



CITY OF CUPERTINO

Parks & Recreation System Master Plan



Master Plan Advisory Group Meeting
Priorities Workshop
May 17, 2018

How many years have you lived in Cupertino?

0% A. Less than 1 year

22% B. 1 – 3 years

22% C. 4 – 9 years

0% D. 10 – 15 years

44% E. 16 – 25 years

11% F. I do not live in Cupertino

Do any children 18 or younger live in your household?

67% A. Yes

33% B. No

Many people think of themselves as belonging to an ethnic or racial group. How do you identify yourself? (Select all that apply.)

- 0% A. African-American or Black
- 0% B. Asian- Chinese
- 25% C. Asian- Indian
- 0% D. Asian other
- 63% E. Caucasian or White
- 0% F. Hispanic or Latino
- 13% G. Multi-racial
- 0% H. Other/ Prefer not to answer

What is your gender?

44% A. Female

56% B. Male

0% C. Transgender/Non-Binary

0% D. Other/ Prefer not to answer

What is your age?

11% A. Under 14

11% B. 14-17

0% C. 18-29

11% D. 30-39

11% E. 40-49

33% F. 50-64

22% G. 65-74

0% H. 75+

Where should the City focus future improvements? (Choose one.)

- 44% A. Improve, repair, replace aging and worn amenities in parks
- 22% B. Add a variety of small new recreation opportunities in parks
- 33% C. Develop big new projects such as developing a new park or major new facility.

Which of the following “big moves,” should the City should invest in? (Choose two.)

- 11% A. Develop new neighborhood parks
- 22% B. Renovate or add facilities to parks
- 28% C. Enhance and protect natural areas
- 22% D. Add or expand major facilities
- 17% E. Develop trails

Which of the following large facilities should the City pursue developing? (Select all that apply.)

17% A. Aquatic facility/year round pool

17% B. Performing and fine arts center

19% C. Multi-purpose recreation center (with gymnasium)

3% D. Gymnasium

14% E. Technology center, incubator hub, maker space

11% F. Teen space and services

8% G. Expanded senior services or senior center

11% H. New sports fields and athletic facilities

Select the TWO large facilities that should be the City's highest priorities.

12% A. Aquatic facility/year round pool

24% B. Performing and fine arts center

24% C. Multipurpose recreation center (with gymnasium)

0% D. Gymnasium

12% E. Technology center, incubator hub, maker space

12% F. Teen space and services

6% G. Expanded senior services or center

12% H. New sports fields and facilities

Select the TWO large facilities that should be the City's lowest priorities.

11% A. Aquatic facility/year round pool

6% B. Performing and fine arts center

0% C. Multipurpose recreation center (with gymnasium)

33% D. Gymnasium

17% E. Technology center, incubator hub, maker space

17% F. Teen space and services

6% G. Expanded senior services or center

11% H. New sports fields and facilities

Select the ONE facility that should be the City's top priority.

25% A. Aquatic facility/ outdoor pool

25% B. Performing and fine arts center

38% C. Multipurpose recreation center (with gymnasium)

13% D. None of the above



If funding is limited and smaller facilities are developed, which of the following would be your priority? (Choose one.)

22% A. Community pool

44% B. Small-to-mid-sized theater

0% C. Single gymnasium

33% D. None of the above



Community Pool



Mid-sized Theater



Single Gymnasium

Select the aquatic facility the City should prioritize.

22% A. Community pool

78% B. Large aquatic facility



A. Community Pool



B. Large Aquatic Facility

Select the performing arts space that the City should prioritize.

