



*Parks & Recreation System Master Plan*

**COMMUNITY-WIDE SURVEY SUMMARY**

*Final Draft · May 2017*



**CUPERTINO**





# *Parks & Recreation System Master Plan*



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# Parks & Recreation System Master Plan



## COMMUNITY-WIDE SURVEY SUMMARY

### INTRODUCTION

From March 24th to July 19th, 2016, the City of Cupertino implemented a communitywide survey to collect input on the state of the City’s parks and recreation system and potential improvements and alterations to the system in the future. This document summarizes the major findings from the results, including MIG’s analysis.

The survey collected input from a total of 679 respondents and was widely advertised through a variety of public announcements, events, and the City’s website. The 27-question survey was conducted using the online survey service Survey Monkey, with paper questionnaires available. Appendix A presents the original questions and the raw results of the survey, as exported from Survey Monkey.

Many of those who responded expressed interest in further involvement and participation, with about one-third of respondents providing their email addresses for the contact list for the Master Plan.

### WHO RESPONDED?

Nearly 75% of the survey participants indicated they were Cupertino residents, and almost 18% reported that they work in Cupertino. These results indicate that both the employment and resident populations provided perspectives towards the survey. The age profile of respondents is depicted in Table 1, also showing a comparison to the City of Cupertino (2010 Census Estimates).

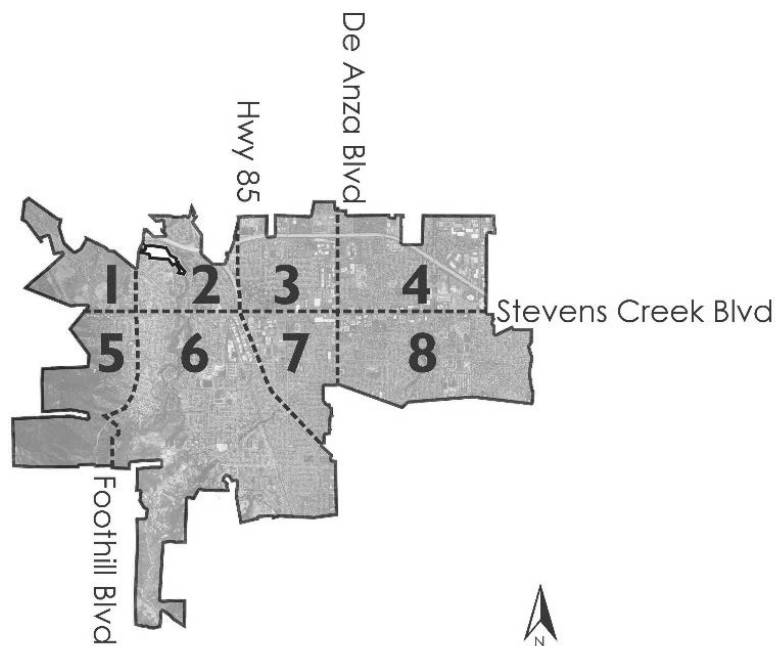
TABLE 1: AGE OF RESPONDENTS

AGE CATEGORIES	SURVEY	CENSUS (2010 ESTIMATES)
Under 18	4.4%	29.5%
18-29	2.7%	7.3%
30-39	12.1%	13.5%
40-49	27.4%	19.5%
50-64	24.1%	17.8%
65 and over	23.9%	12.4%
No answer	5.3%	
Totals	100%	100%

## Community-wide Survey Summary

As Table 1 shows, the majority of respondents are ages 40 to 64 (51.5%). This is slightly larger than the percentage of City residents in the same age category (37.3% as per 2010 U.S Census). Few youth under the age of 18 responded to the survey, while respondents over the age of 60 were over-represented (24% of the respondents indicated they were 65 years or older compared to 12.4% as per 2010 U.S Census).

