



CITY OF CUPERTINO DEPARTMENT OF RECREATION AND COMMUNITY SERVICES

stevens creek corridor master plan

MAPTIONNAIRE SUMMARY



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MAPTIONNAIRE QUESTIONNAIRE SUMMARY SEPTEMBER 2014

INTRODUCTION

An interactive online mapping questionnaire was developed to supplement MIG's existing site analysis and to collect specific, place-based input from the public about their needs and desires for the future of Stevens Creek Corridor. The questionnaire was linked to the project website and made available to the public between July 25, 2014 and September 4, 2014 and gathered 338 responses. Twenty-five of the responses were made from mobile devices. The data collected from Maptionnaire was put into a GIS data set which was mapped for use by the project team, technical advisory group, parks and recreation commission and at public meetings.

The questionnaire asked participants to respond to a series of *map-related* and *non map-related* questions that addressed participation, knowledge of Stevens Creek Corridor sites, site access, demographics, traveled routes, general parks visitation, and problems/opportunities in the Cupertino parks system.

MAP-RELATED QUESTIONS

Seven maps, which are included in the appendix, were produced from the map-related questions. The following questions each correspond to an individual map that was created from collected data from Maptionnaire. Findings from each map are highlighted here:

Where do you live?

- A concentration of questionnaire respondents lives west of Highway 85.
- Within this group, a notable number of responses came from those in the general vicinity of Stevens Creek Corridor.
- Very few responses came from residents of the northeastern portions of the city or people that live outside of the city limits.

Finding: There is an opportunity to advertise attractions at Stevens Creek Corridor to neighborhoods in Cupertino where there is less familiarity or knowledge of what the site has to offer. Evaluation of directional signage and pedestrian routes should be analyzed.

What do you typically do at parks you visit in Cupertino?

- Walking, running and jogging received the most responses overall.
- In Stevens Creek Corridor, passive uses such as relaxing, reading, being outdoors, dog walking, bringing kids to play, and friends and family get together were well represented responses.

Finding: Users of Stevens Creek Corridor use the site in multiple ways and are accustomed to the broad range of programming opportunities available there.

How do you get to the park?

- Most respondents access the park from the east side using Stevens Creek Boulevard, Byrne Avenue, San Fernando Avenue and McClellan Road.
- With the exception of access via Stevens Creek Boulevard, all access routes go through mainly single-family and some multi-family residential areas.

Finding: Future plans for improvements of access routes to Stevens Creek Corridor should ensure there are adequate amounts of signage, lighting and pedestrian amenities to ensure safety and comfort.

Where do you enter the park and where are the barriers?

- Most visitors enter at Stevens Creek Trailheads at both Stevens Creek Boulevard and McClellan Road.
- Most visitors going to Blackberry Farm Park enter along San Fernando Avenue.
- Respondents noted busy areas at entry locations at Stevens Creek Boulevard and McClellan Road.
- Dangerous intersections and crossings were identified at the following locations:
 - McClellan Ranch Preserve entrance
 - McClellan Road and Linda Vista Drive
 - McClellan Road and Byrne Avenue
 - Stevens Creek Boulevard and Phar Lap Drive
 - Stevens Creek Boulevard and Stevens Creek Trail entrance

Finding: Future plans for improvements to access points along the Corridor should prioritize locations along McClellan Road and Stevens Creek Boulevard.

What is the primary reason you visit this area of the park?

Programmed areas successfully attract park users seeking a particular activity or facility type.

- Blackberry Farm Golf Course – Primary reason is golf
- Stocklmeir Ranch – Primary reason is walking, jogging, running or hiking
- Blackberry Farm Park – Respondents use the Blackberry Farm Park for a broad range of reasons including:
 - Walking, jogging, running or hiking
 - Swimming/aquatics
 - Bird and wildlife watching
- McClellan Ranch Preserve – Respondents use McClellan Ranch Preserve for a broad range of reasons including:
 - Walking, jogging, running or hiking
 - Bird and wildlife watching
 - Relaxing in nature
 - Bicycling

Finding: While most of the sites in Stevens Creek Corridor accommodate multiple uses in single areas, some activities, such as golf, result in a better experience for users when they do not mix with other activities. Additionally, activities such as bird and wildlife watching may also benefit from having secluded areas that are not disturbed by bicyclists, runners or dog walkers.

Where in the park have you visited?

- Respondents reported most visits to Stevens Creek Trail, Blackberry Farm Golf Course, pools at Blackberry Farm Park, and community gardens at McClellan Ranch Preserve.
- The perimeter areas of McClellan Ranch Preserve, Blackberry Farm Park, and Stocklmeir Ranch have fewer reported visits than the areas along the trail, near the pool, community gardens and outbuildings.

Finding: Visitors to Stevens Creek Corridor primarily visit areas with clear programming focuses, so there are opportunities to develop passive uses that are appropriate for less traveled areas of the site.

What problems/opportunities do you see at this park?

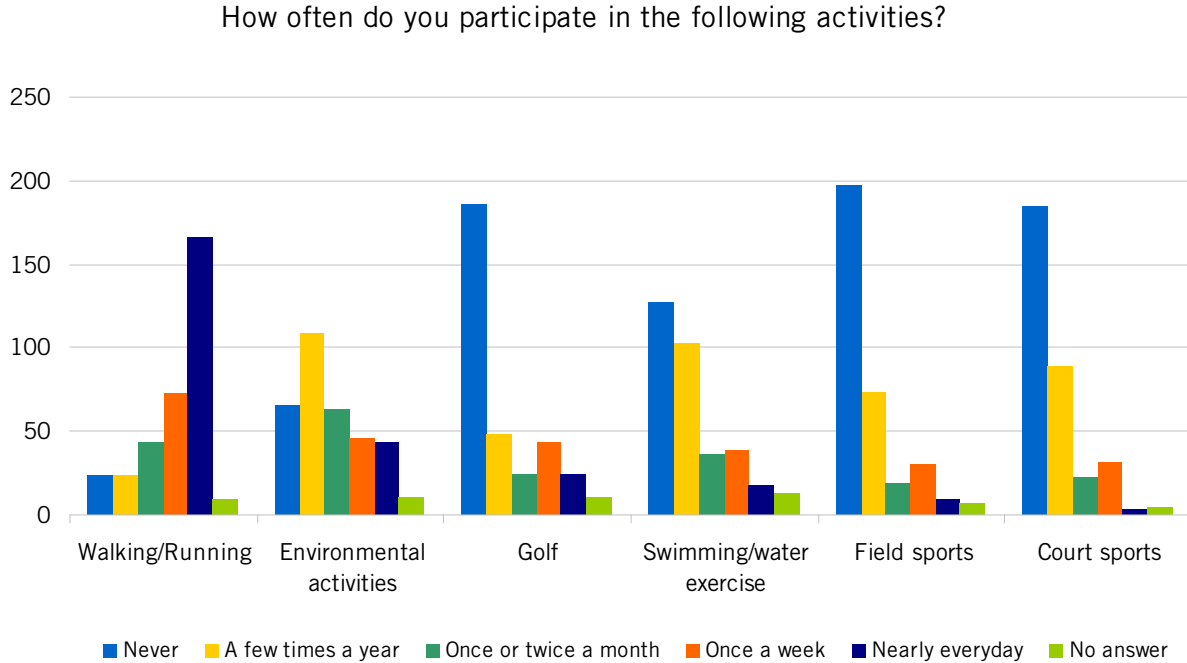
- Overall, there is concern that there has been little improvement to McClellan Ranch Preserve, Blackberry Farm Golf Course, and Stocklmeir Ranch since the City purchased it.
- City should upgrade infrastructure and balance the purpose of each area in order to provide a high programming experience and maintain quality.
- Blackberry Farm Golf Course:
 - Establish guidelines for care of course to prevent usage of toxins found in fertilizers, weed killers, and rodenticides which can pollute the creek due to runoff or misuse.
- Stocklmeir Ranch:
 - Is the trailer for the Stocklmeir restoration going to be removed?
- Blackberry Farm Park:
 - Blackberry Farm Park no longer has individual barbeque areas.
- McClellan Ranch Preserve:
 - Too much noise from nearby construction is causing wildlife to disappear.
 - A new environmental education center is being built and some native plant restoration is going on, but there remains a lot to be done insofar as creek improvements, woodland restoration, nature trail improvements and signage.
 - McClellan Ranch Preserve west is a wreck and has been for years. Should be used for nature education and rural preservation.