50% A. Performing and fine arts center

50% B. Small-to-mid-sized theater

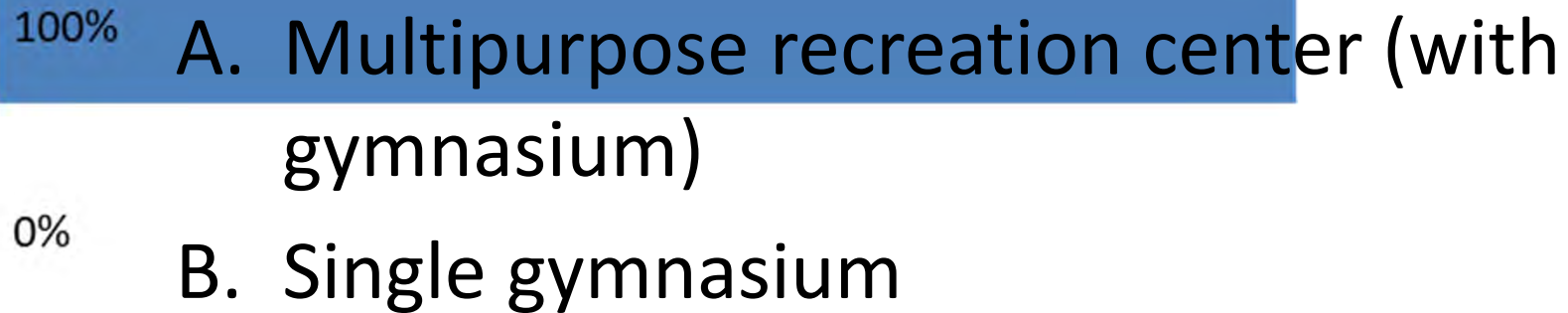


A. Performing and fine arts center



B. Small-to-mid-sized theater

Select the recreation facility that the City should prioritize.



A. Multipurpose recreation center (w/ recreation center)



B. Single gymnasium

Of the following sports courts, which TWO do you think the City should prioritize?



a. Indoor tennis/pickleball courts



b. Indoor basketball



c. Indoor sports courts (badminton, bocce, futsal...)



d. Outdoor tennis/pickleball courts

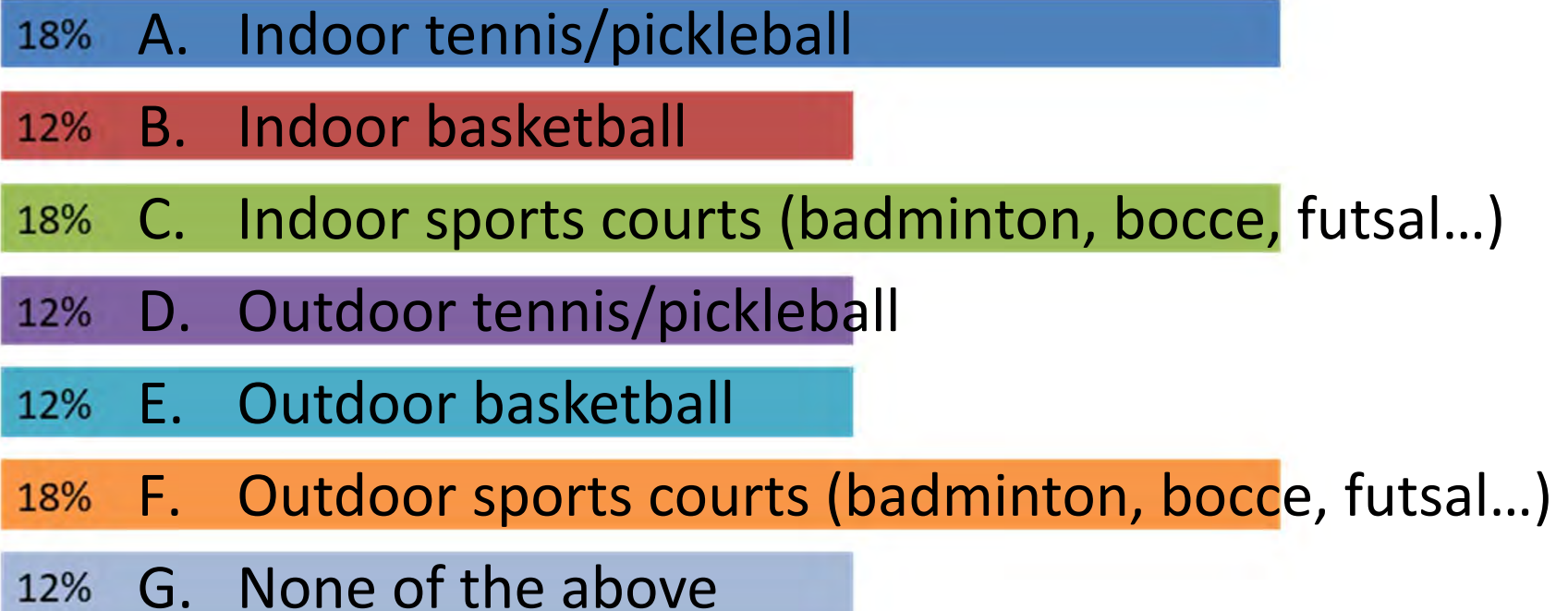


e. Outdoor basketball



f. Outdoor sports courts (badminton, bocce, futsal...)

Of the following sports courts, which TWO do you think the City should prioritize?



