



CITY OF CUPERTINO DEPARTMENT OF RECREATION AND COMMUNITY SERVICES

stevens creek corridor master plan

DEMOGRAPHIC & RECREATION TRENDS



INTRODUCTION

The Demographics and Recreation Trends Analysis helps inform decision-making processes in terms of understanding changes in user preference of spaces, facilities and recreation pursuits over time. Populations are dynamic: people move in and out of a community, people who stay in a community age, and people are born and die every day. Demographic shifts can result in changes in consumer preferences, including for recreation.

This document presents a population profile for Cupertino, covering population projections, income, employment, household composition, ethnicity, and age; and findings on recreation trends related to demographics. Additional recreation trends that affect facility planning and design will be addressed in a subsequent work product.

Cupertino's Population Profile

The following sections detail demographic characteristics and trends in Cupertino, including how the city has changed and grown in recent years, which will inform the subsequent project needs analysis. Demographic data were compiled from the 2010 U.S. Census Decennial Census and 2008-2012 American Community Survey (ACS). The ACS publishes estimates of demographic conditions for geographies the size of Cupertino based on statistical sampling conducted continuously over a three-year period. While these data cannot represent conditions at a specific point in time, as in the previous decennial censuses, they are updated on an annual basis and offer a valuable means to compare characteristics across geographies. Estimated future changes in population, households, and employment were based on projections provided by the Association of Bay Area Governments (ABAG). To the extent that data are available, information is presented for Cupertino along with comparative information for Santa Clara County and the nine-county Bay Area. The base year of the demographic analysis is 2010 to facilitate comparisons and for consistency with ABAG forecasts.

Population

Between 2000 and 2010, the rate of population and household growth in Cupertino surpassed the growth rate in surrounding areas. As shown in Table 1, Cupertino had a population of 58,302 residents and 20,181 households in 2010. These figures represent a 15 percent increase in population and an 11 percent increase in households since 2000, significantly higher than the rate of growth in Santa Clara County (six percent increase in population; seven percent increase in households) and the Bay Area (five percent increase in population; six percent increase in households). A portion of this population growth can be attributed to the City's annexation of 168 acres of land between 2000 and 2008. Cupertino's annexation of Garden Gate, Monta Vista, and scattered County "islands" added 1,600 new residents. After removing the population increases from these annexations, the City of Cupertino experienced a 12 percent increase in its population during the previous decade.

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Overall, the state of California's population grew at a similar rate to Cupertino, with an overall increase of 10 percent. For 2013, the population of Cupertino is estimated to be 60,189.

Table 1: Population and Household Trends, 2000-2010

	2000	2010	Percent Change 2000-2010
Cupertino Population	50,546	58,302	15.3%
Households	18,204	20,181	10.9%
Santa Clara County Population	1,682,585	1,781,642	5.9%
Households	565,863	604,204	6.8%
Bay Area (a) Population	6,783,760	7,150,739	5.4%
Households	2,466,019	2,608,023	5.8%
California Population	33,871,648	37,253,956 (b)	10.0%
Households	11,502,870	12,577,498 (b)	9.3%

Notes:

(a) The nine-county Bay Area includes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma counties.

(b) Average household size and household type figures from American Community Survey (ACS), 2007-2011.

Sources: U.S. Census 2000 & 2010; BAE, 2013.

Household Composition

Households in Cupertino tend to about the same size as Santa Clara County, but slightly larger than average for the Bay Area as a whole. In 2010, the average household size was approximately 2.9 persons in Cupertino and Santa Clara County, as well as 2.9 persons in the state overall, as shown in Table 2. Cupertino has a larger proportion of family households and households with children than Santa Clara County and the Bay Area. Family households accounted for more than three-quarters of all Cupertino households (78 percent) in 2010, compared to 71 percent of households in Santa Clara County and 65 percent of households in the Bay Area. Close to half of all households in Cupertino (46 percent) included children under the age of 18, compared to approximately one third in Santa Clara County (35 percent) and the Bay Area (30 percent). The large and growing number of households with children in Cupertino is due largely to the highly rated school districts that serve the city.