Finding: Visitors to Stevens Creek Corridor primarily visit areas with clear programming focuses, so there are opportunities to develop passive uses that are appropriate for less traveled areas of the site.

NON MAP-RELATED QUESTIONS

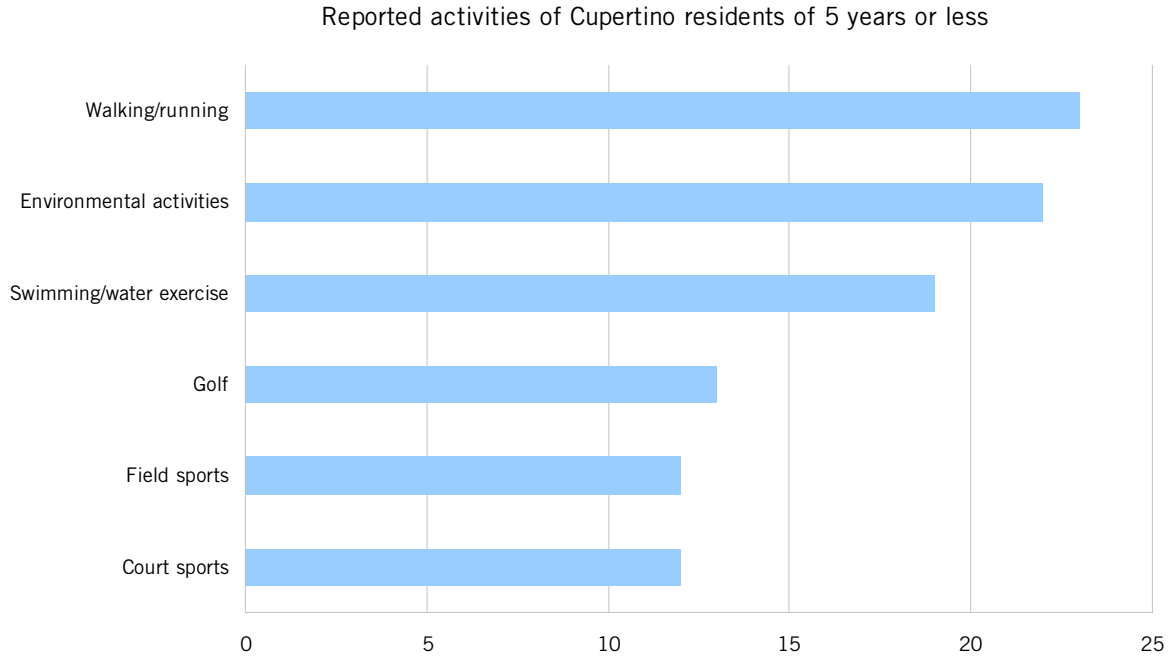
Participation

Respondents were asked *how often* they engage in recreational activities such as court sports (tennis, basketball, volleyball), environmental activities, field sports (soccer, baseball, cricket, Ultimate Frisbee), swimming/water exercise, walking/running for exercise, and golf. The chart below summarizes the responses:



- Overall, walking/running for exercise is a very popular recreational activity in Cupertino.
- Just under half (49%) of respondents walk or run nearly everyday.
- Approximately 90% of respondents reported using walking/running for exercise a few times a year or more.
- Environmental activities were the next most popular overall activity in Cupertino.
- Approximately 77% responded affirmatively to having done environmentally-focused activities such as bird watching, nature restoration, and nature walks in Cupertino at least a few times a year or more.
- More than half of all respondents reported never having participated in field sports, court sports or golf.
- Of those people who did report playing field sports, courts sports or golf, golf had the most regular users (27% playing at least once per month).

- Twenty-eight percent of respondents reported doing swimming and water exercise at least once per month (58% reported doing it at least a few times per year).
- Those who are new to Cupertino (residents of five years or less) reported highest participation in the following activities: walking/running, environmental activities, and swimming/water exercise.

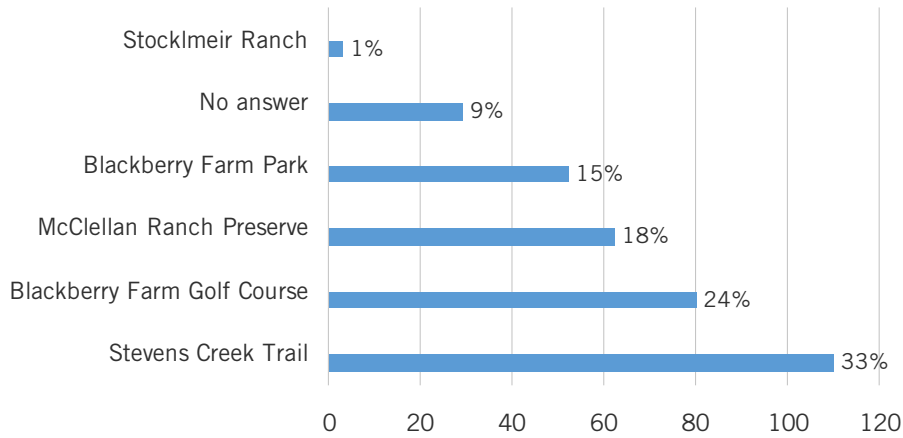


Stevens Creek Corridor sites

Questionnaire participants were asked to comment on their use of the sites within Stevens Creek Corridor.

