

Environmental Education Center



Main St. Cupertino mixed-use project



CUPERTINO



Recreation & Community Services



Part of the trail system found at Cupertino's popular Blackberry Farm Park

Overview

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

Vision

A positive, healthy, and connected community

Mission

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 schools, dance, music and art)
- **Well-educated community** (Preschool, ESL classes, after-school enrichment programs, summer school and computer classes)
- **Connected and united community** (Service camp, festival support, senior trips, case management, Helping Hands, Leaders in Training, Block Leaders and Disaster Preparedness)
- **Fiscally responsible community** (adheres to budget and embraces an active volunteer program)

The Department's divisions consist of Administration and Park Planning, Facilities and Community Events, Senior Programs, Sports & Fitness, Youth & Teen programs and Community Services. In addition, it serves as liaison to Santa Clara County Fire and Sheriff Departments, Santa Clara County Library, and the City's three school districts.

The Department's Fiscal Year 2014-2015 operating budget was \$11,506,514 with 32.28 permanent, benefited positions.

Highlights for FY2015

- Adopted Stevens Creek Corridor Signage Master Plan
- Issued an RFQ for a new department-wide software system
- Began program planning of the McClellan Ranch Preserve Environmental Education Center and Blacksmith Shop



Residents enjoyed the City-sponsored Diwali Festival.

- Completed the Sports Center tennis courts retaining wall replacement
- Completed the Quinlan Community Center exterior and interior upgrades
- Celebrated the Sports Center 25th Anniversary
- Held the first annual "Harvest Festival" at Blackberry Farm

- Introduced "Foot Golf" as a new activity at BBF Golf Course
- Restored the Meadow at McClellan Ranch Preserve with Acterra-led volunteers and AmeriCorp Watershed interns.
- Began process for Lawrence Mitty Linear Park acquisition
- Held 14 community meetings, participated in 12 community outreach events, and led nine community trainings via the Cupertino Citizen Corps, Neighborhood Watch and Block Leaders programs
- Offered the McClellan Ranch Preserve Creek Studies Program to all third grade CUSD classes as well as three charter schools

Major Projects, Programs, and Accomplishments

- Started RFP process for city-wide Master Plan approved by City Council
- Offered new extended care program at Quinlan Community Center
- Debuted S.T.E.M. Camp programs summer 2014
- Introduced "AP Computer Science" class
- Increased enrollment by 67% for spring 2015 session of after school enrichment
- Coordinated a successful Super Heroes 5K/Fun Run with Valley Medical and Sheriff's Department



Native species bloom in the meadow at McClellan Ranch Preserve.

- Supported well-attended festivals such as Cherry Blossom, World Journal, Veteran's Day, Happy Kids Day, Fall Festival, Diwali, Holi Festival and Ikebana Flower Show
- Introduced new programs at the Sports Center: Kids Club, Parents' Night Out, Pickle Ball, Zumba Kids, Power Pilates
- Participated in the World's Largest Swim Lesson event and partnered with the Library and YMCA for International Yoga Day
- Supported Sister Cities delegations from Toyokawa, Japan and Hsinchu, Taiwan
- Achieved full registration for Santa visits and visited 56 houses this season
- Began noontime rec program visiting 12 schools during lunch recess
- Added Play-well TEKnologies' first Thanksgiving camps and saw full enrollment for each of its camps
- Successfully held three preschool fall events for families, including a costume parade, pumpkin patch, and Thanksgiving Friendship Feast

- Successfully held Breakfast with Santa event at the Quinlan Community Center for 186 participants



- Sold 769 yearly passes, 1,293 monthly passes, 823 day passes and 2,235 drop-in passes for classes and sports at the Sports Center; 3,775 people registered for tennis camps, classes, badminton and table tennis activities
- Generated \$261,354 Golf Course revenue and provided over 258 private golf lessons to the community.



A view of Blackberry Farm Golf Course, maintained by Recreation & Community Services department

- Increased youth participation in summer camp programs by 8% from the previous summer.
- Sold out the annual Big Bunny 5K and Fun Run event
- Offered over 68 new programs at the Senior Center
- Taught 1,688 youth and adults via the summer "Learn to Swim" program at Cupertino High School
- Increased sports and fitness classes

- Provided drop-in swim at Blackberry Farm to 9,838 Cupertino residents and 13,126 non-residents
- Held successful annual July 4th events at Blackberry Farm Park — sold 515 BBQ tickets and 937 pool tickets. Approximately 100 people attended the flag raising ceremony and 500 people attended the concert in the park.
- Offered successful Cinema at Sundown venues with three movies at Blackberry Farm Park and four at Memorial Park
- Hosted eight well-attended performances of "The Taming of the Shrew" presented by the San Francisco Shakespeare Company
- Assisted the Santa Clara County Sheriffs in locating a missing high school student with Cupertino Citizen Corps volunteers



