



Cupertino

FALL 2014

Recreation and Community Services Department

Creating a positive, healthy, connected community



2013 ANNUAL REPORT 2014

Recreation and Community Services

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, 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 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 (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)



Our Department's Divisions consist of Administration/Leadership 95014, Facilities/Events/Blackberry Farm, Senior Center, Sports & Fitness and the Youth & Teen divisions. Additional divisions added this year included: Disaster Preparedness, Disaster Council, Citizen Corps (CERT, MRC, CARES), Neighborhood Watch, Block Leader, Sister Cities and liaison to Santa Clara County Fire and Sheriff Departments and Santa Clara County Library.

The Department's 2013 – 2014 operating budget was \$11,516,624 with 32.28 permanent, benefited positions.

Major Projects/Programs/Accomplishments

- Provided quality programs, important services, and meaningful volunteer opportunities at the Senior Center for 49,392 older adults
- Initiated the first city wide celebration of National Volunteer Week for honoring all volunteers for their valuable service to the Cupertino community
- Held multiple training exercises for emergency disaster response for our community involving Cupertino Citizen Corps 560 volunteers comprised of Cupertino Amateur Radio Emergency Services (CARES), Community Emergency Response Team (CERT), and Medical Reserve Corps (MRC)
- Organized eleven new neighborhoods to participate in the Neighborhood Watch crime prevention program
- Served 332 students and brought in \$247,425.00 in revenue with the Math Olympiads Program
- Added youth STEM afterschool offerings including: robotics, engineering, computer programming and electronics
- Enrolled Santa Visits at full capacity for 3rd year in a row serving 56 households throughout Cupertino
- Provided Noontime Program to 13 school sites throughout CUSD
- Extended All-day care options to summer camp offerings
- Doubled enrollment to the Leadership 95014 program
- Served 374 students in the Preschool Program and generated \$252,690 in revenue
- Provided music programs serving 606 participants with revenue of \$90,289
- Converted our communication programs to common core learning and served 176 residents
- Offered Playground Summer Program with a 25% increase in enrollment
- Served 1,752 participants during our 2013 summer aquatics program
- Participated in the World's Largest Swim Lesson serving 28 participants the first year
- Held the Big Bunny 5K with 881 participants with a 10% increase over prior years
- Provided a youth sports summer camp for 1,013 participants
- Purchased new fitness equipment for the Cupertino Sports Center and upgraded signage and entry features
- Coordinated the annual July 4th event with 2000+ participants at the pancake breakfast and children's parade, 515 guests for the BBQ lunch at Blackberry



Farm, and an evening fireworks display at Sedgwick Elementary School, Hyde Middle School and Creek Side Park



- Provided 298 picnic site rentals at Blackberry Farm and sold 22,142 swim passes
- Coordinated a successful six-week Summer Concert Series in Memorial Park with approximately 2,000 people in attendance
- Partnered with the San Francisco Shakespeare Company for Free Shakespeare in the Park
- Coordinated a 7 week Cinema at Sundown Series- showing 3 movies at Blackberry Farm and 4 movies at Memorial Park serving approximately 3,500 participants
- Offered the Cupertino senior adult community 603 programs of which 95 were new programs
- Served 733 people through the Senior Center Case Management program to assist older adults to remain independent and safe in their own home
- Offered 1,930 adults over age 50 opportunities to remain active, strive for personal autonomy, and further their education by participating in the 50 Share Discovery Through Travel program opportunities
- Assisted with wildlife monitoring at construction site of upcoming Environmental Education Center
- Offered additional classes for FUHSD students in College Essay Writing, Trigonometry, Geometry, and Art Portfolio Development, serving 370 students during Summer 2014
- Offered over 45 fitness classes per week for youth age 13 through adults
- Offered a successful, community recreation program in tennis, table tennis and badminton for youth age 4 through adults and 51,759 participants through 493 facility rentals (Community Hall, Creekside, Quinlan)
- Served 13,276 participants through 276 park rentals (Memorial, Portal, Linda Vista)
- Initiated at Stevens Creek Blvd. to McClellan Ranch Park Master Plan
- Facilitated a Corridor Signage Master Plan in conjunction with Public Works
- Participated in the McClellan Ranch Barn Historical assessment in conjunction with Public Works
- Completed four year goals from FY 08/09
- Opened the Dog Park in conjunction with Public Works
- Facilitated the ground breaking for the Environmental Education Center
- Opened Phase II of the Stevens Creek Trail in conjunction with Public Works

- Negotiated a new 10-year contract with Santa Clara County Sheriff
- Transitioned to a new ball field at Collins Elementary School in conjunction with Public Works
- Revised the Sister City Policy to better communicate the goals of program

