability is Monday-Thursday, 1-4 pm. Raquetball courts are heavily booked. Badminton and table tennis players share racquetball space when it is available but have lower priority for bookings; there is an unmet need for indoor badminton and table tennis space.
- Some of the scheduled tennis instruction occurs offsite on two of the Memorial Park tennis courts due to court availability at the Sports Center.

Golf Course

This service area includes traditional golf and footgolf at the nine-hole Blackberry Farm Golf Course. During the period covered by the most recent data, a total of 25,587 rounds were played.

TABLE 5: ANNUAL GOLF ROUNDS PARTICIPATION

ACTIVITY	ROUNDS
Golf	25,237
Footgolf	350
Totals	25,587

TRENDS & OBSERVATIONS

- Cupertino initiated the footgolf program during the summer of 2015. More data regarding participation in this activity will be available in the future.

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- A golf pro is on site and golf lessons are available.
- Blackberry Farm Golf Course would benefit from a short game practice space and a multi-bay drive practice area.
- Some city golf education programs occur at a non-city golf course (junior golf, parent-child golf).

Afterschool Enrichment

This service area includes weekday enrichment classes at up to six Cupertino Union School District elementary schools. Instructors are contracted by the City to provide these activities. During the period covered by the most recent data, a total of 261 students participated in seven classes.

TABLE 6: ANNUAL AFTERSCHOOL ENRICHMENT PARTICIPATION BY CLASS

ENRICHMENT CLASS	ANNUAL PARTICIPANTS
Chess	59
Drawing Studio	50
Skyhawks Basketball	43
Public Speaking	35
Junior Speakers	31
Intro to STEM with LEGO	23
Sculpture & Clay	20
Totals	261

TRENDS & OBSERVATIONS

- Families are looking for more enriching, educational afterschool activities for their children. Topics that continue to grow in popularity are communication, engineering and STEAM classes.
- Parents want afterschool services that accommodate their work schedule. Many parents work until 6:00 pm and require child care until that time. Staff supports a collaboration with the schools to offer programs until 6:00 pm on school days.
- Staff believes there is demand for a daily program until 6:00 pm that combines a "traditional" after school program (such as homework help, positive activities and mentorship) with the enrichment activities the department currently provides. The current afterschool enrichment classes are typically an hour long, usually ending between 3:00 and 4:00 pm.

Camps

This service area includes seasonal courses for youth and teens, with offerings ranging from sports and fitness to dance, chess, music and sewing/baking. During the period covered by the most recent data, a total of 4,985 youth and teens participated in 71 total courses across 35 topics or activities.

TABLE 7: ANNUAL YOUTH CAMP PARTICIPATION BY CAMP

CAMP	TOTAL PARTICIPANTS
<i>Engineering/Technology</i>	741
<i>Tennis</i>	502
<i>Extended Care</i>	469
<i>Sports</i>	403
<i>Nature (McClellan Ranch)</i>	345 ^(a)
<i>Racquet Sports</i>	291
<i>Preschool</i>	249
<i>Camp Cupertino</i>	200
<i>Gymnastics</i>	172
<i>Badminton</i>	153
<i>Outdoor Basketball</i>	147
<i>Badminton/Table Tennis</i>	140
<i>Chess</i>	120
<i>Art</i>	114
<i>Golf</i>	94
<i>Theater</i>	67
<i>Horseback Riding</i>	66
<i>Baking/Sewing</i>	65
<i>Windsurfing & Sailing</i>	65
<i>Table Tennis</i>	50
<i>Music</i>	47
<i>Communication</i>	46
<i>Outdoor Basketball/Volleyball</i>	46
<i>Dance</i>	42
<i>Leader in Training Program</i>	37
<i>KMVT Studio (community television channel)</i>	36
<i>Teen Art</i>	22
<i>Jr. Chef of the West</i>	14
<i>Little Medical School</i>	13

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CAMP	TOTAL PARTICIPANTS
Outdoor Pickleball/Chess	8 ^(b)
Outdoor Basketball/Chess	6 ^(b)
Outdoor Volleyball/Chess	6 ^(b)
Sewing/Baking	4
Totals	4,985

(a) Nature camp figure at McClellan Ranch also includes Science & Nature camp participants.

(b) Participants register in the combination camps, but participate with other youth in each of the regular sport and chess camps. As a result, some of these participants might be counted multiple times – under the sport-specific camp, the chess camp and the combo camp.

