CITY OF SANTA CLARA

PARKS & RECREATION MASTER PLAN

Appendices

DRAFT | DECEMBER 2025

Appendix A: Resolution of Approval



(To be inserted post-adoption)

Appendix B: Demographics & Trends Report



CHAPTER ONE – DEMOGRAPHIC & RECREATION TRENDS ANALYSIS

1.1 INTRODUCTION

A key component of the Parks and Recreation Master Plan ("Plan") is a Demographic & Recreation Trends Analysis. This provides the City of Santa Clara's Parks and Recreation Department ("City") insight into the general makeup of the population served and identifies market trends in recreation. It also helps quantify the market in and around the City and understand the types of parks, facilities, and programs / services that are most appropriate to satisfy the needs of residents.

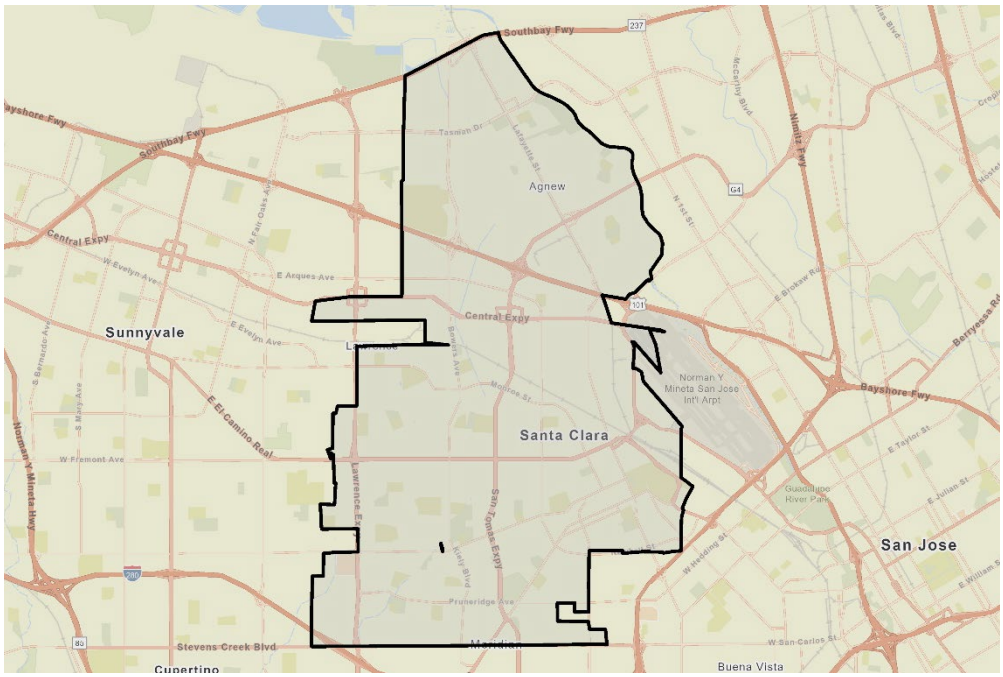
This analysis is two-fold – it aims to answer the *who* and the *what*. First, it assesses the demographic characteristics and population projections of City residents to understand *who* they serve. Secondly, recreational trends are examined on a national, regional, and local level to understand *what* the population served wants to do. Findings from this analysis establish a fundamental understanding that provides a basis for prioritizing the community need for parks, trails, facilities, and recreation programs.

1.2 DEMOGRAPHIC ANALYSIS

The Demographic Analysis describes the population within the city. This assessment is reflective of the City's total population and its key characteristics such as age segments, race, ethnicity, and income levels. It is important to note that future projections are based on historical patterns and unforeseen circumstances during or after the time of the analysis could have a significant bearing on the validity of the projected figures.

1.3 METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in September 2023 and reflects actual numbers as reported in the 2010 and 2020 Census. ESRI then estimates the current population (2023) as well as a 5-year projection (2028). PROS utilized straight line linear regression to forecast demographic characteristics for 2033 and 2038.