A total of 406 respondents indicated that they were residents of Cupertino. Of these, 336 provided details regarding the area of Cupertino in which they lived (see below). MIG conducted additional analysis of the survey results, aggregating data based on where respondents live and analyzing whether there were differences in responses based on their location east and west of Highway 85. In some cases, responses differed substantially. This analysis notes where responses from residents east and west of Highway 85 differed by 8-10% or more.



Many survey respondents indicated where they lived within 8 different areas of Cupertino. For this analysis, results from areas 1,2,5,6 were noted as "West" and areas 3,4,7,8 are noted as "East" using Highway 85 as divider. The remaining respondents were grouped in the "No answer" category, which includes people who do not live in Cupertino as well as those who did not answer this question.

## LEVEL OF SATISFACTION

The survey results indicate that while there is general satisfaction with parks and recreation services, there is room for improvement. A series of four questions about different aspects of parks and recreation services provides insights.

TABLE 2: LEVEL OF SATISFACTION ABOUT DIFFERENT ASPECTS OF THE PARKS AND RECREATION SYSTEM

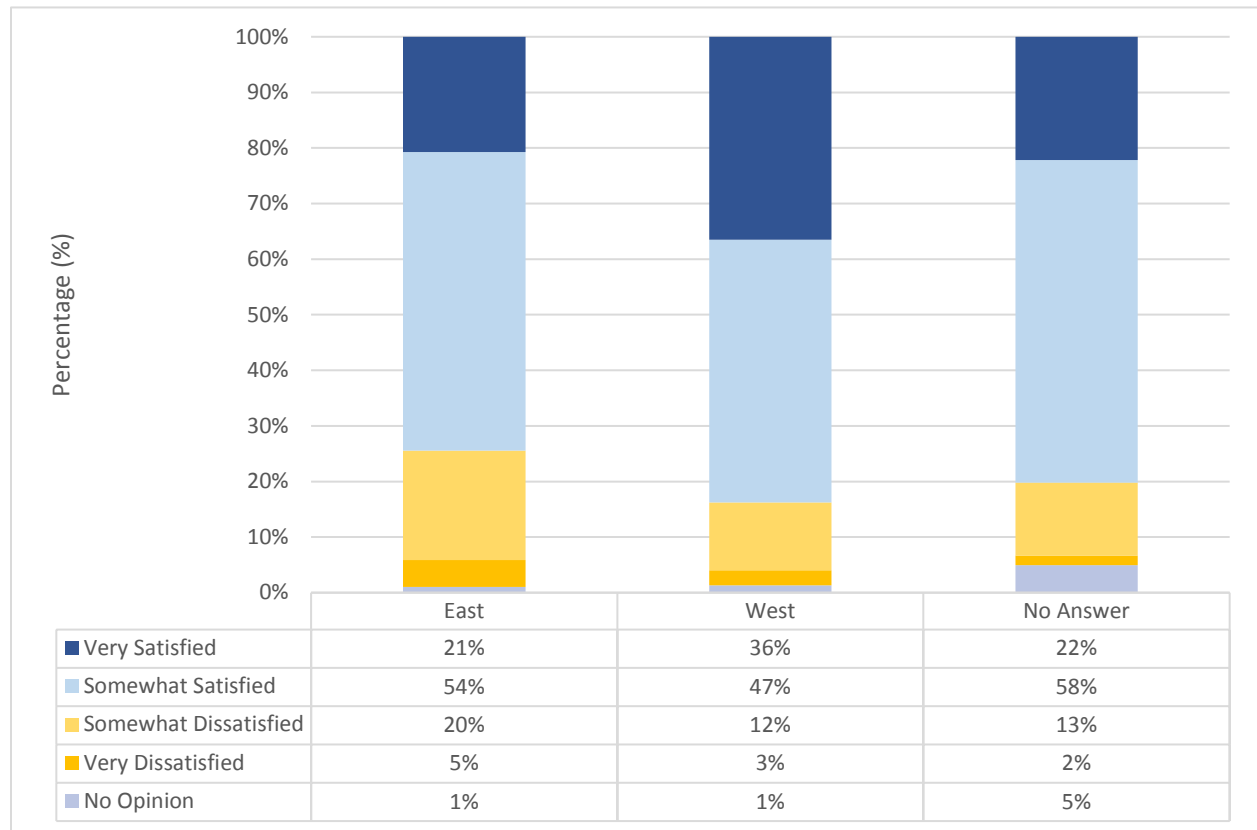
IN GENERAL, HOW SATISFIED ARE YOU WITH THE...	NO OPINION	VERY DISSATISFIED	SOMEWHAT DISSATISFIED	SOMEWHAT SATISFIED	VERY SATISFIED
quality of Cupertino's parks and recreation facilities?	3%	3%	15%	54%	25%
quality of Cupertino's recreation programs?	24%	2%	13%	40%	22%
maintenance of Cupertino's parks and recreation	4%	3%	14%	47%	32%
safety of Cupertino's parks and recreation facilities?	7%	2%	8%	42%	41%

