



FOCUS GROUP SUMMARY JULY 2014

INTRODUCTION

In Spring 2014, the City of Cupertino began the process of developing a master plan for Stevens Creek Corridor (SCC). The SCC Master Plan will address how to best meet future park and open space needs for area residents by enhancing existing infrastructure along Stevens Creek Corridor. Though efforts have gone into restoring and improving various areas in the corridor during recent years, no master plan has looked at the site holistically since the planning work done in 2004-06. The site, which extends from Stevens Creek Boulevard on the north to McClellan Road on the south, is the largest open space in Cupertino and with community support will be able to meet many community needs now and into the future.

In July 2014, Ellie Fiore of MIG, a local public engagement, planning and landscape architecture firm, interviewed key stakeholders identified by the City of Cupertino to discuss issues and opportunities that should be addressed in the planning process. These stakeholders represented groups the City wanted to engage in this project – organized sports and recreation groups and other (non-City) service and recreation providers. Carol Atwood, Director of Recreation and Community Services, also attended these meetings. Seven community representatives participated in these conversations from the following organizations:

- YMCA of Silicon Valley
- Santa Clara County Parks
- Santa Clara County Library
- Mid-Peninsula Regional Open Space District
- Cupertino Tennis Club
- American Youth Soccer Organization (AYSO)
- DeAnza Youth Soccer League (DYSL)

FINDINGS SUMMARY

The summary below describes the content of the group conversation and is organized by themes that emerged. The group conversation covered many topics. The summary below organizes these into the following areas:

- Corridor Uses, Issues and Opportunities
- Community Recreation Trends and Needs
- Connectivity
- Blackberry Farm Golf Course
- Partnerships
- Precedents and Case Studies

Corridor Uses, Issues and Opportunities

- Stakeholders expressed strong support for continuing and expanding environmental education on site, including school partnerships.
- On-site trails are great, and there are opportunities to enhance them by providing additional information to users (e.g., level of difficulty) and different trail route and type options.
- Additional docent- or ranger-led hikes, bird watching expeditions or other outdoor educational programs would be a nice addition to the site.
- Additional food options would be desirable and could generate revenue.
- Family-oriented activities and amenities suited to short visits would fit the lifestyle of many busy Cupertino households.
- Consider “pop-up” activities such as food truck / live music events.
- Overall, corridor parking is adequate, though access to Blackberry Farm Park is poor.

Community Recreation Needs and Trends

- Field Space: There is very little sports field space in and around Cupertino and facilities are small for the number of players and groups.
- Soccer: Representatives from soccer organizations expressed support for on-site soccer fields, particularly for younger players. There is demand for small, all-weather, year-round fields and fields that are available on Sundays.
- Multi-use fields: Multi-use fields can be used for multiple ages and sports.

- Facilities: There is demand for basketball, soccer and badminton facilities as well as open space for youth camps and activities, including un-programmed open space.
- Trails: There is growing demand for trails that allow bikes, and declining use by equestrians.
- Pools: The YMCA experiences demand for more swim space and time, including segregated lap swimming and kids' areas, and they are unable to meet this demand. There is wide community interest in year-round swimming, including lap swimming. Existing lanes and pool space are insufficient. Available pool space cannot accommodate the current demand.
- Senior Activities: Activities and facilities for seniors are increasingly in demand, and will likely continue to be so based on demographic trends. Many seniors use regional trails.
- Tennis: Tennis continues to grow in popularity and courts city-wide are fully booked. The Sports Center cannot expand any further to add capacity.
- Baseball: Local participation in baseball teams and leagues is declining, and local groups are consolidating and renting out some facilities to generate revenue, including the concession stand. To date, they have not begun renting out their fields.

Connectivity

- Several stakeholders noted that the Stevens Creek Corridor master plan project is an opportunity to strengthen connections to nearby amenities, Linda Vista Park, Deep Cliff Golf Course and the Parkside Trails project.
- Enhancing regional trails connections to both the north and the south of the Corridor is a priority for the Mid-Peninsula Regional Open Space District and County. The general obligation bond ballot measure AA funding is available for some trail segments.
- It is important to consider how uses match across jurisdictions so that users can have a consistent experience even as they cross city boundaries.

- The Parkside Trails project CEQA analysis includes a potential trails connection from McClellan Road southward. Steep grades to points south of the Corridor are a challenge for trails.

Blackberry Farm Golf Course

- Golf is declining nationwide, and many courses are not environmentally or financially sustainable. San Jose is closing multiple courses.
- However, there are trends for golf courses that could help support Blackberry Farm Golf Course if it remains. These include soccer golf, couples golf, and kids and schools programs.
- While representatives of the soccer organizations support the addition of fields in the City and in the Corridor, they also acknowledged the important role of the City's golf course and supported including both uses on-site if possible.
- Youth programs in particular, like the Deep Cliff "Young Guns" program, have been successful in increasing participation by multiple generations (youth and their parents), including immigrant families.
- One person suggested replacing the Blue Pheasant with a business that could support the golf course.

Partnerships

- While there are many agencies competing for space, there are also opportunities for partnerships and sharing resources.
- For example, Archbishop Mitty High School and John Mise Park have a shared use agreement for field and court use that includes support for maintenance.
- The County Library is willing to distribute information on the planning process and other County initiatives, and would be interested in a larger effort to promote health and wellness through physical activity.

Precedents and Case Studies

- The County's Stevens Creek County Park 1993 Master Plan may offer relevant information and ideas for the Corridor Master Plan.
- The new Marshall Cottle County Park will include several agricultural projects and partnerships with the University of California Extension, Village Harvest and 4H.
- Parish Ranch (Oak Glen) was cited as a good example for McClellan Ranch.