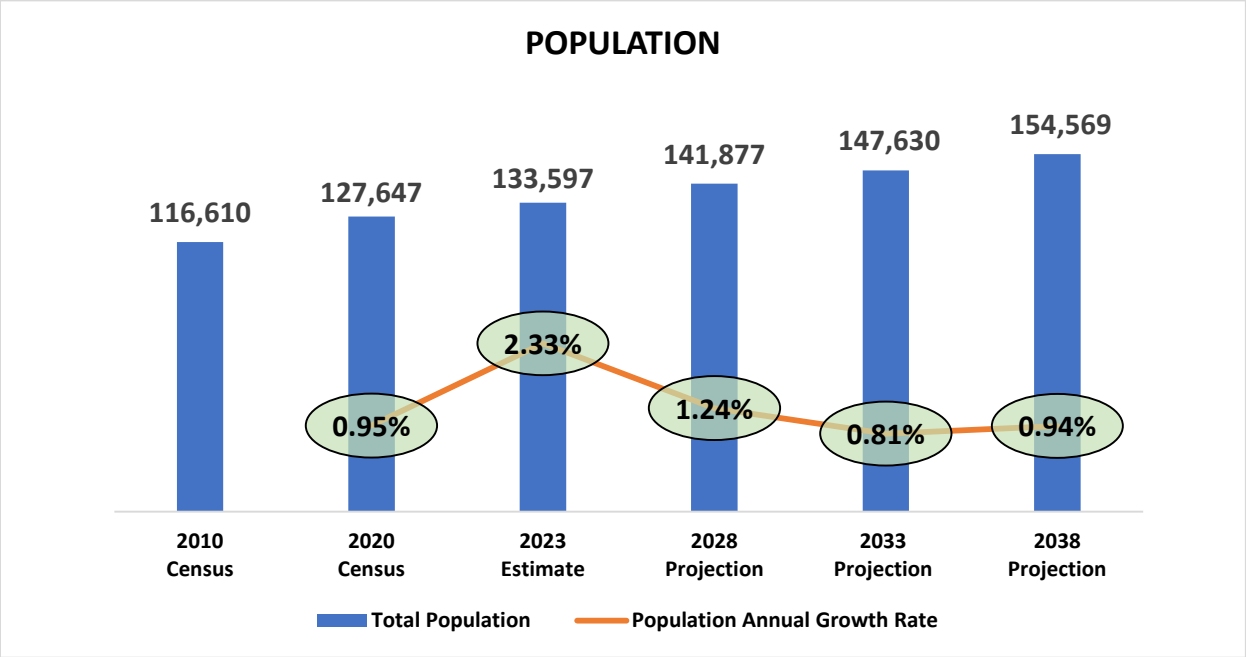


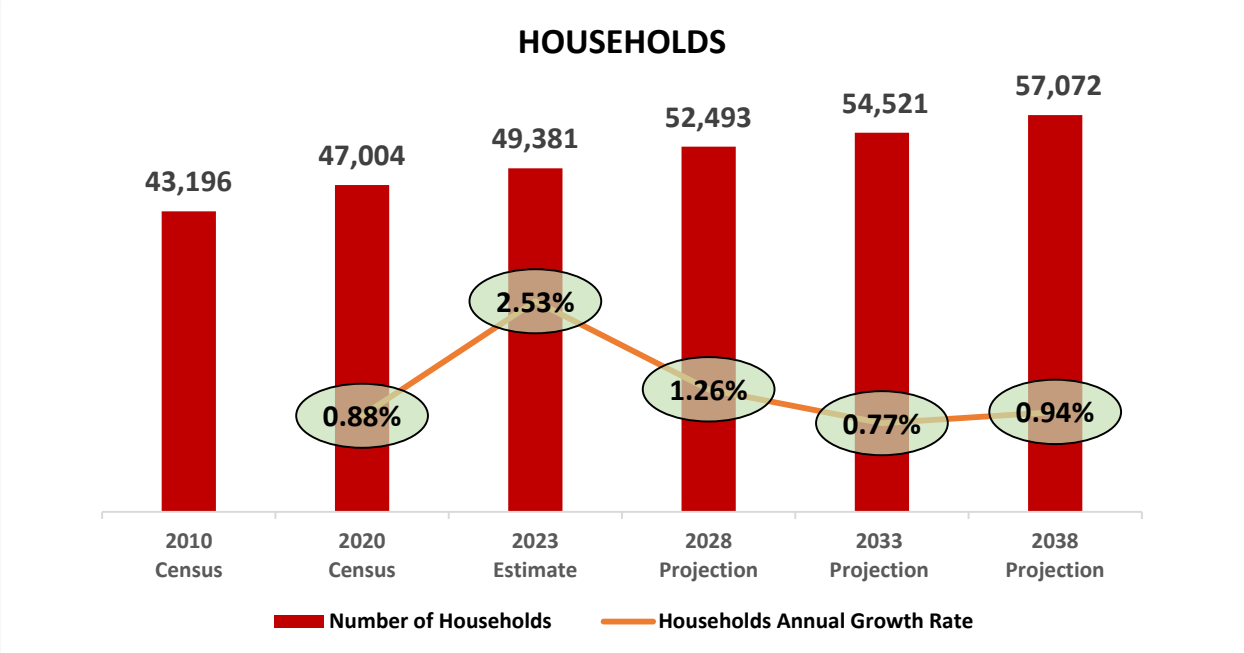
CITY POPULACE

POPULATION

The City's population has experienced some growth in the last 13 years, increasing 9.46% from 2010 to 2023, or on average 0.95%. This is in-line with the national annual growth rate of 0.81% (from 2010-2023). Like the population, the total number of households also experienced an increase, (8.82% over the 13 years.