- When asked about satisfaction with parks and recreation facilities, though only 19 respondents reported being “very dissatisfied” overall, the top answer was “somewhat satisfied” (54%) with 15% choosing “somewhat dissatisfied.” Three follow-up questions delved into different areas of parks and recreation services, and the responses provide insights:
- When asked about satisfaction with programs, almost a quarter of respondents chose “no opinion”, indicating a lack of familiarity with Cupertino’s program offerings. While the percentage of those “very satisfied” is about the same as with overall service satisfaction, the percentage of “somewhat satisfied” dropped by more than 10%.
- The level of satisfaction with park safety is highest, with more than 40% choosing “very satisfied” and a similar percentage choosing “somewhat satisfied.”
- Park maintenance also was rated higher than services overall, with more than 30% reporting that they are “very satisfied” with another 47% selecting “somewhat satisfied.”

Community-wide Survey Summary

MIG analyzed the data to understand differences in satisfaction between participants living east and west of Hwy 85. As Figure 1 illustrates, participants living west of Hwy 85 indicated more overall satisfaction with the parks and recreation facilities. A review of open-ended responses across the survey reveals many comments that note that East Cupertino needs more high-quality parks and recreation amenities. In the tables and charts breaking down east, west, and no answer, the final column includes all respondents that did not indicate where they live in Cupertino. This includes respondents who work or visit Cupertino.