- Respondents visit Stevens Creek Trail most frequently.
- The least visited site within the Corridor is the Stocklmeir Ranch, but that is likely due to only having recently been opened to the public in July 2014.

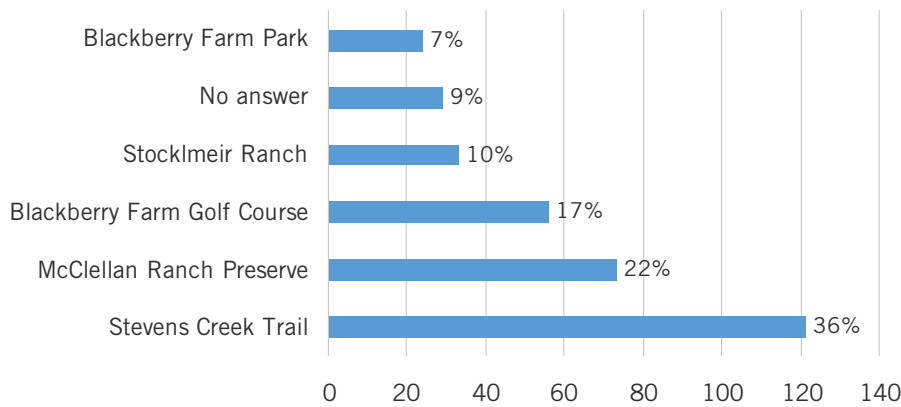
Which site do you visit the most often in Stevens Creek Corridor?



Questionnaire participants were next asked which areas in the Corridor they had interest in exploring more.

- The largest number of respondents was interested in exploring Stevens Creek Trail more.
- Twenty-two percent of respondents expressed interest in further exploring McClellan Ranch Preserve, followed by Blackberry Farm Golf Course, at 17%.
- Of those interested in exploring the Blackberry Farm Golf Course more, 29% were women and 71% were men. Of these respondents, 73% were over the age of 45.
- Ten percent expressed interest in exploring Stocklmeir Ranch, which was also the least reported visited site.
- Respondents were less interested in exploring Blackberry Farm Park more.

Of the 5 sites, which are you most interested in exploring more?

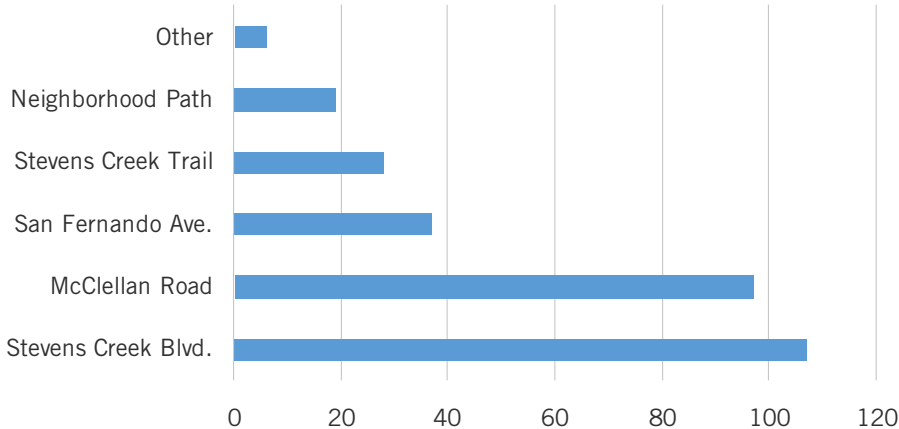


Getting to Stevens Creek

Site accessibility was gauged by asking questionnaire respondents which entrances they typically use.

- Most people enter from Stevens Creek Blvd., followed by McClellan Road.
- Of those respondents that answered Stevens Creek Blvd., 43% were women and 57% were men. Of these respondents (excluding blank responses), 76% were over the age of 45.
- People that selected ‘Other’ as their response enter the Corridor from places along the Blackberry Farm Golf Course, Blackberry Farm Park, Foothill Blvd., Stevens Canyon Rd., and the Scenic Circle neighborhood gate.

Indicate which entrances you use to gain access to the park. Please choose those you use most frequently.



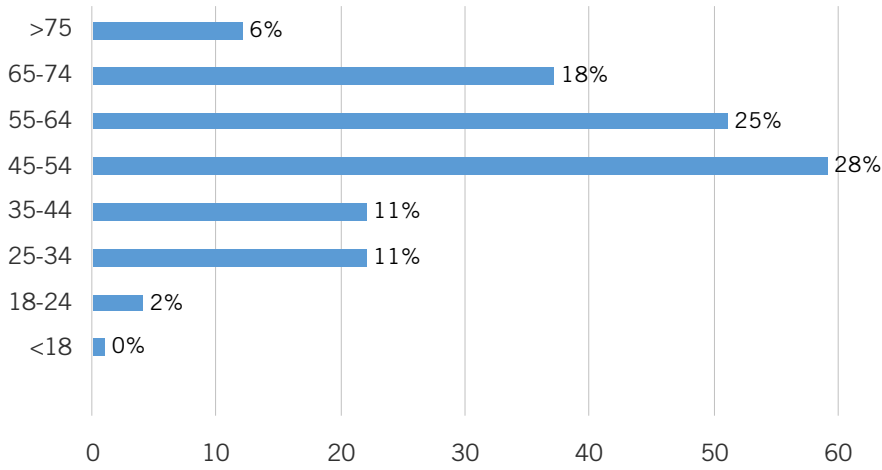
Questionnaire demographics

The questionnaire concluded with demographic questions to gain a sense of who is aware of the current planning effort along the Corridor.

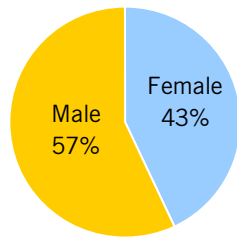
- Respondents were overwhelmingly middle to older-aged adults between the ages of 45 to 74 (71%).
- Few young adults 44 years of age and younger took part in the questionnaire (24%).
- A majority of respondents were also male (57%).
- Residents who have lived in Cupertino over 20 years (36%) and non-residents (25%) were the largest identified groups.
- People that have lived in Cupertino for 5 years or less were the smallest group within the questionnaire respondents (12%).