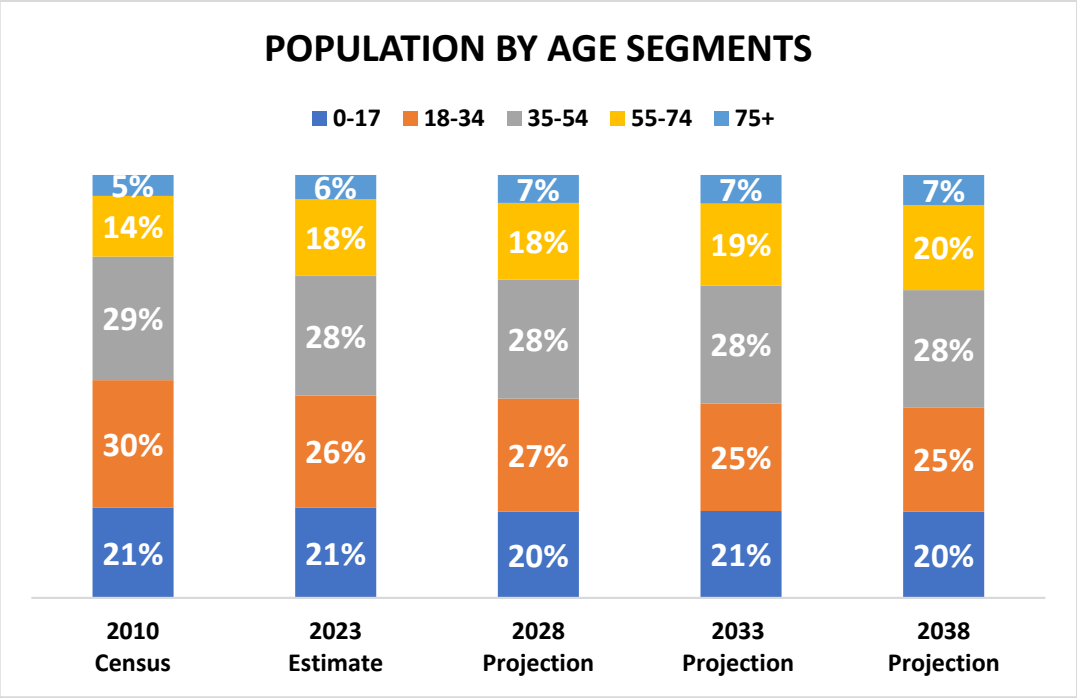
Currently, the population is estimated at 133,597 individuals living within 49,381 households. Projecting ahead, the total population growth is expected to continue to grow. By 2038, the City's population is projected at 154,569 residents (1.33% annual growth) living within 57,072 households (1.37% annual growth).





AGE SEGMENT

Evaluating the City's age segmentation, the population has become slightly older in the last 13 years. In 2010, the 55+ population made up 19% of the population, whereas today it makes up 24% of Santa Clara's populace, an increase of 5%. The 2023 population has a median age of 34.3 years old which is slightly younger than the U.S. median age of 38.5 years. Over the last 13 years, the City has continued to have a balanced age segmentation. This trend is projected to continue over the next 15 years as the 55+ age segment is expected to represent 27% of the total population (a slight increase of 3% over 2023) while other major age segments will remain relatively unchanged.



RACE AND ETHNICITY DEFINITIONS

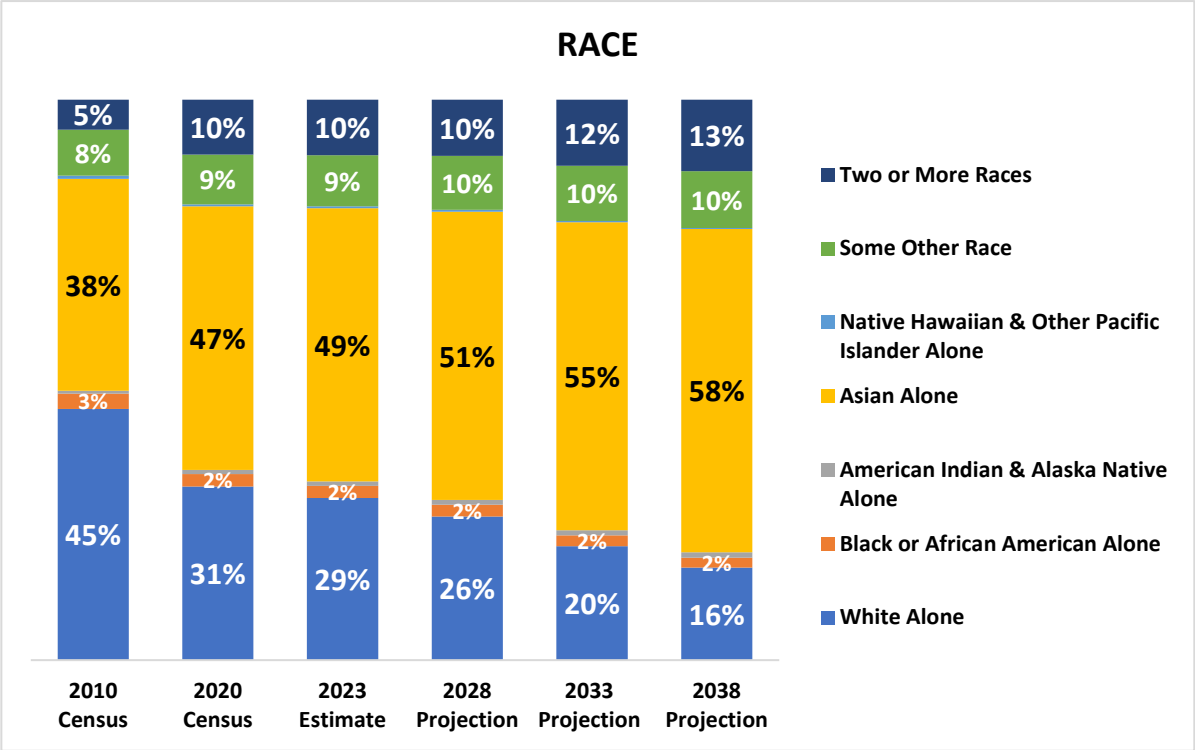
The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined below. The Census 2020 data on race is directly comparable with data from the 2010 Census. The latest (Census 2020) definitions and nomenclature are used within this analysis.

- **American Indian -** This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- **Asian** – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- **Black Alone -** This includes a person having origins in any of the black racial groups of Africa.
- **Native Hawaiian or Other Pacific Islander** – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- **White Alone -** This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
- **Hispanic or Latino -** This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South, or Central American, or other Spanish culture or origin, regardless of race.

