



INTERCEPT EVENTS SUMMARY SEPTEMBER 2014

INTRODUCTION

MIG and the City of Cupertino launched the Stevens Creek Corridor Master Plan with intercept surveys at some of Cupertino's popular spring and summertime events in 2014. People were invited to respond to questions using interactive boards and stickers. This approach engages all age groups and encourages conversation. The intercept surveys worked to raise awareness about the Stevens Creek Corridor master planning effort while also gauging parks use and recreation habits, and soliciting input on people's desires for the Stevens Creek Corridor and the City of Cupertino's park system.

The first intercept survey was conducted at the Earth Day Festival in the Cupertino Civic Center Plaza on April 5. The event was family oriented and most of the survey participants were families (with kids often taking the lead on the survey) or middle aged singles and couples. More than 100 people participated in this intercept survey event, and it generated excitement and interest in the Stevens Creek Corridor Master Plan. This process was repeated at events at Blackberry Farm Park on May 3 to celebrate Cupertino Day, on July 4 to celebrate Independence Day, and at an event at Blackberry Farm Golf Course on August 8.

The Stevens Creek Corridor Master Plan process combines technical analysis of the creek corridor area with the input from the community to set a direction for the future of the corridor. The public input process is designed to provide multiple opportunities to engage a range of audiences and constituencies. This approach helps ensure that the planning team gathers the input necessary to develop a master plan that is technically sound, rooted in the needs of the community and implementable. No one activity is intended to find "the answer" from the public; rather, the themes that emerge from multiple activities will be used to guide the analysis and recommendations in the plan. Other elements of the public engagement process for the Stevens Creek Corridor Master Plan include an online questionnaire, stakeholder interviews, focus groups, public and online workshops, and public meetings.

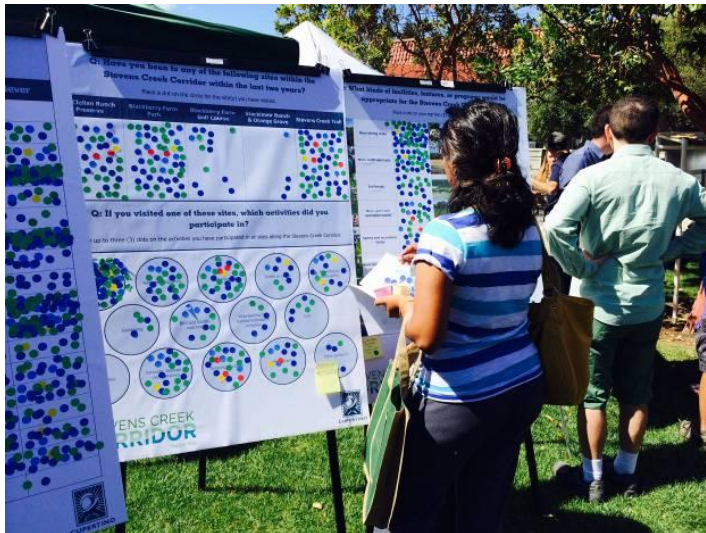
The intercept events are focused on capturing information and ideas from the public by going to where people are, such as to community events, and asking for quick participation. These intercepts capture input from a large number of people and include many people who would not otherwise be involved in the planning and design process because they have schedule conflicts or do not attend traditional community meetings.

The intercept exercise used at all four events included five display boards. One board introduced the Stevens Creek Corridor Master Plan to participants and four boards posed questions that participants were asked to answer using sticky dots they placed on the boards to indicate their responses. This summary provides the results of this exercise from four events, two of which were led by MIG and two that were led by City of Cupertino Recreation and Community Services staff. The events included:

INTERCEPT SURVEY SUMMARY

- Earth Day Festival , Civic Center Plaza, April 5
- Cupertino Day, Blackberry Farm Park, May 3
- Independence Day Event, Blackberry Farm Park, July 4
- Blackberry Farm Golf Course, August 8

Between the four events more than 200 individuals stopped by to learn about the planning process and provide input. The photos below show intercept survey participants at the Earth Day Festival.