FIGURE 1. SATISFACTION WITH CUPERTINO’S PARKS AND RECREATION FACILITIES, BY GEOGRAPHIC LOCATION



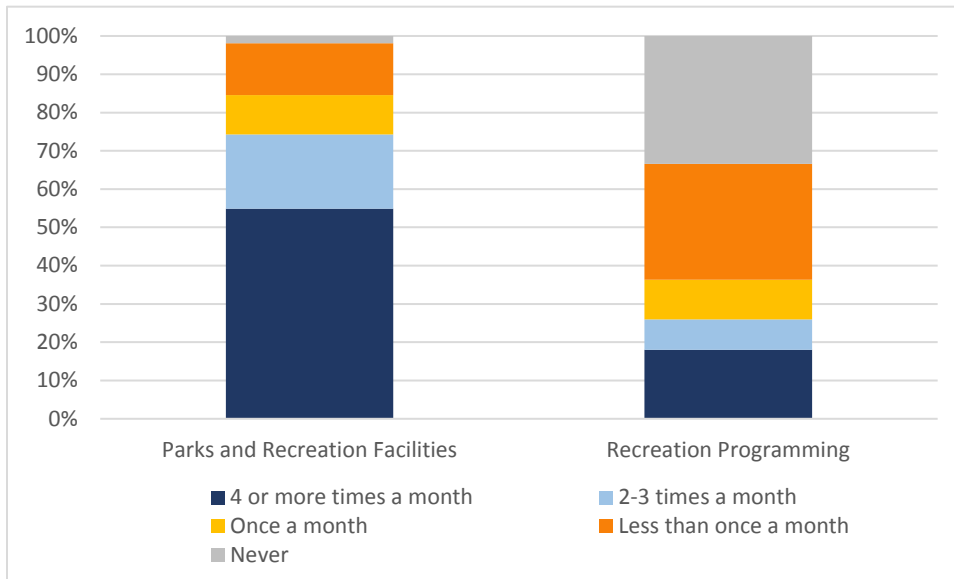


## FREQUENCY OF PARTICIPATION

Two questions asked about frequency of visits to parks and frequency of participation in programs. As Figure 2 illustrates, the results show that respondents have more familiarity with and use of Cupertino’s parks, and less familiarity with and use of Cupertino’s programs.

- About a third have never participated in a City program, compared to 2% reporting never visiting a City park.
- Almost 55% reported visiting parks four times a month or more, whereas for Cupertino’s programs, only 18% participate at that same rate.

FIGURE 2. PARTICIPATION IN CUPERTINO’S PARKS AND RECREATION FACILITIES AND RECREATION PROGRAMMING



A total of 445 respondents provided open-ended comments about how they used Cupertino’s parks and recreation services over the past year. Respondents identified recreation activities they pursue in parks (dog walks, soccer, exercise, for example); named specific parks or facilities they visit; and wrote about specific programs and activities. A review of these comments shows the range of recreational pursuits supported by Cupertino.

**BARRIERS TO PARTICIPATION**

**Parks**

The survey asked respondents to indicate what challenges, if any, prevented them from using parks in Cupertino. Raw results and results by geography are shown in Table 3.

When looking at all responses, the top reason for not visiting parks is “too busy.” In communities with Cupertino’s demographic profile, this is typically the top reason. Cupertino’s results, particularly when cross-tabulated by place of residence, reveals different patterns.

- Respondents from the east side of the city were more likely to indicate that quality of park amenities and features and the location of parks kept them from using City parks (23% each), as well as “better parks offered outside Cupertino.”
- West side Cupertino respondents reported lack of parking as the top reason, followed closely by “better parks offered outside Cupertino”, “too busy” and park quality.
- The results for this question are consistent with the results on satisfaction with park maintenance and safety, with lack of safety/lighting and lack of maintenance the least frequently cited barriers to use
- Especially notable is the high percentage of respondents listing “other” and “none of the above” as barriers to using parks, significantly higher for Cupertino residents than for visitors or employees. Those who selected “other” had an opportunity to write in a specific comment. A total of 141 people wrote in comments, some of which were very detailed. Some comments reiterated reasons already listed in the survey answers (lack of parking, lack of bike/ped accessibility, park location). Multiple comments addressed the lack of restrooms, the inability to get a reservation for a facility, the lack of walking/hiking paths in parks, and both the presence of dogs in parks and the lack of dog parks.

FIGURE 3. WRITE-IN COMMENTS FOR BARRIERS TO USING PARKS



Note: The word cloud (above) is a pictorial representation of the themes that emerge from all the open-ended responses received. Larger type fonts are words that many respondents used and smaller type fonts represent words that fewer respondents used in their open-ended responses.

Table 3 shows responses by location (east, west, and no answer) as well as all respondents that did not indicate where they live. This includes respondents who work or visit Cupertino.

TABLE 3: BARRIERS TO USING CUPERTINO'S PARKS

WHAT, IF ANYTHING, PREVENTS YOU FROM USING THE CITY'S PARKS? (CHECK ALL THAT APPLY)				
VALUES	EAST	WEST	NO ANSWER	ALL RESPONSES
Better parks offered outside Cupertino	20%	17%	17%	18%
I am too busy/don't have time	15%	17%	19%	17%
Quality of park amenities & features	23%	16%	15%	17%
Lack of parking	17%	19%	16%	17%
Location of parks	23%	10%	10%	14%
Parks are too crowded or over-programmed	14%	11%	10%	11%
Lack of bicycle/pedestrian accessibility	13%	10%	5%	9%
Lack of park maintenance	7%	6%	8%	7%
Lack of safety or lighting	9%	4%	7%	7%
Other (please specify)	27%	26%	20%	24%
None of the above	19%	30%	32%	27%
<b>Number of respondents in each category (Note that multiple answers were allowed)</b>	<b>188</b>	<b>148</b>	<b>262</b>	<b>598</b>