Please Note: The Census Bureau defines Race as a person's self-identification with one or more of the following social groups: White, Black, or African American, Asian, American Indian, and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these, while Ethnicity is defined as whether a person is of Hispanic / Latino origin or not. For this reason, the Hispanic / Latino ethnicity is viewed separate from race throughout this demographic analysis.

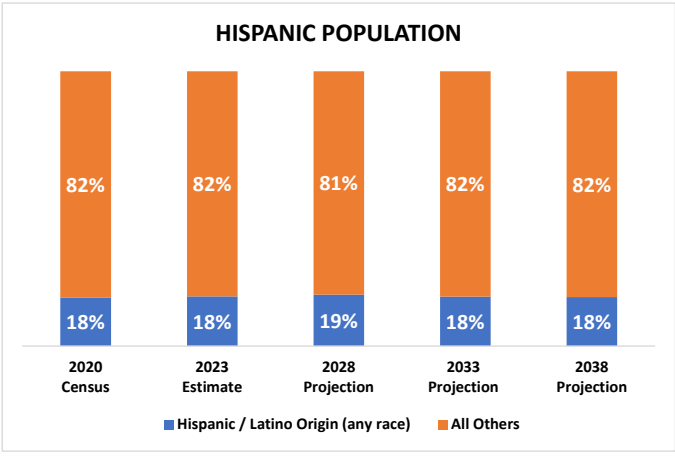
RACE

Assessing race, the City's current population has diversified significantly over the last 13 years as the White Alone population has decreased by 16%. Asian Alone has become the largest racial segmentation in the City, the Asian Alone population represents 49%. The predictions for 2038 expect the population to become more diverse, with the Asian Alone population becoming the racial majority in the community at 58% while the White Alone population will continue to decrease and represent only 16% of the population.



ETHNICITY

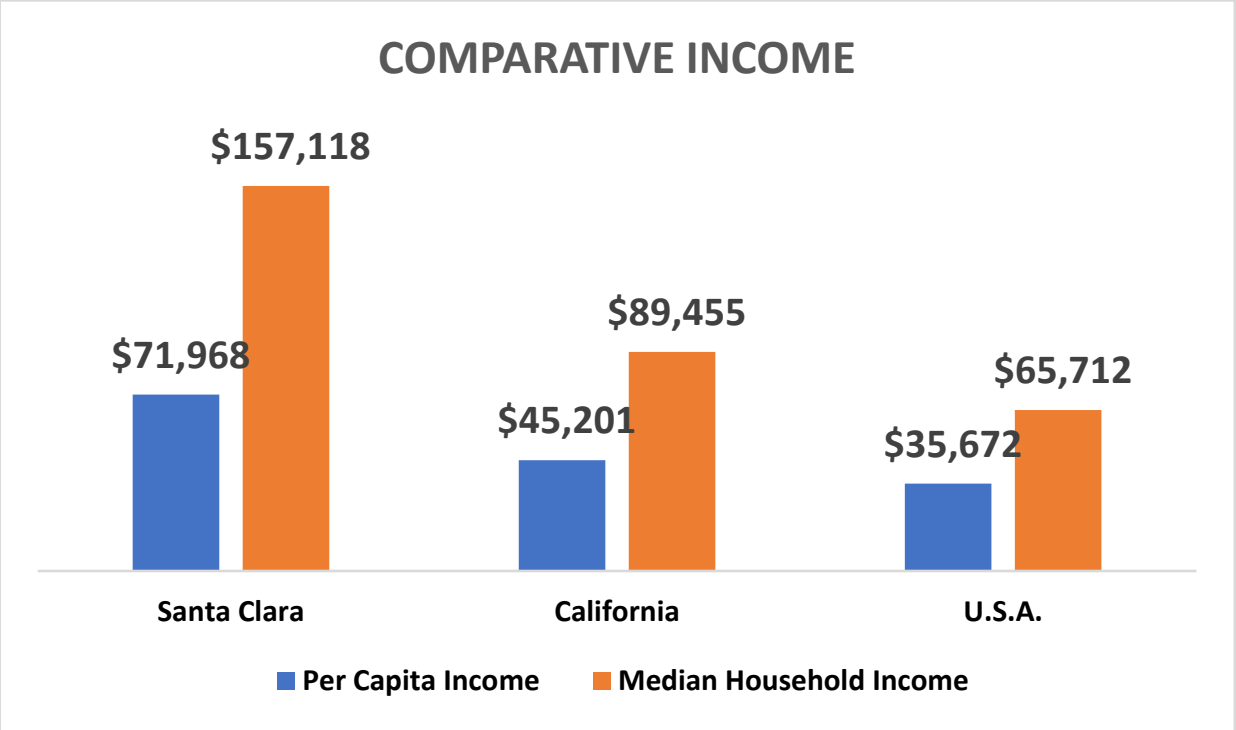
The City's population was also assessed based on Hispanic/Latino ethnicity, which by the Census Bureau definition is viewed independently from race. It is important to note that individuals who are Hispanic/Latino in ethnicity can also identify with any racial categories identified above.



People of Hispanic/Latino origin has remained unchanged over the last 13 years and currently represents approximately 18% of the City's population, which is just below the national average (19% Hispanic/Latino). The Hispanic/ Latino population is expected to remain relatively unchanged at 18% of the City's total population by 2038.