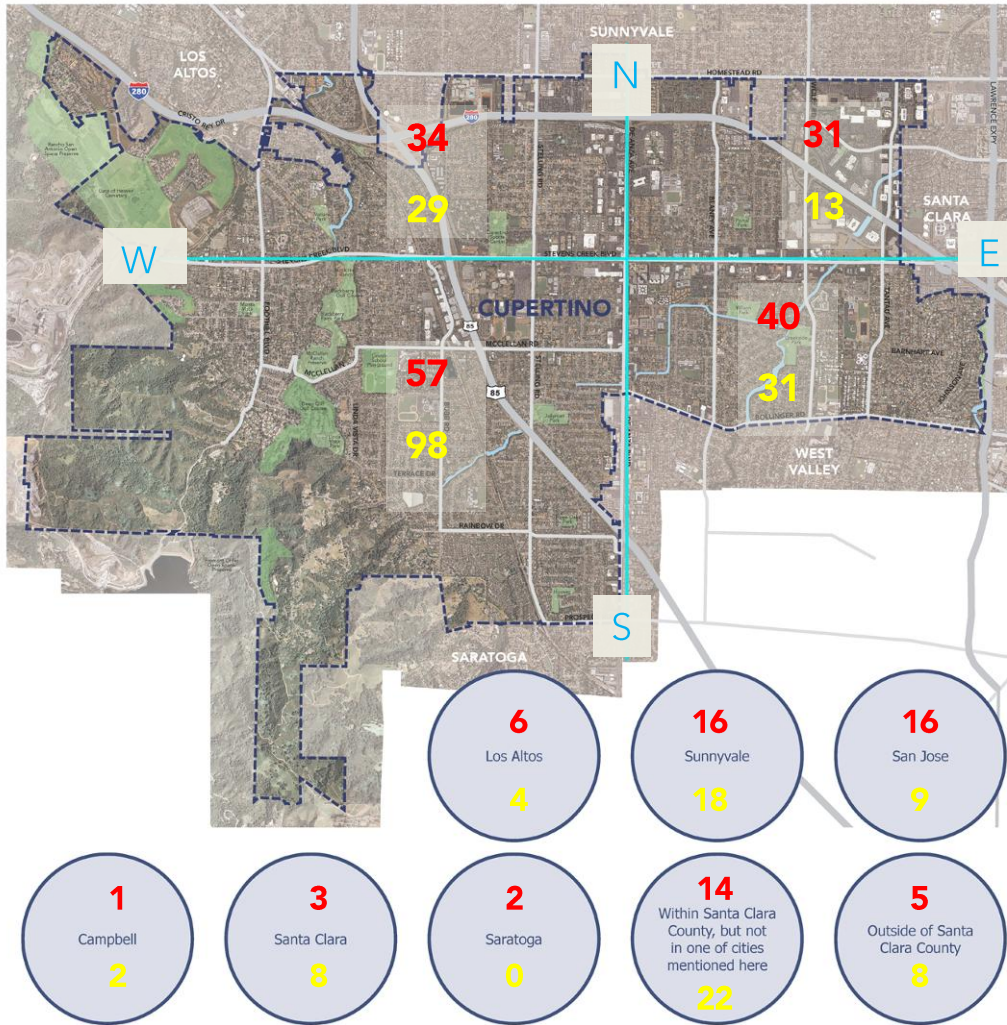
INTERCEPT QUESTION SUMMARIES

Board #1: Where do you live and play?

Q: Where do you live and play?

Place a **RED** dot on the map to show us **where you live in Cupertino**. If you live outside of area shown on the map, place a dot in the appropriate circle.

Place a **YELLOW** dot on the map on the location **where you play or recreate most** in Cupertino. If you play or recreate outside of Cupertino, place a dot in the appropriate circle.



The first board prompted participants to place stickers on the locations where they live and recreate in and around Cupertino. The total responses are noted on the image of the board above. RED numbers indicate the number of participants that LIVE in an area, and YELLOW numbers indicate where they RECREATE. For the purposes of this survey, the city of Cupertino is divided into NW, SW, NE and SE quadrants. De Anza Ave. demarcates west from east Cupertino, and Stevens Creek Blvd. demarcates north from south Cupertino.

About 72 percent of the respondents live in Cupertino and 71 percent play and recreate in Cupertino. Out of the respondents who recreate in Cupertino, 74 percent do so most often on the west side of Cupertino. Only 39 percent marked that they live in west Cupertino. This disparity between the number of people living and recreating in west Cupertino is not surprising since most of the city’s parkland is located west of De Anza Blvd. Of the 22 respondents who indicated that they are recreating outside of Cupertino but within Santa Clara County, 14 marked that they recreate at the Rancho San Antonio Open Space Preserve.

Board #2: How often do you participate in the following recreational activities?