## Facilities and Programs

The survey then asked respondents what challenges prevented them from using recreation facilities or attending programs. A total of 590 people responded to this question. Similar to the question on barriers to park use, the responses show “too busy” as a top barrier and indicate that lack of maintenance is not a barrier to using facilities and programs.

- The most frequently selected answer was “none of the above” (29%). This answer did not allow comments, so it is not possible to further evaluate perceptions about barriers to programs.
- Schedule and availability received 25% of responses overall, indicating a need for different programming approaches and models. More than 1/3 of east side residents chose this answer, and 28% of west side residents did. A review of write-in comments to the “other” response also reveals comments about schedule.
- “Other” received 20% of responses, and 118 people wrote in comments.
- While many of the comments addressed topics that were covered by the answer choices, the topic of program cost as a barrier was mentioned in several comments.
- Though program quality received only 11% of responses overall, it was a barrier for significantly more east side residents (19%) compared to west side residents (8%).
- Notably, a preference for private clubs and providers did not rank highly as a reason for not using Cupertino programs and facilities. This indicates that the Cupertino market is open to City-provided programs and facilities.

In the tables and charts breaking down east, west, and no answer, the final column includes all respondents that did not indicate where they live in Cupertino. This includes respondents who work in or visit Cupertino.

TABLE 4: BARRIERS TO USING CUPERTINO’S RECREATION FACILITIES AND PROGRAMS

WHAT, IF ANYTHING, PREVENTS YOU FROM USING THE CITY’S RECREATION FACILITIES AND PROGRAMS? (CHECK ALL THAT APPLY)				
VALUES	EAST	WEST	NO	ALL RESPONSES
Schedule & availability of programs	35%	28%	16%	25%
I am too busy/don't have time	20%	25%	23%	23%
Quality of programs	19%	8%	11%	13%
Location of facilities	14%	9%	9%	11%
Lack of parking	10%	7%	7%	8%
Prefer using private gyms/clubs/facilities	10%	9%	5%	8%
Lack of maintenance of facilities	5%	4%	6%	5%
Lack of bicycle/pedestrian accessibility	9%	4%	3%	5%
Other (please specify)	23%	20%	18%	20%
None of the above	22%	31%	34%	29%
<i>Number of respondents in each category (Note that multiple answers were allowed)</i>	<i>188</i>	<i>148</i>	<i>254</i>	<i>590</i>