HOUSEHOLD INCOME

As seen below, the City's per capita income ($71,968) and median household income ($157,118) are both higher than the U.S. averages as well as the averages of the State of California. The per capita income is that earned by an individual while the median household income is based on the total income of everyone over the age of 16 living under the same roof. Though these above average income characteristics indicate that the average household may have more disposable income, residents are still likely to be price conscious and have a need to understand the value that correlates with quality-of-life indicators.



SANTA CLARA DEMOGRAPHIC IMPLICATIONS

The following implications are derived from the analyses provided above. Each implication is organized by the outlined demographic information sections.

POPULATION

The population is steadily increasing and is projected to experience a population increase of 19.6% over the next 15 years. This is NOT in-line with the national average over the same time. With a growing population, park and recreation services will need to strategically invest, develop, and maintain parks and recreation facilities in relation to current and future residential growth.

AGE SEGMENTATION

Santa Clara currently has a balanced age segmentation with the largest group being 35-54 (28%). Over the next 15 years, the city is projected to remain balanced as the 55+ segment will make up only 27% of the population (1% lower than 34-54 age segmentation) in 2038.

RACE AND ETHNICITY

A diversifying community will likely focus the City on providing traditional and emerging programming and service offerings.

HOUSEHOLDS AND INCOME

With median and per capita household income averages above that of MSA and national averages, it would be important for the City to prioritize providing offerings that are first class with exceptional customer service while seeking opportunities to create revenue generation.

1.4 NATIONAL RECREATION TRENDS ANALYSIS

The Trends Analysis provides an understanding of national, regional, and local recreational trends as well as recreational interest by age segments. Trends data used for this analysis was obtained from Sports & Fitness Industry Association's (SFIA), National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI). All trend data is based on current and/or historical participation rates, statistically valid survey results, or NRPA Park Metrics.

NATIONAL TRENDS IN RECREATION

METHODOLOGY

The Sports & Fitness Industry Association's (SFIA*) Sports, Fitness & Leisure Activities Topline Participation Report 2023* was utilized in evaluating the following trends:

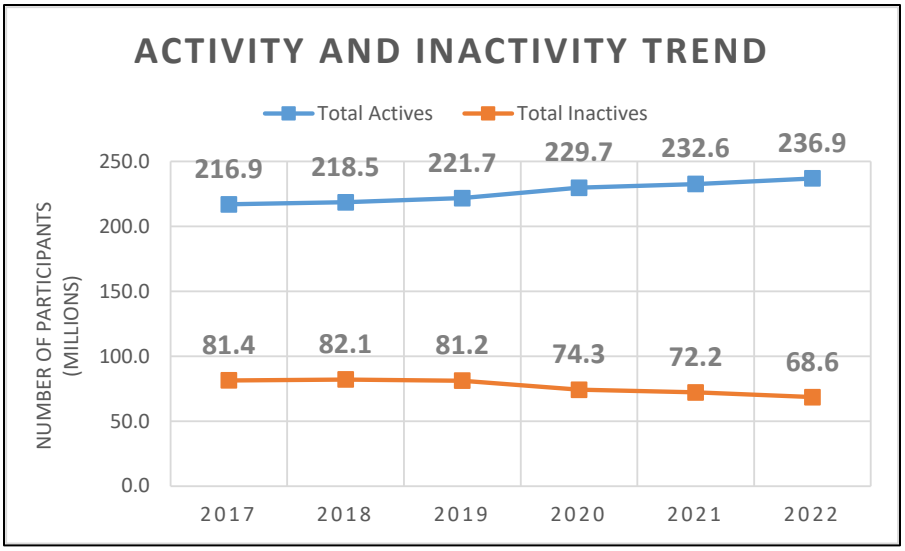
- National Recreation Participatory Trends
- Core vs. Casual Participation Trends

The study is based on findings from surveys conducted in 2023 by the Sports Marketing Surveys USA (SMS), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 305,439,858 people (ages six and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 120 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

OVERALL PARTICIPATION

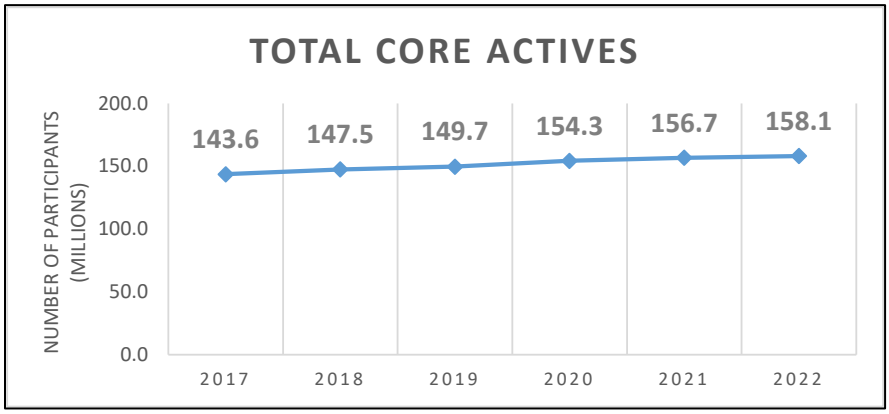
Approximately 236.9 million people ages six and over reported being active in 2023, which is a 1.9% increase from 2021 and the greatest number of active Americans in the last 6 years. This is an indicator that Americans are continuing to make physical activity more of a priority in their lives. Outdoor activities continue to thrive, recreation facilities reopened. fitness at home maintains popularity, and team sports are slowly reaching pre-pandemic participation levels. The chart below depicts participation levels for active and inactive (those who engage in no physical activity) Americans over the past 6 years.