Productivity and Efficiency Improvements

- Revised our in-service training for summer part-time staff to improve customer service
- Implemented the NRPA PRORAGIS database for comparison to other Parks and Recreation organizations
- Facilitated harvesting 2000+ pounds of oranges from the Stockmeir Orchard with Village Harvest and Rotary Volunteers
- Completed 570 hours of volunteer restoration work at McClellan Ranch Preserve through Helping Hands and Civically Active Teens programs.
- Partnered with Rotary Club to add 6 raised garden beds to the youth garden plot in the Community Gardens.
- Completed three Eagle Scout projects at McClellan Ranch Preserve.
- Provided a Leader in Training Program to 24 high school students who assisted in summer camp and aquatics programs
- Increased participation in our Civically Active Teens Program visiting and volunteering at local sites throughout the city
- Implemented new digital marketing efforts using Active Marketing Hub and Google AdWords to create over 40,000 online impressions of programs.
- Launched two social media networks: Nextdoor neighbor communications (over 4000 Cupertino members) and a Community Outreach Facebook page
- Facilitated the Stevens Creek Dam Plan outreach Day through our volunteer Citizen Corps/Public Safety Commission
- Streamlined our facility rental processes to enhance customer service
- Reorganized the department adding Community Services, liaison responsibilities for Sheriff, Fire, County Library and schools and transitioned (replaced or added) 8 new staff
- Consolidated the Building Attendant function for enhanced monitoring/scheduling
- Designed internal upgrades at the Quinlan Community Center to improve noise, lighting efficiency and maintenance issues
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Awards, Grants & Recognitions

- \$18,000 grant from Older Americans Act Funding for the Case Management Program

- \$21,000 grant from UASI for the County Incident Reporter
- National Association of County and City Health Officials (NACCHO) awarded \$3,500 grant to Cupertino's MRC unit
- Emergency Management Performance Grant awarded to City for technology: Total \$10,190 - iPads and MS surface tablets for the EOC
- Received a \$2,000 grant provided by the PG & E Corporation foundation (\$1,500) and the Pacific Gas and Electric Company (\$500) for Leadership 95014
- Received three grants from NRPA for our implementation of the PRORAGIS Data Base
- Total grants totaling \$2.8M for the Stevens Creek Corridor Park and Restoration Phase 2:
 - California River Parkways - \$1.215M
 - Santa Clara Valley Water District (SCVWD) Environmental Enhancement Implementation - \$565K
 - SCVWD Trail and Open Space - \$285K
 - Environmental Enhancement and Mitigation Program - \$245K
 - Habitat Conservation Fund - \$214K
 - Transportation Development Act Article 3 - \$103K
 - Transportation Fund for Clean Air - \$95K
 - Cupertino Sanitary District cost sharing agreement - \$75K
 - Santa Clara Valley Transportation Authority, Project Readiness Initiative - \$34.5K
- American Public Works Assn., Silicon Valley Chapter "Project of the Year" for Environment/Parks project in its category
- California Recreation and Community Services Society Award of Excellence for recognition of outstanding contributions to the community for the Case Management Program
- Senior Center volunteer Dan Nitta received the California Park and Recreation Society District 4 Volunteer Award for his valuable contribution in the older adult program
- Cupertino Senior Center Volunteer Instructors received the 2014 Cupertino Recognizes Extra Steps Taken (CREST) Award for the 19 volunteers that contributed 892 hours of their time and served 1,011 students
- The Big Bunny 5K received nomination for the Spotlight Award on Physical Fitness
- Recreation Coordinators Barbara Banfield and Dave Jahns completed a 10-week California Naturalist Certification program at UC Santa Cruz.



- National Volunteer week appreciation and recognition events held the week of April 6-12
- Recreation Coordinators Karen Levy and Jeff Ordway participated in the Santa Clara County Leadership Academy
- Recreation Coordinator Molly James participated in the Leadership 95014 program
- Recreation Coordinator Kelsey Hayes serves on the CPRS District 4 executive board as VP of Finance
- Carol Atwood and Liz Nunez serve on the Santa Clara County Leadership Academy Steering Committee

Commissions

Teen Commission

- Assisted in the Giving Tree Program, sponsored by West Valley Community Services
- Attended YTRS Annual YAC Attack, focusing on “Let Your Passion Guide You”
- Held an Intergenerational Event at the Cupertino Senior Center on March 17th with a St. Patrick’s Day theme
- Hosted “Roots of Life” at the Teen Center for Teens to create artistic leaves with their “bucket list” items and enjoy a tasty root beer float
- Hosted “Toppings & Topics”, an ice cream social, with local teens, and representatives of other Cupertino Commissions to discuss Cupertino from the teen perspective

Parks and Recreation Commission

- Adopted a work program that focused on long-term goals and objectives including park master planning and associated program needs
- Approved final design for Quinlan Community Center exterior and interior upgrades
- Approved the Historical Structures Assessment for the McClellan Ranch Barn
- Investigated small neighborhood “pocket” parks concept
- Investigated possible partnership with Rancho Rinconada Recreation Center