Of the following items, which TWO do you think the City should prioritize?



a. Formal/ornamental garden



b. Healing/sensory garden



c. Demonstration Garden with educational/teaching focus



d. Native plantings / landscaping in parks

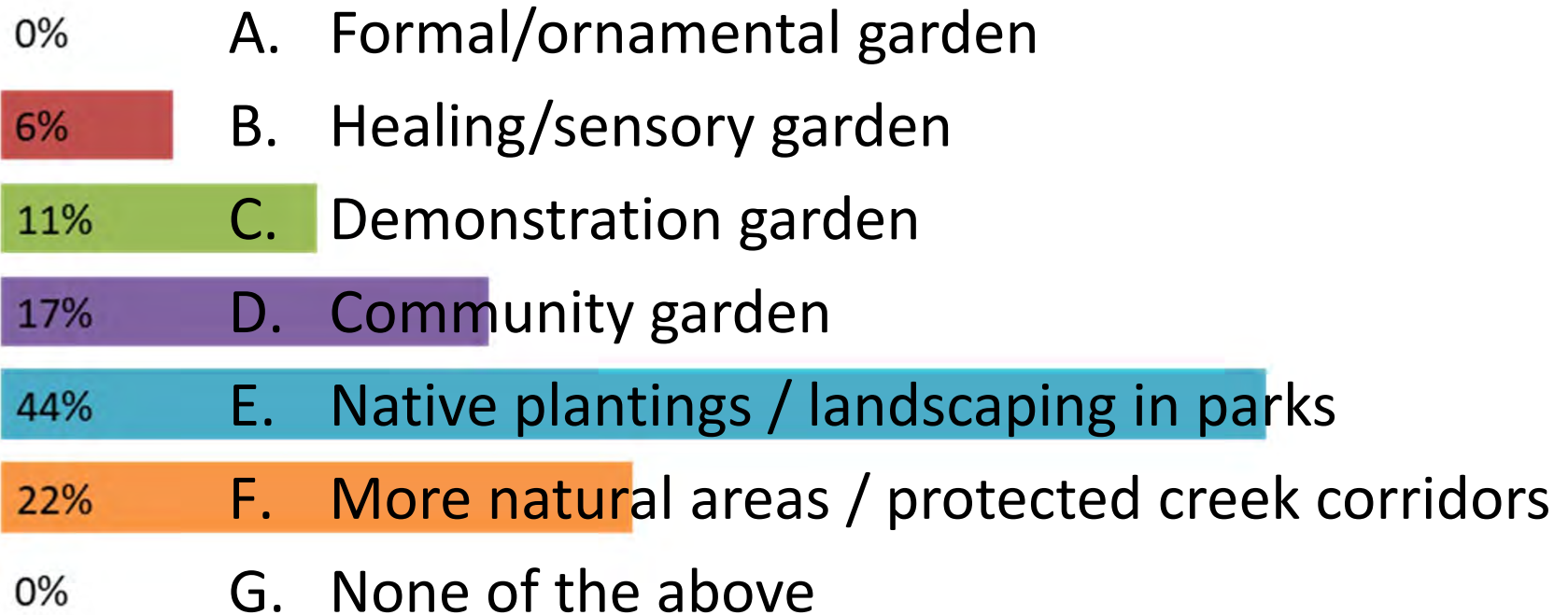


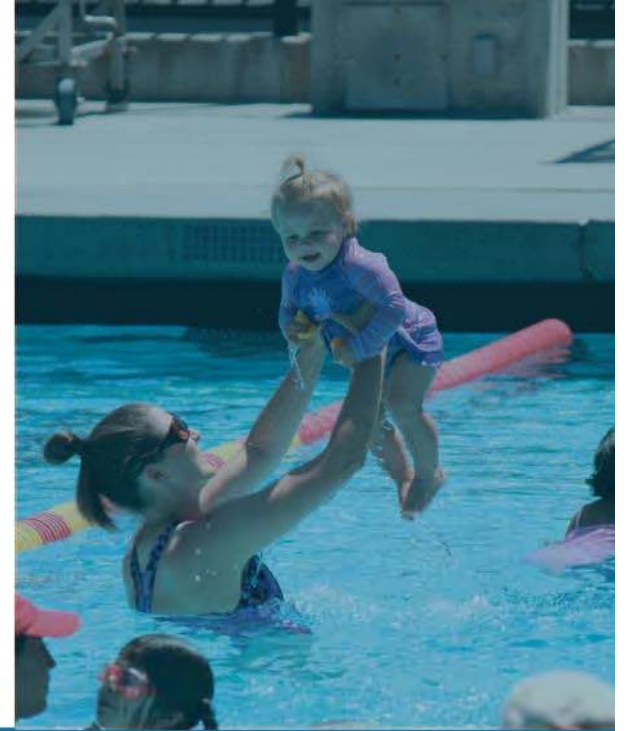
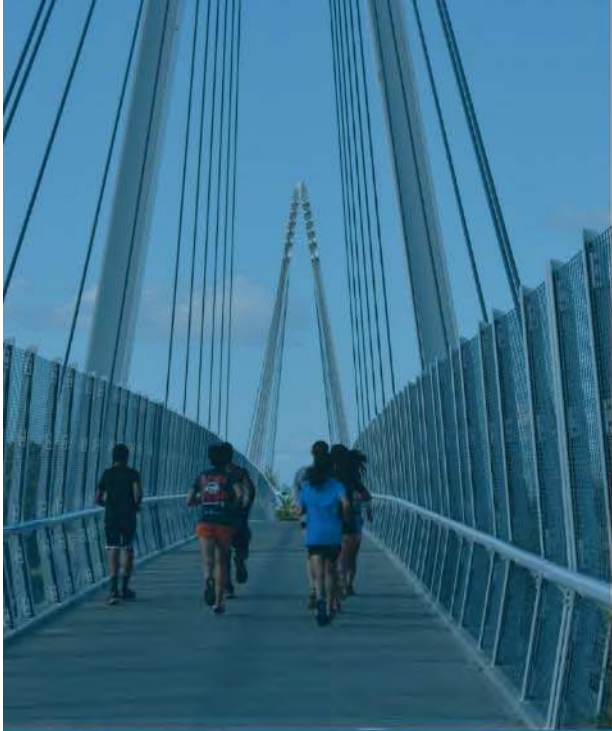
e. More natural areas / protected creek corridors



f. Community Garden

Of the following items, which TWO do you think the City should prioritize?





Memorial Park

What is your preference for the focus of Memorial Park?

33% A. Naturalized civic gathering

22% B. Arts and events

44% C. Active and multi-use

Memorial Park: Existing Configuration



Memorial Park: Naturalized Civic Concept



Memorial Park: Arts & Events Concept



Memorial Park: Active & Multi-Use Concept



What do you like most about your preferred concept? (Select all that apply.)

- 30% A. It has the facilities I think are most important
- 26% B. It creates a social and activity hub for our community
- 13% C. It has the best green space/open space
- 9% D. It keeps the park similar to the way it is now
- 4% E. It appears to be the most affordable concept
- 0% F. I don't like any of the three concepts
- 9% G. I like all of the concepts to some extent
- 9% H. Other

What do you like most about the naturalized civic gathering concept? (Choose two.)

- 10% A. The naturalized landscaping
- 10% B. It has the most green space
- 0% C. The serene passive uses
- 30% D. The added walking paths