MAPTIONNAIRE SUMMARY

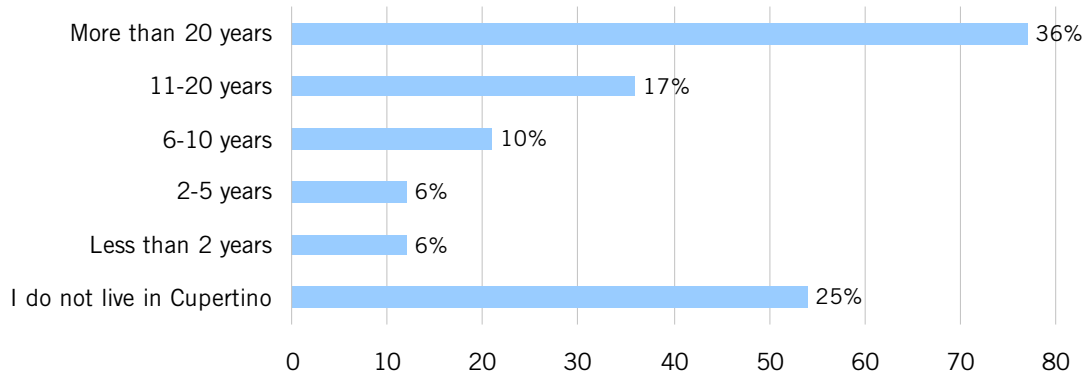
Age



Sex



How many years have you lived in Cupertino?

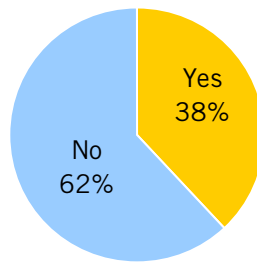


Children in household

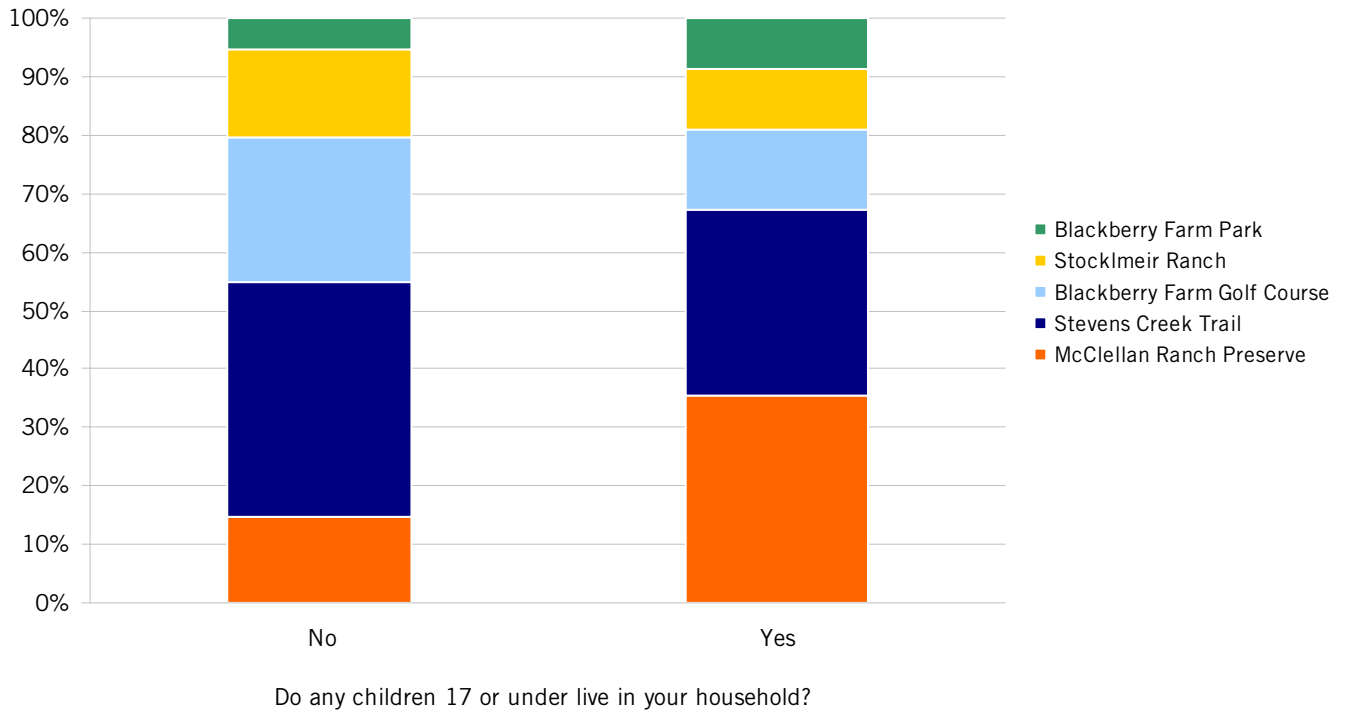
Respondents were asked if children under 17 years old were living in the household.

- When this information was compared to the sites that respondents were interested in exploring more, it shows that people with children are most interested in exploring McClellan Ranch Preserve and those without children are most interested in exploring Stevens Creek Trail. Households without children were more interested in exploring Blackberry Farm Golf Course than those with children.

Do any children 17 or under live in your household?



Comparison of presence of children in household and interest in exploring sites in Stevens Creek Corridor



Racial background

The non map-related questionnaire concluded with a question about racial background.

- The response shows a clear majority of respondents identified as White/Caucasian (68%), followed by those of Asian, Asian Indian or Pacific Islander descent (25%).
- The remainder of respondents identified as Other, Hispanic/Latino, and American Indian/Alaska Native (7% together).
- There were no questionnaire respondents that identified as Black/African American.
- Those who identified as White/Caucasian reported using Stevens Creek Trail (31%), Blackberry Farm Golf Course (31%), and McClellan Ranch Preserve (26%) the most.
- Those who identified as Asian, Asian Indian or Pacific Islander reported using Stevens Creek Trail (31%), Blackberry Farm Park (25%) and Blackberry Farm Golf Course (24%) the most.
- Those who identified as White/Caucasian and Asian, Asian Indian or Pacific Islander reported similar interest in the types of activities they pursue in Stevens Creek Corridor.

How do you describe yourself?