CORE VS. CASUAL PARTICIPATION

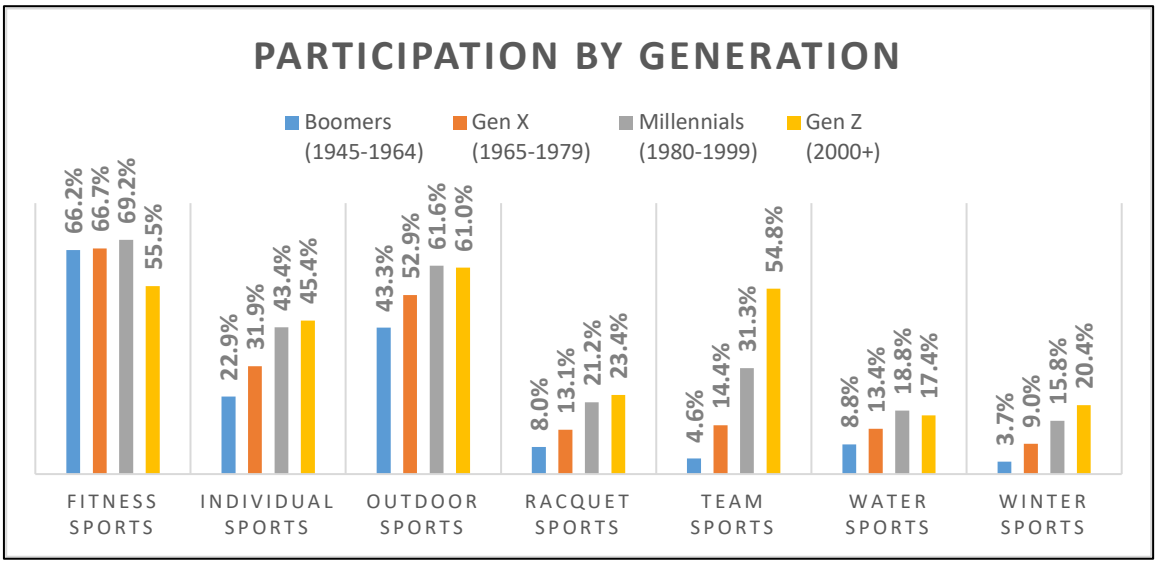
In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness activities more than fifty times per year, while for sports, the threshold for core participation is typically 13 times per year.

In each activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than causal participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants. Increasing for the fifth straight year, 158.1 million people were considered CORE participants in 2023.



PARTICIPATION BY GENERATION

The following chart shows 2023 participation rates by generation. Fitness sports continue to be the go-to means of exercise for Boomers, Gen X, and Millennials. Over half of the Gen X, Millennials, and Gen Z generation participated in one type of outdoor activity. Team sports were heavily dominated by generation Gen Z and nearly a third of Gen X also participated in individual sports such as golf, trail running, triathlons, and bowling.



HIGHLIGHTS

Team sports are continuing to recover due to shutdowns during the pandemic. Team sports participation rate increased to 23.2% which is near 2019 participation levels. Pickleball continues to be the fastest growing sport in America by doubling its participation in 2023. Following the popularity of pickleball, every racquet sport also increased in total participation in 2023.

Americans continued to practice yoga, attend Pilates training, and workout with kettlebells. Many started indoor climbing, while others took to the hiking trail. The waterways traffic had an increase of stand-up paddlers, kayaks, and jet skis. Gymnastics, swimming on a team, court volleyball, and fast-pitch softball benefited from the participation boom created from the Olympics.

Water sports had the largest gain in participation rates. Activities such as jet skiing, scuba diving, and boardsailing/windsurfing all contributed to the 7% increase. Outdoor sports continued to grow with 55% percent of the U.S. population participating. This rate remains higher than pre-pandemic levels with a 51% participation rate in 2019. The largest contributor to this gain was trail running, having a 45% increase over the last five years.

NATIONAL TRENDS IN GENERAL SPORTS

PARTICIPATION LEVELS

The top sports most heavily participated in the United States were basketball (28.1 million), golf (25.6 million), and tennis (23.6 million) which have participation figures well more than the other activities within the general sports category. Baseball (15.5 million), and outdoor soccer (13.0 million) round out the top five.

The popularity of basketball, golf, and tennis can be attributed to the ability to compete with small number of participants, this coupled with an ability to be played outdoors and/or properly distanced helps explain their popularity during the COVID-19 pandemic. Basketball's overall success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at most American dwellings as a drive-way pickup game. Golf continues to benefit from its wide age segment appeal and is considered a life-long sport. In addition, target type game venues or golf entertainment venues have increased drastically (86.2%) as a 5-year trend, using golf entertainment (e.g., Top Golf) as a new alternative to breathe life back into the game of golf.



BASKETBALL	GOLF	TENNIS	GOLF VENUE	BASEBALL
28.1 MILLION	25.6 MILLION	23.6 MILLION	15.5 MILLION	15.5 MILLION

FIVE-YEAR TREND

Since 2017, pickleball (185.7%), golf - entertainment venues (86.2%), and tennis (33.4%) have shown the largest increase in participation. Similarly, basketball (20.3%) and outdoor soccer (9.2%) have also experienced significant growth. Based on the five-year trend from 2017-2023, the sports that are most rapidly declining in participation include ultimate frisbee (-31.5%), rugby (-28.1%), and roller hockey (-25.4%).