Household characteristics suggest recent demographic shifts in Cupertino, leading to larger household sizes, more families, and more households with children. The average household size in Cupertino increased from 2.75 persons in 2000 to 2.87 persons in 2010, while the average household size was essentially unchanged in both Santa Clara County and Bay Area. The proportion of family households and households with children also increased between

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2000 and 2010 in Cupertino while changing only slightly in Santa Clara County and the Bay Area.

Table 2: Household Composition, 2000-2010

	2000	2010	Percent Change 2000-2010
Cupertino Household Size	2.75	2.87	4.36%
Santa Clara County Household Size	2.92	2.9	-0.6%
Bay Area (a) Household Size	2.69	2.69	0%
California Household Size	2.87	2.9	1.04%

Age Distribution

Census data indicate that Cupertino residents have a slightly higher median age than residents in the region, and the city has a significantly different distribution of age cohorts. In 2010, the median age in Cupertino was 39.9, compared to 36.2 in Santa Clara County, and 37.7 in the Bay Area. Looking at the age cohorts, as shown in Table 3, Cupertino has a high proportion of children under 18 (28 percent of the population in 2010, compared to 24 percent in the county and 22 percent in the region) and adults in the 35 to 64 years-of-age cohort (46 percent of the population in 2010, compared to 41 percent in the county and 42 percent in the region). Conversely, the city has a lower proportion of adults in the 18 to 34 years-of-age cohort, which accounted for only 14 percent of the population in Cupertino and 24 percent of the population of the county and region. These data demonstrate that Cupertino is primarily populated by families with children and that young adults do not comprise a large portion of the population, though there is a significant adult and middle-aged population.

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Table 3: Age Distribution, 2000-2010

Age Cohort	City of Cupertino		Santa Clara County	
	2000	2010	2000	2010
Under 15	22.4%	22.5%	20.9%	20.2%
15 to 17	4.3%	5.1%	3.9%	3.9%
18 to 20	2.5%	2.8%	3.9%	3.8%
21 to 24	2.7%	2.8%	5.4%	5.1%
25 to 34	12.1%	8.6%	17.8%	15.1%
35 to 44	21.0%	18.2%	17.6%	15.6%
45 to 54	15.4%	17.3%	13.0%	14.8%
55 to 64	8.7%	10.2%	8.0%	10.4%
65 to 74	5.8%	6.2%	5.2%	6.0%
75 to 84	3.8%	4.0%	3.3%	3.5%
85 +	1.4%	2.2%	1.1%	1.5%
Median Age	37.9	39.9	34.0	36.2

Sources: Association of Bay Area Governments (ABAG), Housing Element Data Profiles, December 2013.

Ethnicity

Cupertino differs markedly from the county and region with respect to the racial and ethnic breakdown of the population. In 2010, almost two thirds (63 percent) of the population of Cupertino was of Asian descent, while approximately one third of the population of Santa Clara County and one quarter of the population of the Bay Area consisted of individuals of Asian descent. In all three geographies, data from 2010 demonstrate a significant increase in the Asian population compared to 2000; however, the difference is especially notable in Cupertino, where the Asian population grew by nearly 20 percent between 2000 and 2010.

Compared to the county and region, Cupertino had a smaller share of individuals from all other racial and ethnic groups in 2010. The city's share of individuals of Hispanic origin (four percent of the population) is particularly small relative to Santa Clara County (27 percent of the population) and the region (24 percent of the population).

A sizeable portion of the population is foreign-born, which attributes to the ethnic heterogeneity of the City. According to the ACS survey, over 29,000 residents of the City were foreign-born, almost half of the population. Of the foreign-born population, 83% are of Asian descent. This immigrant population is highly-educated and high-earning, with 33% of the population being college-educated, and nearly half (47.5 percent) having obtained a post-graduate or professional degree. Approximately 91 percent of the population speaks a language other than English, and 34 percent reports that they speak English "less than very well." Typically, these foreign-born residents gravitate towards jobs in either manufacturing or professional jobs in scientific, technical, or management positions, with more than three-quarters (76.4 percent) earning over \$75,000 per year.