TABLE 8: YOUTH CAMP PARTICIPATION BY SEASON

SEASON	TOTAL PARTICIPANTS	YOUTH COURSES	TEEN COURSES
Winter	177	13	2
Spring	196	14	1
Summer	4,407	25	4
Fall	205	11	1
Totals	4,985	63	8

TRENDS & OBSERVATIONS

- Summer is the most popular season for camps. Nearly all the camps offered during the non-summer seasons are offered during the summer as well. The average number of participants per summer camp (152) nearly equals the total number of participants in each of the non-summer seasons.
- Sports-based camps are offered most frequently and are also attended by the largest number of participants. Racquet sports (not just the specific Racquet Sports Camp) tend to follow this trend, with the most classes and the highest number of combined participants. This is reinforced by tennis, racquet sports camp and badminton being among the 10 camps with the most participants. Of the non-racquet sports, basketball draws many participants, but primarily in the summer.
- Three non-athletic camps have high levels of participation. The engineering/technology and nature camps are the most popular of these during the summer season, but perhaps more significantly, of all camps they account for the first and fifth highest number of annual participants, respectively. Chess Camp is also well attended in all seasons.

- Teen courses account for 11 percent of all offerings, but teens account for only three percent of all participants. Teen participation is much larger in total numbers during the summer, but teens account for the same percentage of participants during this season as the combined seasons.
- Extended Care is offered during the summer at the Sports Center and Quinlan Community Center. Parents can sign up for any or all of three different time periods (morning, noon and evening), taking advantage of all-day care if needed.
- A Sports Center-hosted camp summer known as Kidz Kastle is included with Sports Center programs.

Youth Classes and Programs

This service area includes the registered classes for youth held at the Sports Center and other facilities throughout Cupertino. During the period covered by the most recent data, a total of 9,913 youth participated in 34 types of classes, with the fall season accounting for nearly one-third of all participants.

TABLE 9: YOUTH CLASS PARTICIPATION BY CLASS

CLASS	TOTAL PARTICIPANTS
Tennis	2,638
Aquatics	1,139
Gymnastics	1,067 ^(a)
Badminton	594
Soccer	497
Basketball	456
Math (aka Math Olympiads)	404
Preschool	397 ^(b)
Nature (McClellan Ranch)	336 ^(c)
Chess	253
Ballet/Tap	249
Drawing/Painting/Origami	223
Dance	211
Ice Skating	180
Music	176
Table Tennis	163
Piano	148
Education	136
Karate	126

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CLASS	TOTAL PARTICIPANTS
<i>Sewing/Baking</i>	119
<i>Engineering/Technology</i>	110
<i>Volleyball</i>	99
<i>Clay/Ceramics</i>	49
<i>Golf</i>	46
<i>Acrobatics</i>	40
<i>Racquetball</i>	18
<i>Theater/Singing</i>	10
<i>Track and Field</i>	9
<i>Pickleball</i>	7
<i>Tai Chi</i>	7
<i>English as a Second Language</i>	4
<i>Voice</i>	2
Totals	9,913

- (a) *Gymnastics offerings at Monta Vista Recreation Center are constrained by the low ceiling height in the building.*
- (b) *City preschool offerings focus on school year educational and enrichment opportunities, in a setting that supports socialization and play while developing a strong foundation for learning.*
- (c) *Data for nature classes at McClellan Ranch includes multi-age participation in multi-age and family-friendly classes (i.e. adults are included in the quantity).*

TABLE 10: YOUTH CLASS PARTICIPATION BY SEASON

SEASON	TOTAL PARTICIPANTS
<i>Winter</i>	2,289
<i>Spring</i>	1,955
<i>Summer</i>	2,565
<i>Fall</i>	3,104
Totals	9,913

Note: Some classes are not offered in all four seasons.

TRENDS & OBSERVATIONS

- Tennis is the most well-attended class in all seasons except for the summer, accounting for more than one-quarter of all annual youth class participants. There are more than twice as many youth registered in tennis (2,638 in all four seasons combined), than there are in aquatics, the

class with the second-highest registration. In fact, there are as many tennis registrants as there are in the next three highest-registrant classes combined (aquatics, gymnastics, badminton).