Productivity and Efficiency Improvements

- Researched and identified vendors, and issued an RFP for a new department-wide recreation software system. This system will utilize smart devices, marketing and social media modules and enhance registration and reporting
- Added 34 new trips to our Travel Program and obtained a satisfaction rating of 94%+
- Added volunteers to the Senior Center and Citizen Corps programs

- Attained 100% customer satisfaction for our Senior Center classes and lectures and 95% for socials
- Registered 4,524 residents in Cupertino's NEXTDoor social network and 2,017 for the email community alert "eCap program"
- Installed new state-of-the-

art equipment at our Sports Center: treadmills, half rack, and TVs for cardio equipment

- Raised \$8,000 at the Annual Hidden Treasures Fundraiser to benefit the Senior Adult Scholarship and Case Management Program
- Mentored 25 Leadership In Training participants who worked at 7 different camp locations for 9 weeks
- Formed a partnership between the Civically Active Teens and Green Teens program to offer "Green Teens: Service Hours to Grow your Green Thumb & Protect Our Parks" on July 9, 2014
- Served 90 participants with FUHSD College Essay Workshops
- Constructed new improvements for the Cupertino Community Gardens in conjunction with the Eagle Scout program
- Added improvements to the Teen Center: furniture, gaming, TV, free Wi-Fi



Noontime recreation fun

Awards, Grants & Recognitions

- Block Leader Program received 1st Place from National League of Cities "Cultural Diversity Award"
- Received California Park and Recreation Society District 4 Award of Excellence for Stevens Creek Corridor Park Restoration Phase 2
- Received Santa Clara Valley Urban Runoff Pollution Prevention Program Site Design Award for Stevens Creek Corridor Park Restoration Phase 2
- Selected by the American Public Works Association (APWA) as a national Public Works Project of the Year for 2015 for the Stevens Creek Corridor Park and Restoration Phase 2 project
- Volunteers from CARES & CERT received Emergency Management Association Award; one volunteer was recognized at the 2015 CREST Awards
- Awarded the Emergency Managers Association "Mick McDonald Award" to volunteer Judy Halchin from CARES and CERT
- California Park and Recreation Society District 4 presented the CPRS Volunteer citation award to three Senior Center volunteers
- Cupertino Recognizes Extra Steps Taken (CREST) Award selected Senior Center volunteer James Harrah for making major contributions to the quality of life in Cupertino during the 2014 calendar year.
- California Parks and Recreation Society District 4 elected Justin Cecil, CPRP, Recreation Coordinator, to the CPRS District 4 Aging Section Representative Chair position and Recreation Coordinator, Kelsey Hayes as the V.P. of Finance



Members of Green Teens Program performing community service

- National Association of County and City Health Officials awarded \$3,500 grant to Cupertino's Medical Reserve Corp unit
- Emergency Management Performance Grant awarded to the City for Emergency Operation Center radios
- Recreation Manager Christine Hanel participated in the Santa Clara County Leadership Academy and Kelsey Hayes participated in the Leadership 95014 program
- Liz Nunez serves on the Santa Clara County Leadership Academy Steering Committee

Commissions

Teen Commission

The Teen Commission is a nine-member commission that advises the City Council and Staff on issues and projects important to youth. Recreation and Community Services staff serves as liaison.

- Participated in the Annual YAC Social in Mt. View; created crafting bags for Stanford Children's Hospital patients.
- Cupertino Teen Commission and Saratoga Youth Commission partnered to host Pizza and Politics 2014: A Political Forum for Teens. The debate included

candidates from Cupertino Union School District, Saratoga Union School District, and State Assembly District 28.

- Participated in West Valley Community Services' *Adopt a Family* Giving Campaign, raising over \$600

Parks and Recreation Commission

The Parks and Recreation Commission is a five-member commission that advises the City Council on municipal activities in relation to parks and recreation. Recreation and Community Services staff serves as liaison.

- Adopted a work program that focused on long-term goals and objectives including park master planning and associated program needs in the Stevens Creek to McClellan Ranch Corridor
- Approved final design for Quinlan Community Center exterior and interior upgrades
- Adopted a criteria for Parks & Recreation Commission Capital Projects
- Updated the Parks & Recreation Commission Ordinance
- Appointed two new commissioners