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Table 4: Cupertino Ethnicity, 2000-2010

Ethnicity	Census 2000		Census 2010		Percent change 2000-2010
	Total	Percent	Total	Percent	
White	25,342	50.1%	18,270	31.3%	-18.8%
Black or African American	347	0.7%	344	0.6%	-0.1%
American Indian and Alaska Native	101	0.2%	117	0.2%	0%
Asian	22,462	44.4%	36,895	63.3%	18.9%
Native Hawaiian and Other Pacific Islander	67	0.1%	54	0.1%	0%
Some other race	639	1.3%	670	1.1%	0.2%
Two or more races	1,588	3.1%	1,952	3.6%	0.5%
Total	50,546	100%		58,302	100%
Hispanic or Latino (of any race)	2,010	4.0%	2,113	3.6%	-0.4%
Total Not Hispanic or Latino	48,536	96%	56,189	96.4%	0.4%

Household Income

Households in Cupertino earn significantly higher annual incomes than households in Santa Clara County and the Bay Area. ACS data indicate that the median annual household income in Cupertino was over \$127,500, approximately \$40,000 higher than the median household income in Santa Clara County (\$86,850) and \$51,500 more than the median income in the Bay Area (\$75,989). Income disparity between Cupertino and the region was most substantial in the high income categories. Approximately one quarter of all households in Cupertino had an annual income of \$200,000 or more, while only 14 percent of households in Santa Clara County and 11 percent of households in the Bay Area had an annual income of \$200,000 or more.

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Table 5a: Household Income Distribution, 2011

Household Income	City of Cupertino		Santa Clara County		Bay Area (a)	
	Number	Percent	Number	Percent	Number	Percent
Less than \$24,999	1,844	9.1%	79,057	13.2%	404,254	15.7%
\$25,000 to \$49,999	1,933	9.6%	90,027	15.0%	440,575	17.1%
\$50,000 to \$74,999	1,965	9.7%	84,596	14.1%	403,087	15.6%
\$75,000 to \$99,999	1,874	9.3%	75,974	12.7%	324,123	12.6%
\$100,000 or more	12,560	62.3%	269,998	45.0%	1,005,441	39.0%
Total	20,176	100%	599,652	100%	2,577,480	100%
Median Household Income	\$124,825		\$89,064		(b)	
Per Capita Income	\$51,965		\$40,698		(b)	

Notes:

(a) Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma Counties.

(b) Median income data cannot be calculated from the ACS for Bay Area.

Source: Association of Bay Area Governments (ABAG), Housing Element Data Profiles, December 2013.

Table 5b: Households by Income Category, 2010

Income Category (% of County AMI)	City of Cupertino		Santa Clara County	
	Households	Percent	Households	Percent
Extremely Low (30% or less)	1,485	7.6%	75,395	12.6%
Very Low (31 to 50%)	1,320	6.7%	61,830	10.4%
Low (51 to 80%)	1,260	6.4%	56,325	9.4%
Moderate or Above (over 80%)	15,515	79.2%	403,195	67.6%
Total	19,580	100%	596,745	100%

Source: Department of Housing and Urban Development (HUD), Comprehensive Housing Affordability Strategy (CHAS), based on American Community Survey (ACS), 2006-2010.

Cupertino residents' high level of educational attainment correlates positively with a high degree of professional occupations concentrated in management, business, science, and arts as compared with Santa Clara County or the Bay Area. As a result of the higher percentage of management, business, science, and arts occupations, the median earnings of those working in Cupertino (as opposed to those living in Cupertino) is \$81,000, again higher than Santa Clara County overall.

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Despite enjoying a comparatively higher median household and earning income than the rest of the county and region, 4.2 percent of individuals are living below the poverty level according to the ACS estimate for 2008-2012.