- Although the aquatics class is only offered during the summer, it has the largest number of seasonal registrants and the second-highest number of annual registrants. Aquatics accounts for nearly half of all summer registrations. With tennis, these two classes combined for 63 percent of all summer registrations.
- Sports-based classes account for almost half of all offerings and nearly two-thirds of all participants, with nearly half of the sports-based participants registered for tennis. Each of the six classes with the highest participation are physical activity based (tennis, aquatics, gymnastics, badminton, soccer and basketball). The non-sport class with the highest participation is the Math Olympiads, with 404 total registrants.

Teen Classes and Programs

This service area includes the registered classes and other activities for teens held at facilities throughout Cupertino, though the Teen Center is the primary facility. During the period covered by the most recent data, a total of 7,068 teens participated in 13 types of opportunities.

TABLE 11: TEEN PARTICIPATION BY YEAR AND SEASON

ACTIVITY	TOTAL PARTICIPANTS	FALL	SPRING	SUMMER	WINTER
Teen Center (Drop In)	6,094	(a)	(a)	(a)	(a)
College Workshop	529	87	148	294	-
Communication	131	52	50	7	22
Hack-a-Thon	108		108		
Civically Active Teens	57	-	57	-	-
Leader in Training	37	-	-	37	-
Clay/Ceramics	36	27	-	-	9
Art	29	-	29	-	-
Lifeguard Training	23	-	16	7	-
Driver's Ed	14	4	-	10	-
Guitar	4	0	0	3	1
Ice Hockey	3	0	0	1	2
KMVT (community TV)	3	-	-	-	3
Theater^(b)	0	-	0	-	-
Totals	7,068	170	408	359	37

(a) Teen center participation is provided as an annual total.

(b) The Cupertino Teen Commission in collaboration with Recreation & Community Services Dept. offered the city's first teen Hack-a-thon in April 2017. This 13-hour overnight event was very successful. Participants worked in teams to address a community challenge. Excellent ideas were generated that can be pursued as applications.

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- (c) *In fall 2017, a Youth Theater program was launched in collaboration with San Francisco Shakespeare and EnActe Arts. Sixteen youth ages 8-18 joined professional theater artists to perform the story of Prince Rama based on the classic Hindu legend. Approximately 400 spectators attended 3 performances in October.*

TRENDS & OBSERVATIONS

- Drop-ins at the Teen Center accounted for 88 percent of all teen class participation. The top three activities account for 97 percent of all participants.
- By season, the summer has the highest participation by average and numbers, with 359 total participants and an average of 51 participants per offered class. At the other extreme, the winter classes averaged only seven participants each. These calculations exclude drop-ins at the Teen Center.
- The spring season had the second highest number of participants, but also the most classes with zero registrants, at three. These calculations exclude drop-ins at the Teen Center.
- Some classes are not offered in all four seasons. Activities with a zero were offered in that season, but no participants registered.
- A sport facility frequently requested by teens is basketball courts. The recent 2017 communitywide parks survey shows basketball as a top activity for teens as well as for respondents < 30 years old. The city does not currently have any full-size courts except for a single shared multi-use court at the Sports Center.
- Staff hears that it is difficult for teens to get appointments with their school college counselors. The city could consider supplementing this.
- Drop-in tutoring is also likely to be popular for teens, especially for advanced placement courses.
- The current Teen Center is not at a desirable location. Ideally it should be near a school, a popular teen destination or the Library. A modular, flexible space is recommended.
- Staff hears that teens desire a space to be creative and innovative, and receive guidance to foster ingenuity. Teens may welcome a combination of a teen “incubator”/maker space plus leisure activity options.
- Our community has a strong focus on STEM, engineering, coding, start-up style pre-professional information & related areas.
- Staff believes that stress management is important and should be incorporated into the city’s teen program offerings.

Adult Classes and Programs

This service area includes the registered classes for adults held at the Sports Center, Quinlan Center and other facilities throughout Cupertino. During the period covered by the most recent data, a total of 1,999 adults participated in 24 types of classes. Note that seniors classes are addressed elsewhere, and that adult participants in multi-age/family-friendly nature classes at McClellan Ranch are shown in Youth Classes.