## POTENTIAL ADDITIONS TO THE PARKS AND RECREATION SYSTEM

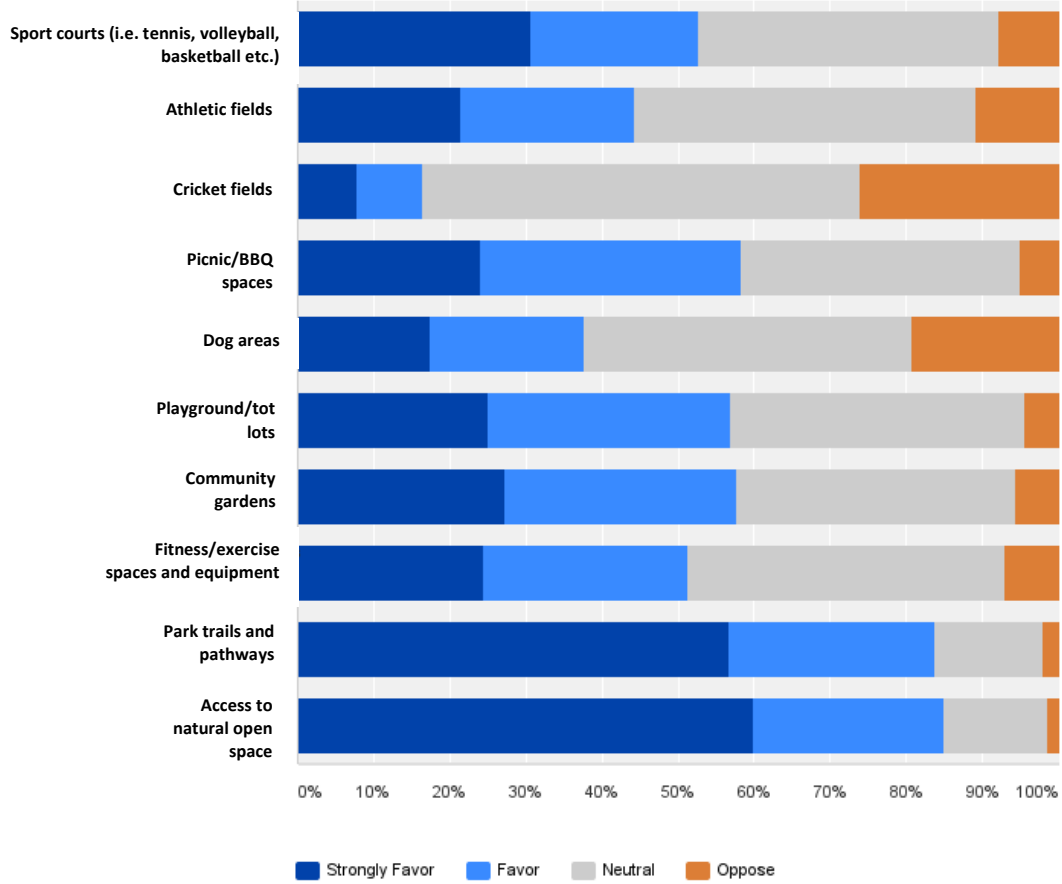
A series of questions asked about preferences for potential additions. These questions provided four answer choices, and evaluating both the level of support for and opposition to answer choices provides insights about possible future directions.

### Additional Amenities

The survey asked respondents to indicate their interest in adding amenities to parks in Cupertino, shown in Figure 4.

- Providing access to natural open spaces and adding and enhancing park trails and pathways garnered widespread support and little opposition. This was highlighted in the open-ended responses throughout the survey, with many participants noted they would like to see more natural pathways and off-street trails, including bike paths linking parks and an extension of the existing Stevens Creek Trail.
- Additional cricket fields garnered the most opposition (26%), with limited support.
- In contrast, opinion about additional dog areas appears divided, with 19% opposed and 17% strongly in favor. This was consistent with the pattern seen in the write-in comments.
- Of note, participants living east of Hwy 85 were much more likely to be strongly in favor of athletic fields and sports courts and more strongly opposed to certain recreation amenities.
- Respondents, regardless of location, highlighted the need for more basketball courts, tennis courts and bocce courts throughout Cupertino. Many survey participants wrote in that they would like to see a half or full-sized basketball court in Wilson Park, located in the South Blaney neighborhood.