Local Employment Opportunities

Since 2000, there has been a net increase of over 1,200 jobs held by Cupertino residents, for a total of 25,200 employed residents in 2011. As shown in Table 6, the number of jobs held by Cupertino residents grew by 5.2 percent between 2000 and 2011. The City of Cupertino job growth percentage was far greater than the growth experienced by Santa Clara County as a whole at 0.8 percent between 2000 and 2011.

Despite this overall growth, most industry sectors experienced a decline in the number of jobs available. Between 2000 and 2011, the largest job losses in employment occurred in the manufacturing and retail trade sectors. These decreases were offset by growth in the professional, scientific, management, technology, administrative, and waste management services industry, which added 1,748 jobs, and the educational, health, and social services industry, which added 1,144 jobs. Even with the recent changes to employment sectors during the previous decade, manufacturing remains the largest job sector for residents of both Cupertino and Santa Clara County. As of 2011, manufacturing jobs comprise 28.1 percent of all jobs held by Cupertino residents and 19.6 percent of jobs held by residents of Santa Clara County overall. The manufacturing sector includes the production of computer, electronic, and communication equipment, with such major employers as Apple and Hewlett-Packard. The largest employers in the City include: Apple (whose worldwide headquarters is situated in Cupertino, the Cupertino Union School District, the Foothill-De Anza Community College District, the Fremont Union High School District, and Seagate Technology.

With the 2008-2012 collapse of the financial and credit markets and the worldwide recession, Cupertino and the broader Silicon Valley region lost some of the gains in key sectors that were achieved between 2003 and 2007. The impacts of the economic downturn, although serious, were somewhat localized to particular sectors and industries such as construction, manufacturing, and retail/wholesale trade. Fortunately for Cupertino, high-tech employment did not decline at the same rate as the rest of the economy, and long-term prospects for this sector remain strong.

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Table 6: Jobs by Sector, 2000-2011

Industry Sector	Cupertino					Santa Clara County				
	2000		2011		% Change	2000		2011		% Change
	Jobs	% Total	Jobs	% Total		Jobs	% Total	Jobs	% Total	
Agriculture, forestry, fishing and hunting, and mining	76	0.3%	36	0.1%	-52.6%	4,364	0.5%	4,425	0.5%	1.4%
Construction	642	2.7%	420	1.7%	-34.6%	42,232	5.0%	47,005	5.5%	11.3%
Manufacturing	7,952	33.2%	7,077	28.1%	-11.0%	231,784	27.5%	167,034	19.6%	-27.9%
Wholesale trade	628	2.6%	545	2.2%	-13.2%	25,515	3.0%	20,252	2.4%	-20.6%
Retail trade	2,056	8.6%	1,540	6.1%	-25.1%	83,369	9.9%	81,918	9.6%	-1.7%
Transportation and warehousing, and utilities	383	1.6%	425	1.7%	11.0%	23,546	2.8%	23,578	2.8%	0.1%
Information	1,462	6.1%	1,370	5.4%	-6.3%	39,098	4.6%	32,627	3.8%	-16.6%
Finance, insurance, real estate, and rental and leasing	1,246	5.2%	1,368	5.4%	9.8%	38,715	4.6%	44,015	5.2%	13.7%
Professional, scientific, management, administrative, and waste management services	4,667	19.5%	6,415	25.5%	37.5%	131,015	15.5%	152,960	18.0%	16.7%
Educational, health, and social services	3,063	12.8%	4,207	16.7%	37.3%	123,890	14.7%	157,349	18.5%	27.0%
Arts, entertainment, recreation, accommodation and food services	832	3.5%	734	2.9%	-11.8%	49,186	5.8%	60,638	7.1%	23.3%
Other services (except public administration)	590	2.5%	715	2.8%	21.2%	29,987	3.6%	36,330	4.3%	21.2%
Public administration	362	1.5%	351	1.4%	-3.0%	21,211	2.5%	22,421	2.6%	5.7%
Total	23,959	100%	25,203	100%	5.2%	843,912	100%	850,552	100%	0.8%

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Unemployment

According to unemployment data provided by the State of California Employment Development Department, as of February 2014, the City of Cupertino had an unemployment rate of approximately 3.9 percent. The unemployment rate for the City was less than that of the County as a whole (6.1 percent). Since 2008, the unemployment rate has remained stable in both the City and the County, which had unemployment rates of 3.8 percent and 6.0 percent, respectively, at that time.