TABLE 12: ADULT CLASS PARTICIPATION BY YEAR AND SEASON

ACTIVITY	TOTAL PARTICIPANTS	FALL	SPRING	SUMMER	WINTER
Aerobics	414	126	119	61	108
Tennis	385	132	93	104	56
Yoga	184	53	41	29	61
Table Tennis	168	47	70	-	51
Zumba	157	42	40	32	43
Pilates	121	28	37	16	40
Dance	110	32	23	23	32
Retirement Planning	94	27	-	25	42
Drawing/Painting/Watercolor	77	30	29	-	18
Therapeutic	56	16	21	-	19
Golf	50	16	27	5	2
Ikebana	48	19	12	4	13
Clay/Ceramics	38	24	-	-	14
Karate	22	22	-	-	-
Ice Skating	20	5	7	6	2
Leadership 95014	18	(a)	(a)	(a)	(a)
Softball	13	-	-	13	-
Pickleball	8	3	0	0	5
Nature	6	6	-	-	-
Education/Technology	5	-	5	-	-
Keyboard	4	3	1	0	-
Music	1	0	1	-	-
Totals	1,999	631	526	318	506

(a) Leadership 95014 runs for eight months, meeting for nine, eight-hour days. Registration in this successful program is capped at 22 participants.

TRENDS & OBSERVATIONS

- Classes that incorporate physical activity had the highest number of participants. Aerobics and tennis were the most popular of the classes, accounting for 40 percent of all adult participants.
- Many classes had stable participation in all seasons offered. Zumba, for example, ranged from 32 to 42 participants across four seasons. Tennis, on the other hand, had the second highest

Appendix A: Existing City Programs and Events

level of participation overall, but also some of the most variance across seasons, from a low of 56 during the winter to a high of 132 during the fall.

- By season, the summer had the lowest participation by average and numbers, with 318 total participants and an average of 23 participants per offered class. The summer season also had the most classes with zero registrants, at three. These calculations exclude Leadership 95014.
- Five classes had fewer than 10 participants – pickleball, nature, education/technology, keyboard and music. Two classes had zero participants – basketball and horseback riding.
- Some classes are not offered in all four seasons. Activities with a zero were offered in that season, but no participants registered.

Senior Center

This service area includes the registered classes and other activities for older adults and seniors held primarily at the Senior Center, but also including educational, cultural and travel opportunities throughout the region and across the country. During the period covered by the most recent data, membership at the Senior Center totaled 2,493 adults, with 5,999 participants in at least 92 different activities, including 208 who collectively performed more than 20,000 hours of volunteer service.

TABLE 13: SENIOR CENTER PARTICIPATION BY TYPE OF ACTIVITY

TYPE OF ACTIVITY	TOTAL PARTICIPANTS
Courses	4,119
Volunteer Program	208
Senior Day Trips, Long Trips, Travel Program	1,672
Totals	5,999

TABLE 14: TOP SENIOR COURSES BY TOTAL PARTICIPANTS

COURSE	TOTAL PARTICIPANTS
Intro to Mandarin Brush Writing	477
Chinese Brush Painting	292
Ukulele	253
Line dance	246
Zumba Drop In	233
Chinese Calligraphy	185
Hula Dance	168
English as a second language	157
Zumba Gold	149

COURSE	TOTAL PARTICIPANTS
<i>Chair exercise</i>	148
Totals	2,308

TRENDS & OBSERVATIONS

- Cupertino’s population of older adults is growing rapidly. With it, the demand for services is also increasing. According to staff, the existing Senior Center does not have the facility capacity to continue meeting these increased needs.
- Cultural courses are well-attended at the Senior Center, especially relative to other options. During the period covered by the most recent data, the two courses with the most participants were Intro to Mandarin Brush Writing and Chinese Brush Painting. At least four other courses oriented around Chinese or Japanese culture had more than 50 participants.
- According to staff, use of Flex Passes is increasingly popular for drop-in exercise, suggesting a need for adjustable, “no commitment” exercise classes. In general, these classes are popular, especially those that are interdisciplinary.
- Experience-based programming is popular with older adults. For example, an event called Dance to Remember combines lecture, brain circuit, social singing and dancing.
- Bingo is slowly declining in popularity as younger seniors gravitate to other options.
- PC usage among Senior Center appears to be declining. Conversely, classes about navigating notebooks, iPads and iPhones are valued. This may be in part due to ease of use.
- The travel program is extremely popular, consistently attracting new participants even while repeat participation remains a significant part of the program. According to staff, demand for trips of varying lengths remains high.
- The Senior Center provides case management for about 100 clients, an increase over the last year. As part of this effort, staff conducts lectures on topics important to seniors, such as health, security issues, legal planning and caregiving.
- Weekday evening and Saturday daytime hours were added to the Senior Center as of September 2017. Staff time will need to be adjusted commensurately to support expanded programming. Staff office space is already at capacity so this will be challenging.
- The Senior Center is generally already at capacity during “prime time”-- daytime on weekdays.
- The Senior Center’s programs and offerings are currently restricted by a lack of nearby parking.
- To expand offerings in the future to meet the growing population of senior residents, it is expected that there will be a need for a larger building, more staff and more parking.