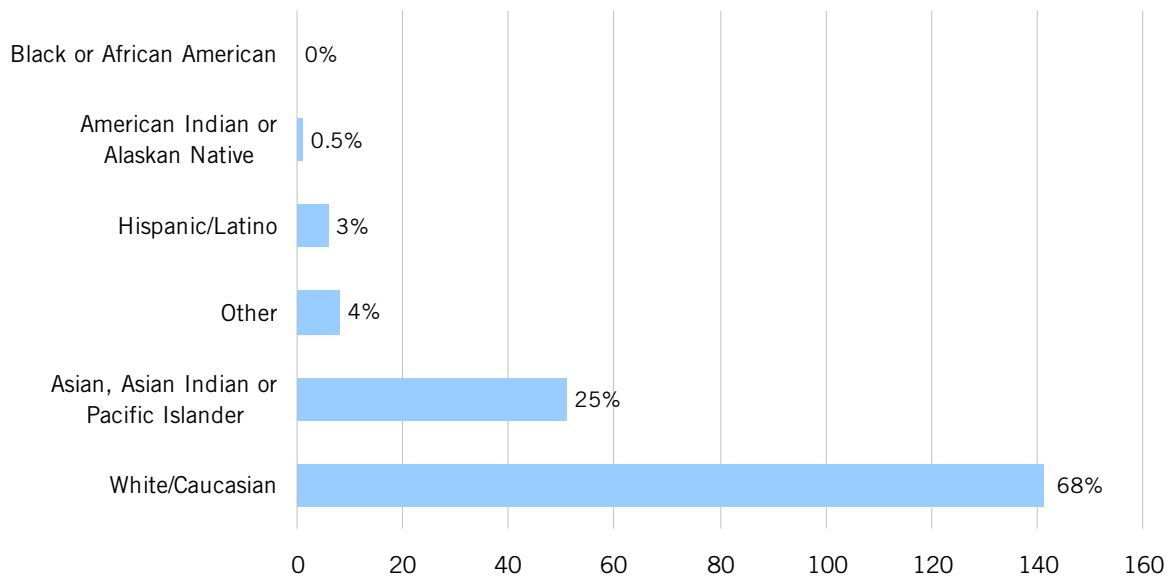
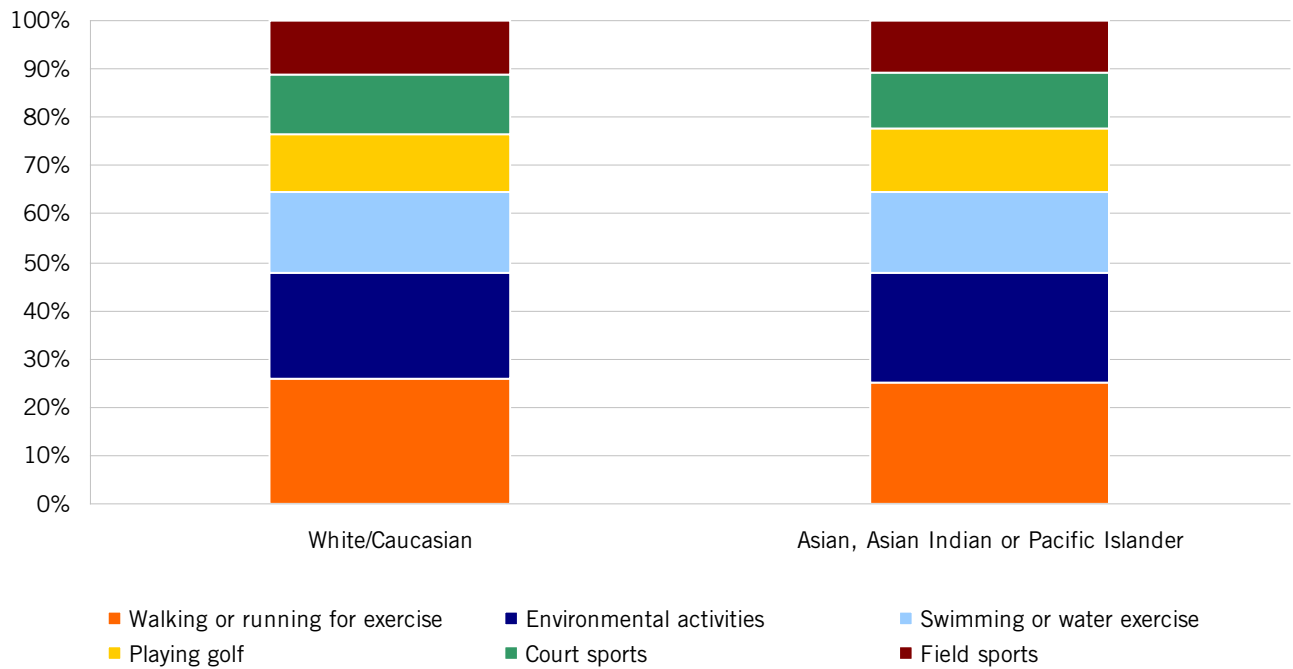
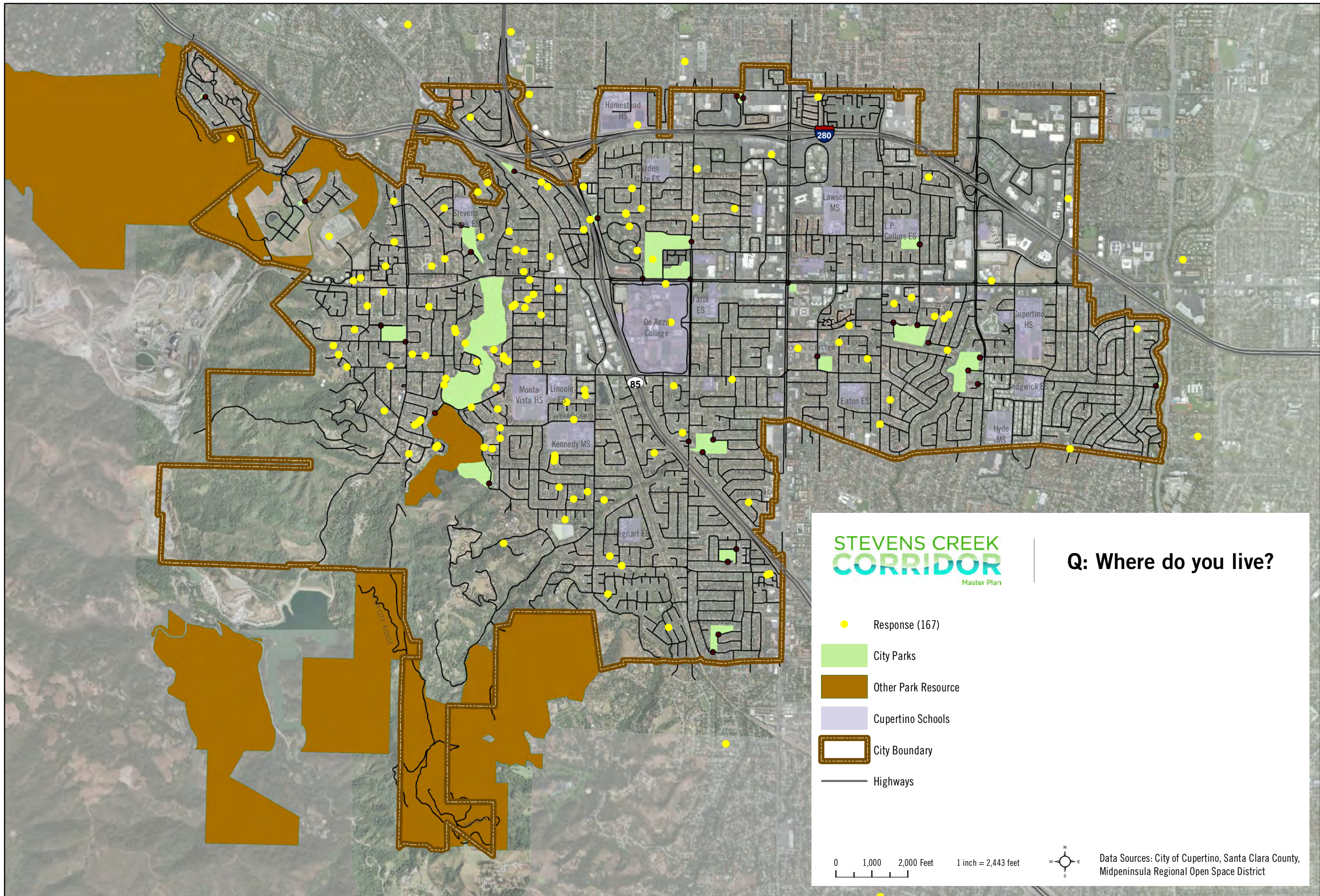