Modes to Work for People 16 and Over

The ACS estimates that residents' average about 24 minutes for their daily commute. Over 24,000 residents commute to work, with most (89 percent) utilizing a car, truck, or van as their mode of transport. Most of these drivers, 77 percent, drove alone, while 1 percent carpooled. At 1.5 percent, public transportation usage is relatively low compared to the county (3.3 percent) and the greater Bay Area (10 percent). Among the modes of public transportation, buses are the most widely utilized (0.9 percent), while biking and walking, 0.9 percent and 1.9 percent respectively. About 5.7 percent of the population works from home or telecommutes. Table 7 outlines the means of transportation trends for the City.

The City is serviced by the Santa Clara Valley Transportation Authority (VTA), which provides bus, light rail, and shuttle service for a multitude of routes and connections to transit regional transit hubs throughout Santa Clara County. Caltrain provides regional rail services in proximity to the City of Cupertino. Major transit freeways and highways include US Route 101, Interstate 280, and CA State Routes 85 and 82. The VTA has accommodated rush hour traffic through the creation of Silicon Valley Express Lanes, on the SR 237/I-880. The VTA also has a comprehensive Bicycle Program that serves residents of Santa Clara County. In the City of Cupertino, and throughout the county, bike lanes, bike parking, and bike and transit centers have been created to improve bicyclist and transit safety.

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Table 7: Means of Transportation to Work

Transportation Mode	City of Cupertino		Santa Clara County	
	Totals	Percent	Households	Percent
Car/truck/or van	21,563	89%	717,507	10.4%
Drove alone	18,834		630,618	
Carpooled	2,729	6.4%	83,889	9.4%
Public Transportation	373	1.5%	26,876	
Bus or trolley bus	228	0.9%	17,663	
Streetcar or trolley car	0	0%	1,431	
Subway or elevated	16	0.1%	1,357	
Railroad	129	0.5%	6,412	
Ferryboat	0	0%	13	
Taxicab	16	0.1%	345	
Motorcycle	76	0.3%	2,386	
Bicycle	207	0.9%	11,777	67.6%
Walked	466	1.9%	18,011	
Other means	164	0.7%	9,653	
Worked at home	1,372	5.7%	37,267	
Total	24,237	100%	820,822	100%

Source: Association of Bay Area Governments (ABAG), City of Cupertino, Santa Clara County. Based on American Community Survey (ACS), 2006-2010.

Population Projections

Table 8 presents population, household, and job growth projections for Cupertino, Santa Clara County, and the nine-county Bay Area region between 2010 and 2040. The figures represent the analysis conducted by the Association of Bay Area Governments (ABAG) using 2010 Census data and a variety of local sources.

Cupertino's population is expected to grow by 12,898 residents—from 58,302 in 2010 to 71,200 in 2040. This translates into an increase of 22 percent over 30 years. ABAG projects both Santa Clara County and the ABAG region to experience much larger growth (36 percent and 31 percent over 30 years, respectively). Specifically, communities with lower housing costs have been experiencing influxes of residents in search of comparative affordable housing. As a community with high costs of housing, Cupertino has not experienced an influx of residents. Instead, Cupertino's job growth is expected to continue to outpace population and household growth in Cupertino between 2010 and 2020, compounding the "jobs rich" nature of the City, resulting in a jobs-to-housing ratio of 1.40 by 2020 (up from 1.29 in 2010) but mirroring the regional average of 1.40. Furthermore, job growth is projected to level off after 2020 to a comparable pace with population and household growth. Similar trends are also projected for the County and the ABAG region as a whole.