[McClellan Ranch Preserve](#)

This service area includes activities hosted at McClellan Ranch Preserve. The majority of the city’s nature-centered and environmental education offerings are based at this location, with some use of nearby areas of the Stevens Creek corridor for activities such as habitat restoration. Nature classes that

Appendix A: Existing City Programs and Events

are registered are noted in the Classes section. Data show actual numbers where available, and estimated participation otherwise.

TABLE 15: McCLELLAN RANCH PRESERVE PARTICIPATION

ACTIVITY	TOTAL PARTICIPANTS
<i>Environmental Education Center Drop-In, Fri-Sun</i>	5,815
<i>Environmental Education Center Drop-In, special days (holidays, e.g.)</i>	800
<i>Third Grade Creek Tours</i>	2,465
<i>Volunteers, meadow restoration areas</i>	1,200
<i>De Anza College, Environ./Biol. Student Field Days</i>	314
<i>High School Biology Students, Field Trips</i>	219
<i>Helping Hands volunteers</i>	150
<i>Compost Workshops</i>	80-100 ^(l)
<i>Youth group programs (scouts, etc)</i>	180
<i>Young Naturalists, 7th-8th grade students</i>	136 ^(a) (new program)
<i>Owl Walks, non-registered, family-friendly</i>	100
<i>Astronomy, 4 sessions, incl. offsite</i>	100
<i>Nature Poetry events with city poet laureate</i>	72 (5 events)
<i>Earth Stewards (high school students)</i>	66
<i>Individual College student projects</i>	60 ^(m)
<i>Individual High/Middle School student projects</i>	60 ^(m)
<i>Community Garden Plots</i>	100 ^(b)
<i>Bio-blitz, single day plant & wildlife inventory</i>	50+ ^(c)
<i>Sports Center summer camp visits</i>	90
<i>Santa Clara County Master Gardeners</i>	15-30 ^(d)
<i>Civically Active Teens</i>	10
<i>Other nature clubs/groups (Bug Club, Nerds for Nature)</i>	20-30 and varies ^(e)
<i>Natural History Book Club</i>	6 (new program, expected to grow)
<i>City Meetings</i>	40+ meetings ^(f)
Special Activities/Theme Days:	
<i>Nature Bridge (outdoor ed, 5th-6th grade)</i>	100

ACTIVITY	TOTAL PARTICIPANTS
<i>Fiber Day</i>	100
<i>Rain Barrel workshop</i>	200
<i>Family Theme Nights (nature theme)</i>	75
<i>Fish Day</i>	40
Nature/Environ Educ. off-site by McClellan staff:	
<ul style="list-style-type: none"> • <i>Elementary school presentations (discovery day/career day/university day)</i> 	500 (schools including Regnart, Eaton, Garden Gate)
<ul style="list-style-type: none"> • <i>Preschool presentations</i> 	250
<ul style="list-style-type: none"> • <i>Presentations at offsite camps</i> 	200
<ul style="list-style-type: none"> • <i>Elementary school project-based learning (watershed science etc)</i> 	100
Subtotal	~13,700
Nature Classes, registered - 342	counted in Classes
Nature Camps - 345	counted in Camps
Nonprofit Organizations on site:	
<i>Santa Clara Valley Audubon Society</i>	800+ Cupertino resident members ^(b)
<i>Rolling Hills 4-H</i>	180+ members (high daily on-site activity) ^(h)
<i>Friends of Stevens Creek Trail</i>	Office onsite
<i>Grassroots Ecology</i>	High ⁽ⁱ⁾
Non-hosted Activities	
<i>Trail users</i>	High
<i>Unscheduled children groups</i>	Increasing ⁽ⁱ⁾
<i>Plein Air painters</i>	50 ^(k)
<i>Other (professional photographers, etc)</i>	Unknown

(a) New program for 7th-8th graders, fall, winter, & spring activities, current participation 17

(b) The Community Garden has 58 plots with 1-4 gardeners/plot typical.