Table 3: Of the two largest identified racial groups, which sites in the park do they visit most?

Site	Asian, Asian Indian or Pacific Islander	%	White/Caucasian	%
Blackberry Farm Golf Course	12	24%	44	31%
Stevens Creek Trail	16	31%	44	31%
McClellan Ranch Preserve	9	18%	36	26%
Blackberry Farm Park	13	25%	16	11%
Stocklmeir Ranch	1	2%	1	1%
Total	51	100%	141	100%

Participation in activity by identified race





**STEVENS CREEK
CORRIDOR**
Master Plan

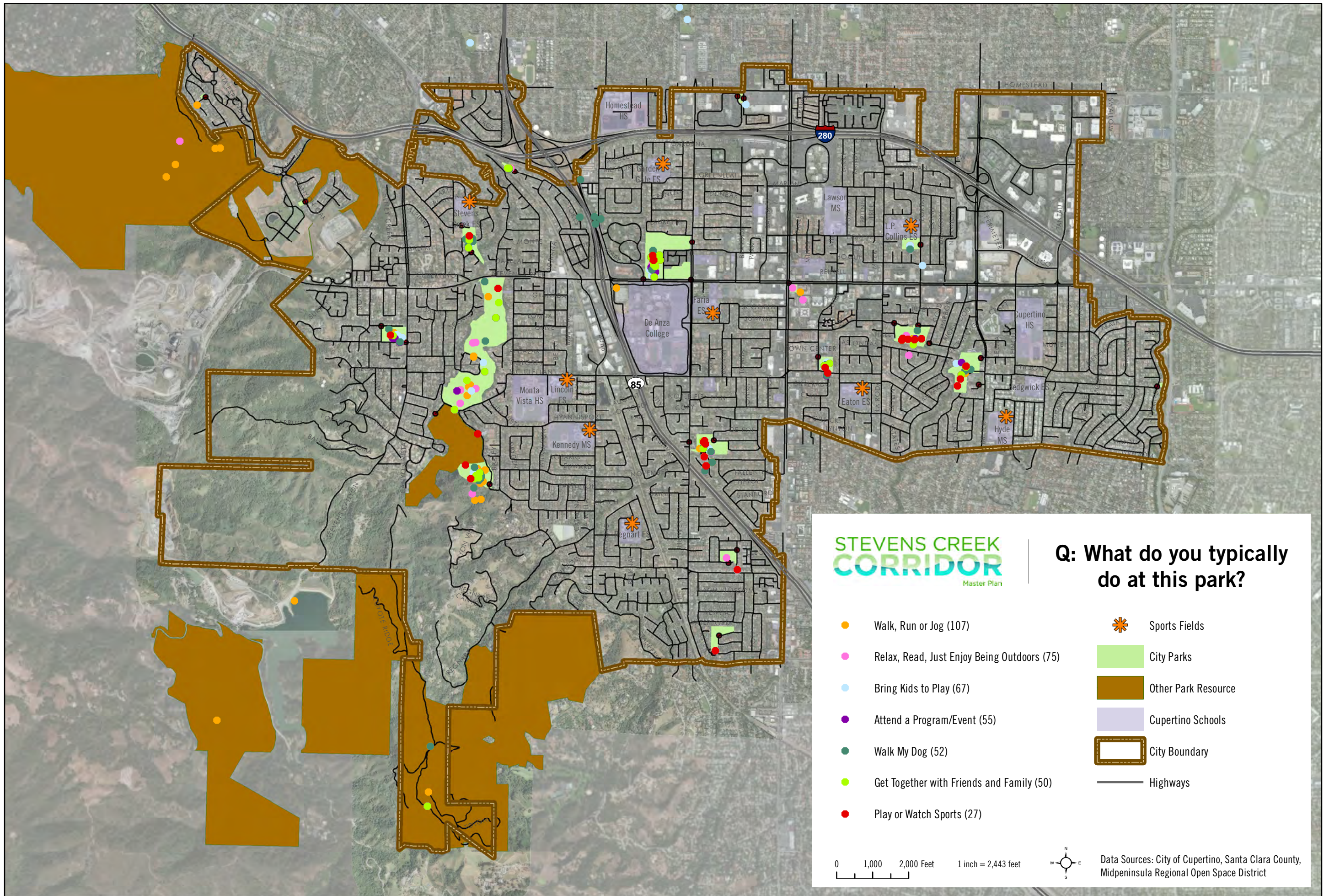
Q: Where do you live?

- Response (167)
- City Parks
- Other Park Resource
- Cupertino Schools
- City Boundary
- Highways

0 1,000 2,000 Feet 1 inch = 2,443 feet



Data Sources: City of Cupertino, Santa Clara County, Midpeninsula Regional Open Space District



STEVENS CREEK CORRIDOR

Master Plan

Q: How do you get to the park?

- Study Site
- Response

1 inch = 250 feet

0 50 100 200 Feet



STEVENS CREEK CORRIDOR

Master Plan

Q: Where do you enter the park and where are the barriers?