ONE-YEAR TREND

The most recent year shares some similarities with the five-year trends; with pickleball (85.7%) and golf - entertainment venues (25.7%) experiencing some of the greatest increases in participation this past year. Other top one-year increases include racquetball (8.0%), badminton (7.1%), and gymnastics.

Sports that have seen moderate 1-year increases, but 5-year decreases are racquetball (8.0%), gymnastics (7.1%), and court volleyball (4.2%). This could be a result of coming out of the COVID-19 pandemic and team program participation on the rise. Like their 5-year trend, rugby (-5.8%), roller hockey (-4.0%), and ultimate frisbee (-2.2%) have seen decreases in participation over the last year.

National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2017	2021	2022	5-Year Trend	1-Year Trend
Basketball	23,401	27,135	28,149	20.3%	3.7%
Golf (9 or 18-Hole Course)	23,829	25,111	25,566	7.3%	1.8%
Tennis	17,683	22,617	23,595	33.4%	4.3%
Golf (Entertainment Venue)	8,345	12,362	15,540	86.2%	25.7%
Baseball	15,642	15,587	15,478	-1.0%	-0.7%
Soccer (Outdoor)	11,924	12,556	13,018	9.2%	3.7%
Pickleball	3,132	4,819	8,949	185.7%	85.7%
Football (Flag)	6,551	6,889	7,104	8.4%	3.1%
Badminton	6,430	6,061	6,490	0.9%	7.1%
Volleyball (Court)	6,317	5,849	6,092	-3.6%	4.2%
Softball (Slow Pitch)	7,283	6,008	6,036	-17.1%	0.5%
Soccer (Indoor)	5,399	5,408	5,495	1.8%	1.6%
Boxing for Fitness	5,157	5,237	5,472	6.1%	4.5%
Football (Tackle)	5,224	5,228	5,436	4.1%	4.0%
Football (Touch)	5,629	4,884	4,843	-14.0%	-0.8%
Gymnastics	4,805	4,268	4,569	-4.9%	7.1%
Volleyball (Sand/Beach)	4,947	4,184	4,128	-16.6%	-1.3%
Track and Field	4,161	3,587	3,690	-11.3%	2.9%
Racquetball	3,526	3,260	3,521	-0.1%	8.0%
Cheerleading	3,816	3,465	3,507	-8.1%	1.2%
Ice Hockey	2,544	2,306	2,278	-10.5%	-1.2%
Softball (Fast Pitch)	2,309	2,088	2,146	-7.1%	2.8%
Ultimate Frisbee	3,126	2,190	2,142	-31.5%	-2.2%
Wrestling	1,896	1,937	2,036	7.4%	5.1%
Lacrosse	2,171	1,892	1,875	-13.6%	-0.9%
Roller Hockey	1,834	1,425	1,368	-25.4%	-4.0%
Squash	1,492	1,185	1,228	-17.7%	3.6%
Rugby	1,621	1,238	1,166	-28.1%	-5.8%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

NATIONAL TRENDS IN GENERAL FITNESS

PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. The most popular general fitness activities in 2023 also were those that could be done at home or in a virtual class environment. The activities with the most participation was walking for fitness (114.8 million), treadmill (53.6 million), free weights (53.1 million), running/jogging (47.8 million), and yoga (33.6 million).



FIVE-YEAR TREND

Over the last five years (2017-2023), the activities growing at the highest rate were trail running (44.9%), yoga (23.0%), Pilates training (14.0%) and dance, step & choreographed exercise. Over the same period, the activities that have undergone the biggest decline in participation include group stationary cycling (-33.4%), cross-training style workout (-32.1%) and non-traditional/off road triathlons (-28.1%).

ONE-YEAR TREND

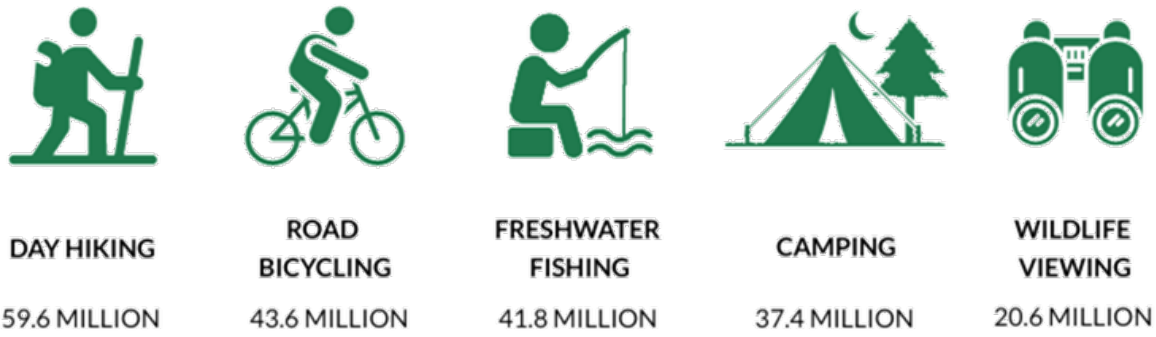
In the last year, fitness activities with the largest gains in participation were group-related activities, cardio kickboxing (8.5%), Pilates training (5.8%), and group stationary cycling (5.5%). This 1-year trend is another indicator that participants feel safe returning to group-related activities. Trail running (5.9%) also saw a moderate increase indicating trail connectivity to continue to be important for communities to provide. In the same span, fitness activities that had the largest decline in participation were cross-training style workout (-5.3%), bodyweight exercise (-2.6%) and running/jogging (-2.4%).