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- (c) *Bioblitz inventories all wildlife & plant species; approx. annual event. May 2016 bioblitz had significant high school student participation. 22 known logging groups made 395 logged observations of 140 species. Actual participation was higher since participants logged in small groups.*
- (d) *Santa Clara County Master Gardeners have a large active garden plot; they do vegetable benchmarking; workshops*
- (e) *Nerds for Nature collaborated to install 'change brackets' at McClellan Ranch and assists in bioblitzes. Bug Club meets periodically at McClellan Ranch. They do programs with local high schools as well as sampling at specific sites and conduct long-term macro invertebrate monitoring.*
- (f) *The Environmental Education Center is in increasing demand for city-related meetings, which are not currently tracked as 'rentals' as are meetings at other city venues. The Sustainability Commission meets there, Environmental Programs staff, and use is increasing for public meetings associated with Planning or Public Works activities.*
- (g) *Audubon Society runs a popular nature shop & library (est. 5K visitors/yr); bird nesting box monitoring with countywide training at McClellan; onsite and offsite bird walks, nature photography and similar; board meetings & committee meetings on site (est. 500 participants/yr); and other special activities on site (est. 400 participants/yr)*
- (h) *Rolling Hills 4-H is popular & successful. Monthly open house is well attended. Programming is capped by lack of additional space. Site use is high due to daily care of animals and popular programs (est. 5,000-7,000 visits/yr)*
- (i) *Grassroots Ecology (formerly known as Acterra Stewardship) coordinates a wide variety of volunteer and restoration activities at the site.*
- (j) *Numerous unscheduled children's groups visit the site, including preschool groups, day care groups, home school student groups, Stroller Hike groups, Wild Child Freeschool, Tiny Treks, Green Bean Kidz, etc.*
- (k) *Plein Air painting groups typically visit about 4 times/year, as well as individuals; McClellan Ranch is a popular destination for them.*
- (l) *Workshops are hosted by the U.C. Cooperative Extension Master Composters.*
- (m) *McClellan Ranch is one of few locations that accommodates and supports individual student science projects.*

TRENDS & OBSERVATIONS

- Trail use continues to increase.
- Site visitorship is increasing. McClellan Ranch is now busier than ever.
- Staff struggles with managing parking demand. This situation is expected to improve with the McClellan Ranch West parking project slated for next year.
- Staff has to work hard to balance the timing of visitors and offerings to avoid over-booking and over-using the site. It is not just about parking, but about total use, and managing the preserve to protect the resources.
- There has been an increase in drop-in, unscheduled use by groups and particularly by children's/preschool age groups. Formal and informal preschool groups visit regularly, as do "stroller hike" groups, home school groups, and day care groups with a nature/outdoor focus. These unscheduled uses overflow the parking area and sometimes adversely affect scheduled activities and overburden the site. A mechanism to manage use by groups may be warranted.
- Staff is observing demand for flexible drop-in activities, versus classes that require advance registration and are offered at a fixed time.

- Staff suggests offering more programs for teens and adults, potentially including some evening hours at the Environmental Education Center (EEC). Evening offerings could include lectures, nature documentary movie/discussion, environmental career night, or similar.
- 3 programs were offered last year for seniors and were very successful (2 preserve walks; 1 astronomy class at Senior Center by McClellan staff). Programs targeting seniors could be expanded, as could intergenerational programs (parent/child, grandparent/child).
- Staff sees an opportunity to create a volunteer docent program, 'trail ambassadors', or similar. Such volunteers could assist with seasonal education, information, compliance with dog leash requirements, etc.
- Consider exploring a mechanism for 'sponsorship' or 'membership' in a naturalist-type program to support environmental education and naturalist offerings. There is consistent high interest by community members to directly financially support these activities & to participate.
- When the Blacksmith Shop is operational there will be opportunities for program synergies.
- There is demand for and a wait list for plots in the Community Garden.
- 4-H has requested more space and facilities; their offerings are now limited by lack of additional space.
- Santa Clara Valley Audubon Society has requested more space.
- The Historical Society is interested in having space for a museum/programming within the creek corridor and preferably at McClellan Ranch.