--- Study Site

● Park Entrance Responses

Barriers



Busy street



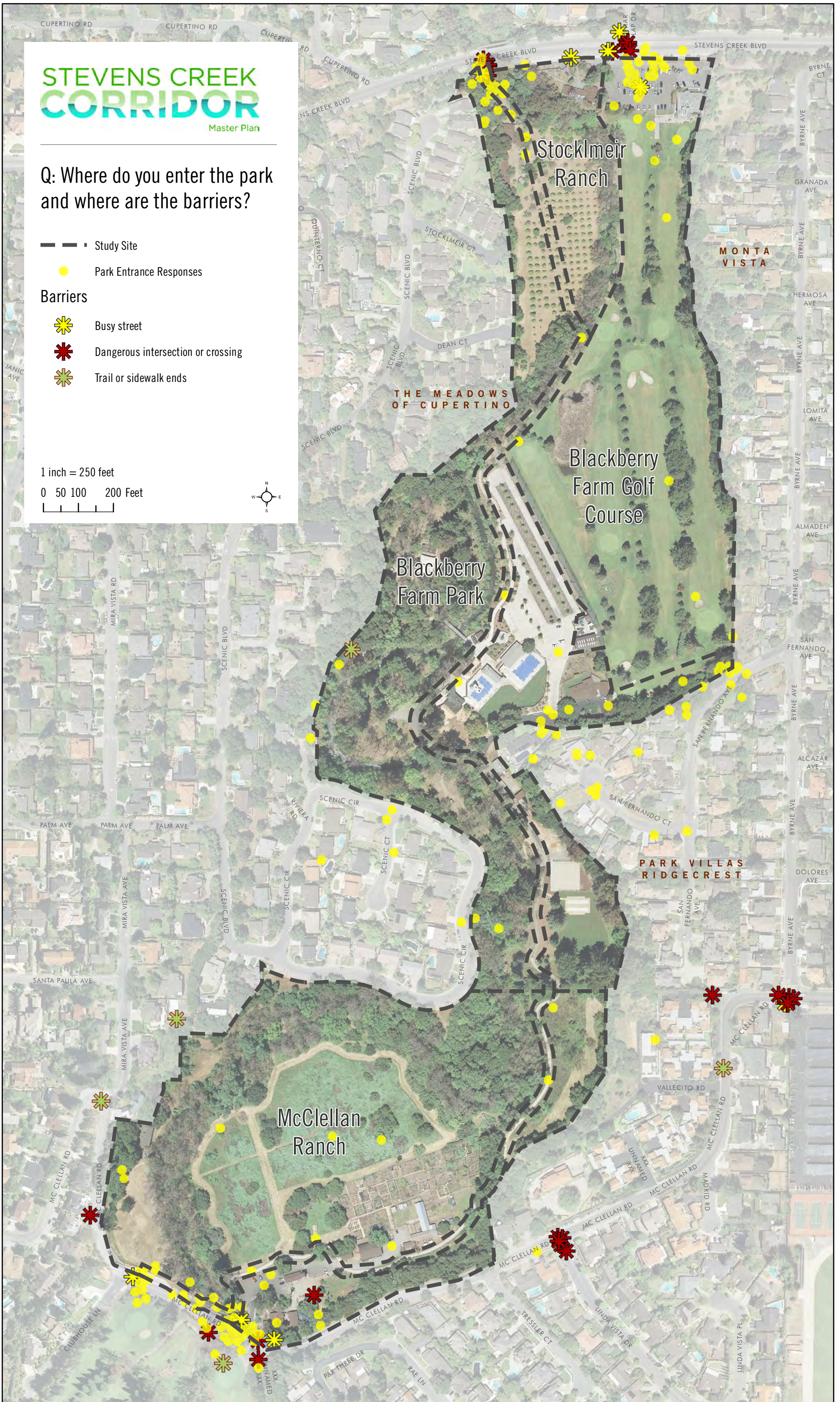
Dangerous intersection or crossing



Trail or sidewalk ends

1 inch = 250 feet

0 50 100 200 Feet



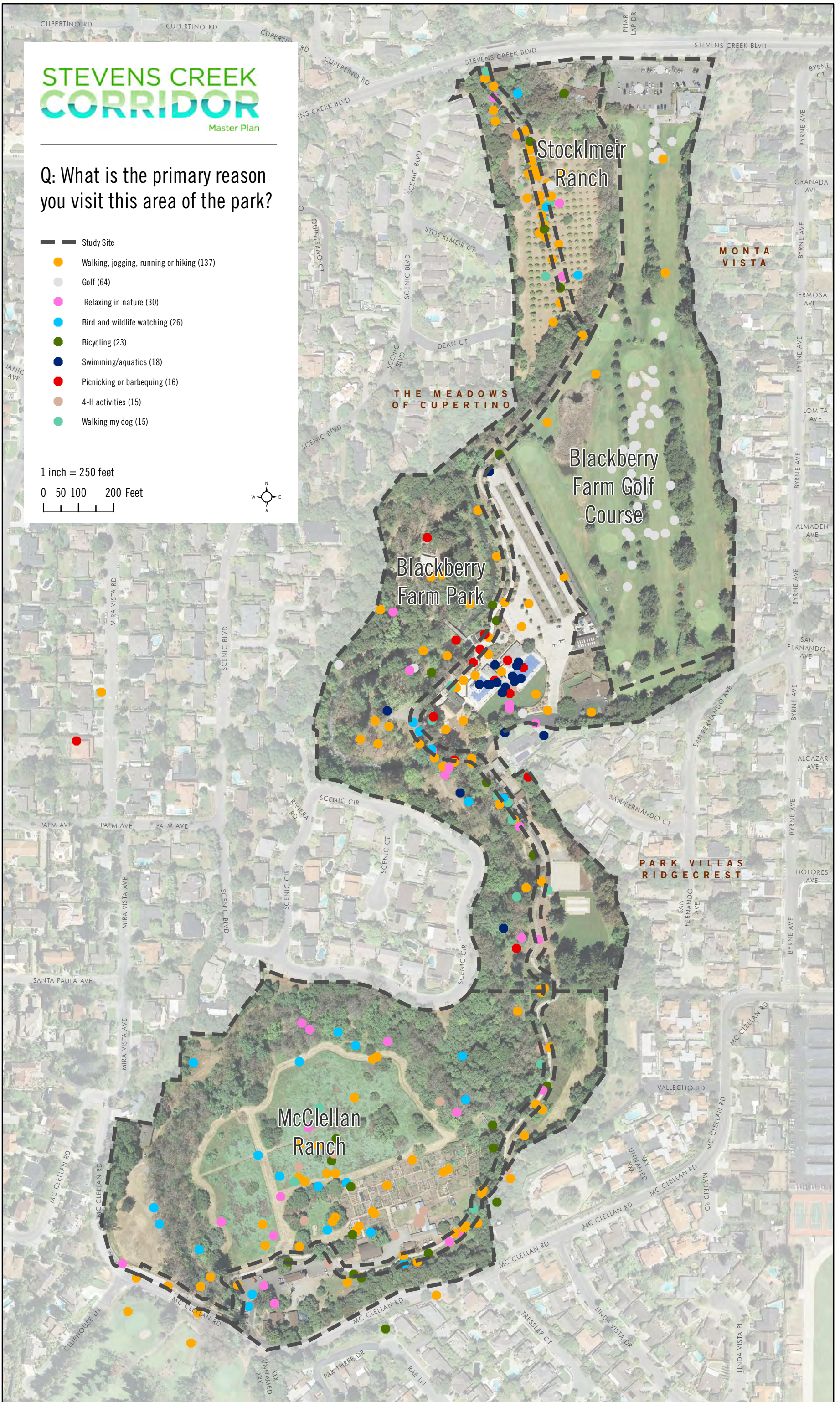
STEVENS CREEK CORRIDOR

Master Plan

Q: What is the primary reason you visit this area of the park?