- 20% E. The renovated playground
- 0% F. It keeps the park similar to the way it is now
- 20% G. It does not add a major new feature
- 10% H. Other
- 0% I. None of the above

What do you like most about the arts and events concept? (Choose two.)

- 25% A. The added performing and fine arts center
- 6% B. The incubator hub
- 13% C. The expanded and improved outdoor event space
- 13% D. The expanded amphitheater
- 13% E. The expanded play area
- 6% F. The water feature
- 19% G. Renovation of Quinlan's outdoor plaza
- 0% H. Other
- 6% I. None of the above

What do you like most about the active and multi-use concept? (Choose two.)

- 25% A. The expanded and improved outdoor event space
- 15% B. The retained baseball field
- 25% C. The added swimming pool/aquatic facility
- 20% D. The added gym with rooftop activities
- 5% E. The expanded Senior Center and improved parking
- 0% F. The water feature around the gazebo
- 0% G. More parking at Quinlan
- 0% H. The water feature
- 10% I. The added walking path loop
- 0% J. Other

Which one of these concepts best captures your vision for the future of Memorial Park?

20% A. Naturalized civic gathering

0% B. Arts and events

40% C. Active and multi-use

40% D. A mix of the concepts

What do you like most about what we discussed today? (Choose one.)

- 33% A. Addition of new recreation opportunities
- 11% B. Enhancements to Memorial Park
- 22% C. Reasonable level of proposed improvements and investment
- 22% D. Services are improved for key age groups
- 0% E. Other
- F. None of the above