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Table 8: Population, Household, and Job Projections, 2010-2040

	2010	2020	2030	2040	Percent Change		
					2010-2020	2020-2030	2030-2040
City of Cupertino							
Population	58,302	62,100	66,300	71,200	6.5%	6.8%	7.4%
Households	20,181	21,460	22,750	24,040	6.3%	6.0%	5.7%
Jobs	26,090	29,960	31,220	33,110	14.8%	4.2%	6.1%
Santa Clara County							
Population	1,781,642	1,977,900	2,188,500	2,423,500	11.0%	10.6%	10.7%
Households	604,204	675,670	747,070	818,400	11.8%	10.6%	9.5%
Jobs	926,270	1,091,270	1,147,020	1,229,520	17.8%	5.1%	7.2%
Bay Area (a)							
Population	6,432,288	7,011,700	7,660,700	8,394,700	9.0%	9.3%	9.6%
Households	2,350,186	2,560,480	2,776,640	2,992,990	8.9%	8.4%	7.8%
Jobs	3,040,110	3,579,600	3,775,080	4,060,160	17.7%	5.5%	7.6%

Notes: (a) Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma Counties.

Source: Association of Bay Area Governments (ABAG), Housing Element Data Profiles, December 2013.

Recreation Trends

As noted, the demographic composition of a community can have an impact on recreation, including use patterns and preferences. Cupertino's park system was built to serve a population that was mostly white, middle class, and residing in single family homes. Today, Cupertino's population profile is different, though it is still a community that attracts families with children. While single family homes remain a significant portion of the housing available, other multi-family options are more available. In addition, the employment population has grown significantly.

This section reviews recreation trends, at the national, state, regional and local levels.

National Trends and Issues

Each of the national trends highlighted below has implications for parks and recreation service providers, and is seen at the regional and local levels.

- Connecting Kids with Nature.** Across the country there has been a movement to connect kids with nature and the outdoors. This movement is in response to data about the decreased time kids are spending in the outdoors compared to previous generations. In particular, the book *Nature Deficit Disorder* by Richard Louv spurred a national dialogue on this topic. According to the California Outdoor Recreation Plan (CORP), by 2008 children between the age of 8 and 18 years were spending an average of nearly 6.5 hours per day with electronic media. That average is likely

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higher now. A growing body of research confirms that spending time in nature benefits children. Children who directly experience the natural world are intellectually, emotionally, socially, spiritually and physically healthier.

- **The “Mainstreaming” of Outdoor Recreation.** According to the Outdoor Industry Association, a record number of Americans — 142.6 million — participated in at least one outdoor activity and collectively went on 12.1 billion outdoor outings in 2013. The popularity of outdoor recreation did not wane, despite the recent economic downturn, as retail sales of sporting goods products (equipment, footwear, clothing, and recreational transport) still represented consumer expenditures of over \$37.7 billion nationally in 2009. Not surprisingly, the Baby Boomer generation (people aged 42-60) and the millennial generation (age 30 and younger) are the largest segments driving this new outdoor lifestyle trend. Typical activities include: camping, hiking, biking, boating, swimming, fishing, and wildlife viewing. Today, the active outdoor lifestyle has gone mainstream, and is characterized by an emphasis on wellness and quality time with family and friends. To meet this new and changing demand, people are looking for ways to be outdoors in an urban area. Due to time demands of family and jobs, convenience and accessibility are critical, especially in urban environment. The opportunity and challenge before parks and recreation professionals is to provide meaningful outdoor activity in urbanized environments. Recreation-Oriented Development is the new term for the alignment of parks, recreation and open space to drive new investment in both urban and suburban communities and focus development in established communities.
- **An Emphasis on Health and Wellness.** Our nation is facing a health and wellness crisis on many levels. With high levels of obesity and diseases such as diabetes and heart disease, our citizens are becoming more sedentary and at the same time are struggling with ever-increasing health care costs. The health care sector itself has begun to look at prevention as a way to increase health and reduce costs. More study is being done on the built environment and its impact on activity levels. Both physical and mental in recreation, two critical factors that need to be considered in the provision of outdoor recreation are: (1) the need for flexibility in recreation programs, and (2) the need to provide opportunities for stress release. The benefits of outdoor recreation are multitudinous, as outdoor activities promote wellness, social interaction, and a connection to the outdoors. A report for the Outdoor Resources Review Group outlined the positive impact outdoor recreation has on health, both as an alleviator of stress and as a means to combat obesity and similar health concerns. For children specifically, outdoor activities at an early age can cultivate an interest and connection with the outdoors that can last a lifetime. This is especially important with the omnipresence of handheld devices and computers that is increasingly prevalent in younger generations. Outdoor environments such as parks and open spaces also promote social interaction, adding intrinsic value to communities and environments.
- **Technology.** Technology offers parks and recreation providers new opportunities as well as new challenges. Technology can simultaneously provide a mass communication tool while improving affordability, accessibility, and efficiency of community facilities and services. Opportunities for tech-aided recreation are