Q: How often do you participate in the following recreational activities?				
Use dots to indicate how often you engage in each activity listed.				
Activity	Frequently <small>(once a week or more)</small>	Sometimes <small>(1-2 times a month)</small>	Rarely <small>(less than 5 times per year)</small>	Never
Walking, jogging, running, or hiking	171	58	6	0
Swimming/aquatics	64	47	35	17
Bicycling	75	52	26	19
Dog walking	26	7	6	91
Playing or watching field sports	41	41	34	20
Court sports (tennis, basketball)	38	32	21	20
Skateboarding	10	5	5	77
Picnicking, barbequing	14	52	44	18
Playing on playgrounds	79	31	13	13
4-H activities	9	4	11	58
Golfing	37	39	29	54
Photography	30	37	22	17
Gardening	51	30	17	30
Outdoor recreation and adventure activities such as a ropes course	13	16	32	30
Special events (concerts, festivals, performances)	27	63	41	13
Bird and wildlife watching	22	20	31	34
Volunteering for habitat restoration activities	8	9	45	26
Other (write in)	3	0	0	1

Responses to this question reveal the participants' most and least popular activities. The top 3 most frequently marked responses within each frequency category (frequently, sometimes, rarely, never) are highlighted in orange in the image of the survey board above. The most frequently practiced activity in Cupertino is walking/jogging/running or hiking followed by playing on playgrounds and bicycling. A couple of participants added that they regularly played badminton and ping pong. Among the activities that participants sometimes participate in, walking/jogging and bicycling were again among the most popular, in addition to special events and picnicking/barbequing. More than 100 respondents marked that they attended special events around five times a year and one person noted that they would like to attend more events. Playing or watching field sports and swimming are also popular activities, although respondents participate in them less frequently. Of those participants who provided a response to dog walking frequency, seventy percent (91 people) marked that they never walk a dog. Skateboarding and 4-H also have low participation, with 58 respondents indicating that they never participate in 4-H and 77 marking that they never skateboard.

Board #3: Have you been to any of the following sites within the Stevens Creek Corridor within the last two years and which activities did you participate in at those sites?

Q: Have you been to any of the following sites within the Stevens Creek Corridor within the last two years?

Place a dot on the circle for the site(s) you have visited.

McClellan Ranch Preserve	Blackberry Farm Park	Blackberry Farm Golf Course	Stockmeir Ranch & Orange Grove	Stevens Creek Trail
109	139	58	18	119

Q: If you visited one of these sites, which activities did you participate in?

Place up to three (3) dots on the activities you have participated in at sites along the Stevens Creek Corridor.



This question provided insights into how Stevens Creek Corridor is used. Blackberry Farm Park, McClellan Ranch Preserve and the Stevens Creek Trail are the most visited sites in Stevens Creek Corridor. It is important to note that Stocklmeir Ranch and Orange Grove were not opened to the public until July 1, 2014 so low visitation can be attributed to the lack of public access prior to that date. Within Stevens Creek Corridor the most popular activities include walking/jogging/hiking, swimming, biking as well as more passive activities including picnicking/barbequing, concerts/festivals and relaxing in nature. The most popular activities are highlighted in orange in the image above. There were a few activities that participants noted as “other,” including badminton, cricket and playing on playgrounds. The least popular activities within Stevens Creek Corridor are 4-H, volunteering and gardening.

Board #4: What kinds of facilities features or programs would be appropriate for Stevens Creek Corridor?

<p>Q: What kinds of facilities, features, or programs would be appropriate for the Stevens Creek Corridor?</p> <p>Place a dot on your top two (2) choices.</p>					
	More hiking trails	99		Nature play	51
	More multi-use trails	76		Education/interpretive exhibits	26
	Trailheads	29		Overlook/viewpoints	34
	More sport and recreation courts	43		Natural area enhancements	34
	Sports and recreation fields	34		Golf facility enhancements	56
	More community garden or farm facilities	49		More picnic facilities	27
	Amphitheater/outdoor event space or related programming	64		Summer camps	45
	More or bigger playgrounds	64		Ropes or challenge courses	75

There was a widespread distribution of interest in the various potential facilities, features and programs for the Stevens Creek Corridor. Trails stand out as the most frequently chosen feature. Ninety-nine respondents marked that more hiking trails and 76 marked that more multiuse trails are appropriate for the Stevens Creek Corridor. The three most popular responses are highlighted in orange on the image of the survey board above. Respondents also indicated interest in active play spaces such as playgrounds or challenge activities such as rope courses. An amphitheatre/outdoor event space also ranked high. Slightly less popular facilities, features or programs for Stevens Creek Corridor were education and interpretive exhibits, trailheads and picnic facilities. Challenge activity such as a ropes or challenge course in Cupertino.

Participants were enthusiastic about providing their ideas for the Stevens Creek Corridor. Programs or facilities that were suggested included:

- Restore the golf course pond/space to practice chipping and wedge shots
- Golf Course irrigation system/well reactivation
- Year-round lap swimming
- Fruit picking
- Tennis
- 4-H
- Connections to other trails and Stevens Creek County Park
- Summer camps