-  Study Site
-  Walking, jogging, running or hiking (137)
-  Golf (64)
-  Relaxing in nature (30)
-  Bird and wildlife watching (26)
-  Bicycling (23)
-  Swimming/aquatics (18)
-  Picnicking or barbecuing (16)
-  4-H activities (15)
-  Walking my dog (15)

1 inch = 250 feet
 0 50 100 200 Feet



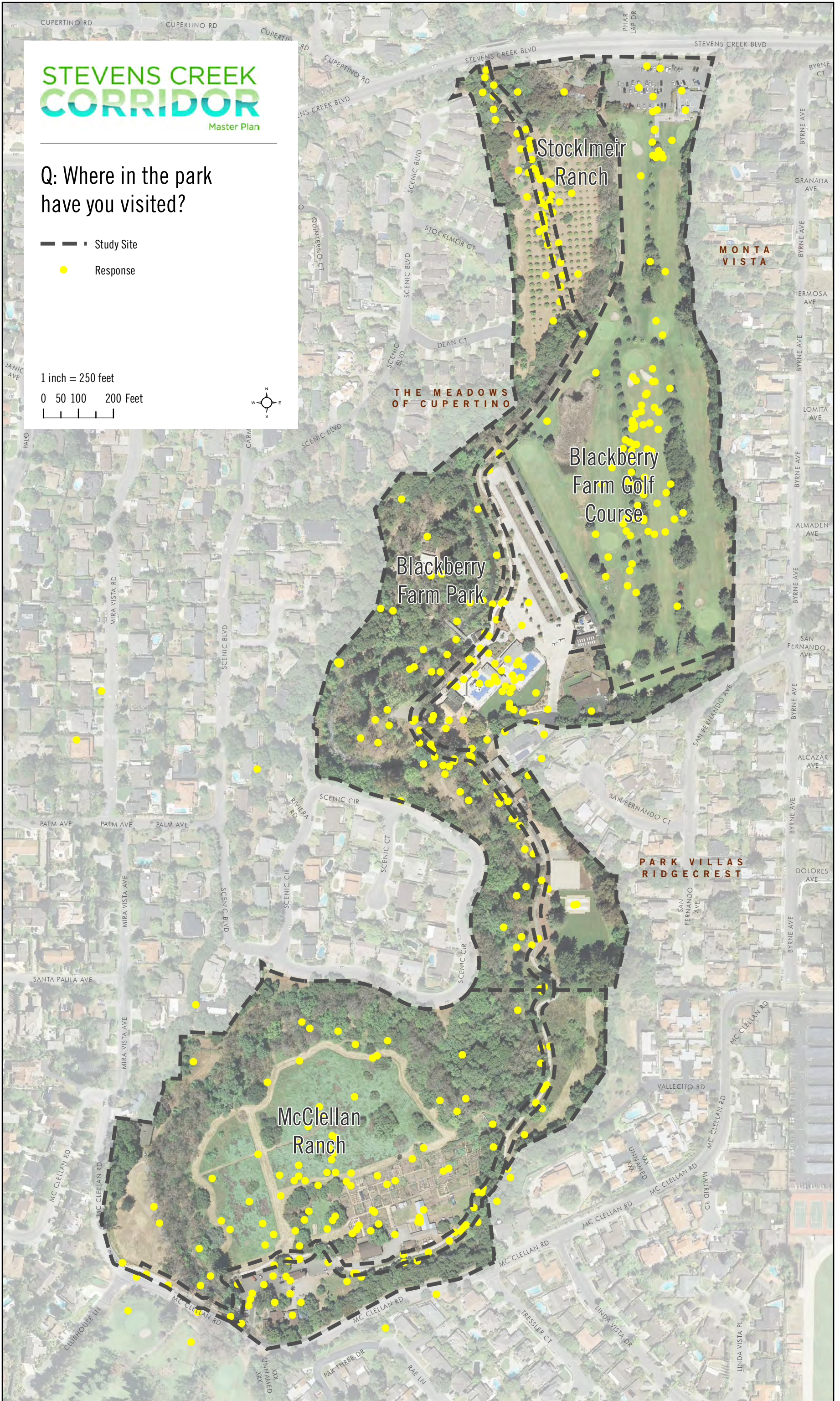
STEVENS CREEK CORRIDOR

Master Plan

Q: Where in the park have you visited?

- Study Site
- Response

1 inch = 250 feet
0 50 100 200 Feet



STEVENS CREEK CORRIDOR

Master Plan

Q: What problems/opportunities do you see at this park?

Study Site

Q: What problems or opportunities do you see at this park?

Problem/Opportunity

1 inch = 250 feet

0 50 100 200 Feet



Stockmeir Ranch

MONTA VISTA

THE MEADOWS OF CUPERTINO

Blackberry Farm Golf Course

Blackberry Farm Park

There has been little improvement to McClellan Ranch, Golf Course & Stockmeir since purchased. City needs to upgrade the infrastructure, balance the purpose of each area, in order to provide a high programming experience & maintain quality

Blackberry Farm NO LONGER HAS INDIVIDUAL BBQ AREAS. This makes me mad/sad, as we have spent many afternoons there and would like to continue.

Is the trailer for the Stockmeir restoration going to be removed?

PARK VILLAS RIDGECREST

This curve in the road lacks bike lanes and sidewalks. Dangerous situation.

too much noise, a lovely little sanctuary being destroyed by construction and noise, causing the wild life to disappear, very disheartening.

Although infrastructure has been improved, a new env. ed. center is being built and some native plant restoration is ongoing, MUCH remains to be done. The creek, the woodland along the creek, the nature trail, the posted flyers (outdated), etc.

McClellan Ranch

McClellan Ranch West - needs renovation to serve the mission of McClellan Ranch for nature and rural preservation and education. It's a wreck, has been for many years.