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growing while a countertrend for techno-free parks and environments also is emerging. Technology is adopted and embraced differently by different population groups. In a highly educated, high income, and tech savvy community like Cupertino, there are higher expectations around technology and communications. The populations between the ages of 18 and 44 in particular are technologically-fluent, have come of age during a rapid digital expansion, and will likely integrate technology into recreational endeavors.

In addition to mobile internet access, low-cost hardware such as Global Positioning System (GPS), wearable fitness trackers and rugged video cameras have emerged as important technology in outdoor recreation. These widely available technologies are adding an additional layer to the park users' experience, allowing recording of routes, physical achievement and video which for personal enjoyment or sharing with others. Portable, rugged cameras (both on mobile phones and special purpose such as GoPro video cameras) are often used to record the exploits and explorations of outdoor enthusiasts directly from their point of view. These cameras record directly to digital formats that can be shared online. GPS enabled devices allow for recording trip information and advanced orienteering or geocaching. A key challenge is the rapid change in technology, which happens at a pace faster than many public parks agencies are accustomed to.

State and Regional Trends and Issues

- **A Diverse State.** According to a park and recreation trend report prepared by the California Department of Parks and Recreation (CDPR), the population of California will approach 50 million by 2040, representing 12 percent of the nation's population. The population will be amongst the most diverse in the nation, attributing to 36 percent of the U.S. Asian population, 31 percent of the U.S. Hispanic and Latino population, as well as 23% of the mixed-ethnic population. Furthermore, it will continue to lead the nation in the number of foreign-born people living in the state. The youngest population, California's K-12 demographic, will be amongst the most culturally diverse population in the world. With technology a central facet in their lives from birth.
- **Baby Boomers.** Mirroring the national trend of an aging population, the senior population in California is expected to double by 2020. According to the same CDPR report, older populations will be "drawn to conservation and heritage causes, adding much-needed capacity to California's citizen-steward ranks."

City of Cupertino Trends and Issues

- **General Plan Guidance.** Nurturing an interest in parks, recreation, and open spaces reinforces the goals and policies set forth by the City's General Plan, which iterates the importance of "building community by bringing people together in common gathering places and tying neighborhoods together through connecting trails."
- **Income Disparity.** Despite having a relatively high median household income level, Cupertino has a population of residents who are below the poverty line. This population accounts for 4 percent of Cupertino residents.

DEMOGRAPHIC AND RECREATION TRENDS ANALYSIS

- **Employment Population.** Cupertino has a significant employment population, dominated by high tech jobs. The high tech industry is known for providing recreation and entertainment amenities as part of the workplace environment, such as ping pong tables, basketball courts, and social gathering spaces, as a means of attracting and keeping talent. Nonetheless, there may be recreation needs, and this population may be using public parks and facilities.

Master Planning Implications

This report is intended to provide a deeper understanding of who Cupertino is serving today and who the City will be serving in the future, to inform the citywide needs assessment now under development as well as the design program for the Stevens Creek Corridor.