FIGURE 4. INTEREST IN RECREATION AMENITY ENHANCEMENTS OR ADDITIONS

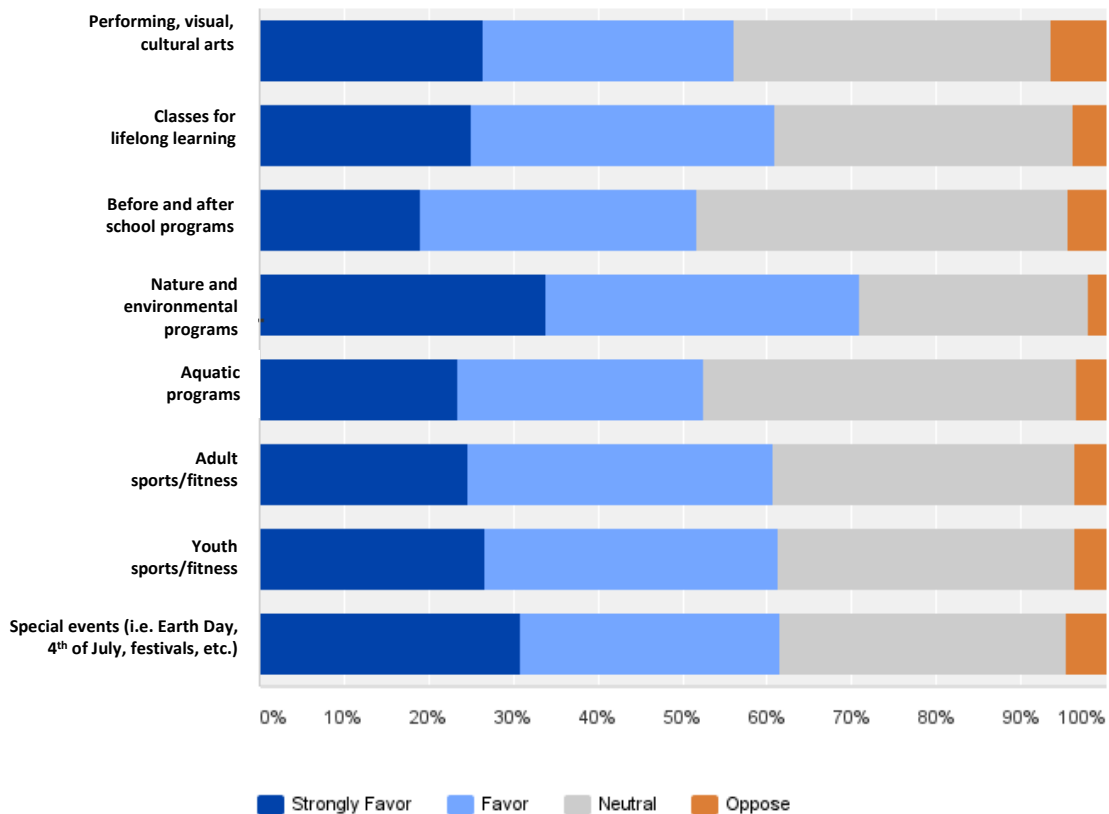


### Additional Recreation Programs

The survey asked respondents to indicate their interest in adding different types of recreation programs, and 559 provided responses as shown in Figure 5.

- Overall, there was support for each option and limited opposition. This aligns with earlier results indicating a desire for more programming options.
- Additional nature and environmental programs received the most support and least opposition, also following patterns seen throughout the survey.
- The results show a high level of support for more special events.

FIGURE 5. INTEREST IN RECREATION PROGRAM ADDITIONS OR ENHANCEMENTS



While this question did not provide an opportunity to write in comments, a review of other open-ended responses highlighted several potential programming additions, including the need for more programming for youth with special needs or disabilities and the need for programming geared towards teens.

Additional Recreation Facilities

The survey asked respondents to indicate their interest in adding different major recreation facilities. A total of 554 people responded to this question.

- Most notable was the “neutral” responses. For all facility options, the neutral option received the most responses. This pattern was not seen on the two previous questions.
- Of all the facility options, a year-round aquatic center appears to have the most support with fewer neutral responses than other answer choices. It should be noted that the answer choice does not make it clear whether this would be an outdoor facility or an indoor facility. Though the local norm is outdoor pool facilities, some write-in comments in other sections of the survey brought up the idea of an indoor pool.
- Another community center has the least support and most opposition of all the answer choices.
- The results of this question seem to indicate that there is more interest in the community in enhancements to existing parks and expansion of program than in adding major facilities. It also indicates that more evaluation of needs and the recreation market to develop a market-based space program would be advisable if Cupertino explores adding more recreation buildings or major facilities, or even considers major renovation to existing spaces.

FIGURE 6. INTEREST IN ADDING RECREATION FACILITIES

