

Annual Report FY 2012-13



Cupertino Parks and Recreation Department

Parks and Recreation Department

Department Overview –

The Cupertino Parks and Recreation Department aligns its programs and activities to the department's vision, mission, values, and outcomes.

Vision - A Positive, Healthy, Connected Community

Mission - Cupertino Parks and Recreation is committed to provide opportunities, resources, and services to the community to enhance the quality of people's lives through recreational, educational, and cultural experiences

Core Values - Community, Quality and Trustworthiness

Outcomes -

- Healthy Community (Blackberry Farm Golf Course, Cupertino Sports Center, swimming, tennis, soccer, softball, basketball and many other venues);
- Creative and Playful Community (Summer Camps, Blackberry Farm Park, Noon-time recreation in our schools, dance, music and art)
- Well Educated Community (Preschool, ESL classes, After-school Enrichment programs, Summer school and computer classes)
- Connected and United Community (Community service camp, festival support, Senior Trips, Case management, helping hands and leaders in training)
- Fiscally Responsible Community (adheres to budget and embraces an active volunteer program)

Our Department's Divisions consist of Administration/Leadership 95014, Facilities/Events/Blackberry Farm, Senior Center, Sports & Fitness and the Youth & Teen divisions.

The Department's 2012 – 2013 operating budget was \$8,855,051 with 29.53 permanent, benefited positions.

Major Projects/Programs/Accomplishments –

- Increased Sports Center membership to approximately 2000 members
- Continued Leadership 95014
- Achieved a 35% increase from 2012 for the Big Bunny Fun Run with over 800 participants
- Expanded the Community Gardens at McClellan Ranch for a total of 66 usable garden plots
- Signed a five-year lease for the Blue Pheasant property generating approximately \$600,000 for the City

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- Provided the *Leader in Training* program to 30 teens who assisted in summer camp and aquatic programs
- Worked in partnership with Acterra and other volunteers for continued habitat restoration in McClellan Ranch and Blackberry Farm
- Began the design phase of the Environmental Education Center at McClellan Ranch
- Served twelve CUSD schools through the Noontime Recreation program
- Provided quality programs, important services, and meaningful volunteer opportunities at the Senior Center for 53,142 senior adults
- Served 13 schools within CUSD and generated \$122,847 in revenue in the After School Enrichment program
- Offered additional classes for FUHSD students in College Essay Writing, Trigonometry, Geometry, and Art Portfolio Development
- Coordinated the annual July 4th event with 2,000+ participants at the pancake breakfast, 750 guests for the BBQ at Blackberry Farm, and an evening fireworks display/activities at Sedgwick Elementary School, Hyde Middle School, and Creekside Park
- Provided 289 group picnic site rentals and served approximately 18,000 people for park activities at Blackberry Farm Park
- Coordinated the Summer Concert Series with 2000+ participants
- Marked the 20th anniversary of the annual Breakfast with Santa event, done in collaboration with *The De Anza Optimist Club of Cupertino*
- Offered a strong summer aquatics program with 1,752 participants

Productivity and Efficiency Improvements –

- Harvested 924 lbs of oranges and 88 lbs of lemons at the Stocklmeir orchard to provide to West Valley Community Services
- Offered the Cupertino senior adult community 250 educational courses, 36 special event luncheons, and 33 informative and instructive presentations given by community experts
- Contributed 28,652 services hours through the efforts of 259 senior volunteers for administrative and programming support at the senior center
- Offered 1,819 senior adults opportunities to remained active, strive for personal autonomy, and further their education by participating in the 58 *Share Discovery Through Travel* program opportunities
- Served 599 people in the Senior Center Case Management program so that these adults remained independent and safe in their own home
- Assisted with wildlife monitoring and fish relocation for Phase II of the Stevens Creek Restoration Project
- Completed 565 volunteer hours through the Helping Hands program
- Achieved a 26% increase in participants over 2012 levels at the Sports Center for tennis, badminton, table tennis, and camps – 8,475 participants in total

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- Expanded the Cinema at Sundown Series to show three movies at Blackberry Farm with 1000+ participants for the entire series; and the Memorial Park venue served 2000+ participants
- Achieved an 8% increase in sports related summer camp participants

Awards, Grants & Recognitions –

- Received \$20,000 grant from Older Americans Act Funding managed by Council on Aging for the Case Management Program
- Recognized for outstanding contributions to the community for the Senior Center's Citizenship Program by the California Parks and Recreation Society Award of Excellence
- Recreation Coordinators Justin Cecil and Kim Frey are now Certified Park and Recreation Professionals (CPRP). The certification was issued by the National Certification Board and National Recreation and Park Association (NRPA).
- Recreation Coordinator Kelsey Hayes is currently holding the position of VP of Finance for the CPRS District 4 Executive Board
- Recreation Coordinator Lauren Neff served as the Vice President of Communication for the California Parks and Recreation Society, District IV
- Recreation Coordinator Dave Jahns completed the Leadership 95014 program along with training in Mass-Care and Shelter Management

Commissions –

Teen Commission

- Collaborated with the City of Saratoga Youth Commission on the Pizza and Politics event held October 24, 2012 with a successful turn out
- Participated in the Intergenerational Tea at the Senior Center on March 18— games, tea sandwiches, and of course tea was served
- Coordinated the annual Walk One Week (W.O.W.) event
- Assisted with the Giving Tree program, sponsored by West Valley Community Services

Parks & Recreation Commission

- Revised the City's Special Events policy criteria
- Considered final design for Mary Avenue Dog Park
- Adopted a work program that focuses on long-term goals and objectives including park master planning and associated program needs

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