National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2017	2021	2022	5-Year Trend	1-Year Trend
Walking for Fitness	110,805	115,814	114,759	3.6%	-0.9%
Treadmill	52,966	53,627	53,589	1.2%	-0.1%
Free Weights (Dumbbells/Hand Weights)	52,217	52,636	53,140	1.8%	1.0%
Running/Jogging	50,770	48,977	47,816	-5.8%	-2.4%
Yoga	27,354	34,347	33,636	23.0%	-2.1%
Stationary Cycling (Recumbent/Upright)	36,035	32,453	32,102	-10.9%	-1.1%
Weight/Resistant Machines	36,291	30,577	30,010	-17.3%	-1.9%
Free Weights (Barbells)	27,444	28,243	28,678	4.5%	1.5%
Elliptical Motion/Cross-Trainer	32,283	27,618	27,051	-16.2%	-2.1%
Dance, Step, & Choreographed Exercise	22,616	24,752	25,163	11.3%	1.7%
Bodyweight Exercise	24,454	22,629	22,034	-9.9%	-2.6%
High Impact/Intensity Training	21,476	21,973	21,821	1.6%	-0.7%
Trail Running	9,149	12,520	13,253	44.9%	5.9%
Rowing Machine	11,707	11,586	11,893	1.6%	2.6%
Stair Climbing Machine	14,948	11,786	11,677	-21.9%	-0.9%
Pilates Training	9,047	9,745	10,311	14.0%	5.8%
Cross-Training Style Workout	13,622	9,764	9,248	-32.1%	-5.3%
Martial Arts	5,838	6,186	6,355	8.9%	2.7%
Stationary Cycling (Group)	9,409	5,939	6,268	-33.4%	5.5%
Cardio Kickboxing	6,693	5,099	5,531	-17.4%	8.5%
Boxing for Fitness	5,157	5,237	5,472	6.1%	4.5%
Boot Camp Style Cross-Training	6,651	5,169	5,192	-21.9%	0.4%
Barre	3,436	3,659	3,803	10.7%	3.9%
Tai Chi	3,787	3,393	3,394	-10.4%	0.0%
Triathlon (Traditional/Road)	2,162	1,748	1,780	-17.7%	1.8%
Triathlon (Non-Traditional/Off Road)	1,878	1,304	1,350	-28.1%	3.5%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

1.2.5 NATIONAL TRENDS IN OUTDOOR/ADVENTURE RECREATION

PARTICIPATION LEVELS

Results from the SFIA report demonstrate rapid growth in participation regarding outdoor/adventure recreation activities. Much like general fitness activities, these activities encourage an active lifestyle, can be performed individually, and are not as limited by time constraints. In 2023, the most popular activities, in terms of total participants include day hiking (59.5 million), road bicycling (43.6 million), freshwater fishing (41.8 million), camping (37.4 million), and wildlife viewing (20.6 million).



FIVE-YEAR TREND

From 2017-2023, sport/bouldering (174.8%), camping (42.5%), skateboarding (41.3%), day hiking (32.7%), birdwatching (28.6%) has undergone large increases in participation. The five-year trend also shows activities such as indoor climbing (-51.4%), adventure racing (-32.2%) to be the only activities with double-digit decreases in participation.

ONE-YEAR TREND

The one-year trend shows most activities growing in participation from the previous year. The most rapid growth being in sport/boulder climbing (151.1%), BMX bicycling (8.3%), birdwatching (6.8%), and in-line roller skating (4.7%). Over the last year, the only activities that underwent decreases in participation were indoor climbing (-56.9%), adventure racing (-6.1%), and overnight backpacking (-0.9%). Core vs. Casual trends in Outdoor recreation

National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2017	2021	2022	5-Year Trend	1-Year Trend
Hiking (Day)	44,900	58,697	59,578	32.7%	1.5%
Bicycling (Road)	38,866	42,775	43,554	12.1%	1.8%
Fishing (Freshwater)	38,346	40,853	41,821	9.1%	2.4%
Camping	26,262	35,985	37,431	42.5%	4.0%
Wildlife Viewing (>1/4 mile of Vehicle/Home)	20,351	20,452	20,615	1.3%	0.8%
Camping (Recreational Vehicle)	16,159	16,371	16,840	4.2%	2.9%
Birdwatching (>1/4 mile of Vehicle/Home)	12,296	14,815	15,818	28.6%	6.8%
Fishing (Saltwater)	13,062	13,790	14,344	9.8%	4.0%
Backpacking Overnight	10,975	10,306	10,217	-6.9%	-0.9%
Skateboarding	6,382	8,747	9,019	41.3%	3.1%
Bicycling (Mountain)	8,609	8,693	8,916	3.6%	2.6%
Fishing (Fly)	6,791	7,458	7,631	12.4%	2.3%
Archery	7,769	7,342	7,428	-4.4%	1.2%
Climbing (Sport/Boulder)	2,103	2,301	5,778	174.8%	151.1%
Roller Skating, In-Line	5,268	4,940	5,173	-1.8%	4.7%
Bicycling (BMX)	3,413	3,861	4,181	22.5%	8.3%
Climbing (Indoor)	5,045	5,684	2,452	-51.4%	-56.9%
Climbing (Traditional/Ice/Mountaineering)	2,527	2,374	2,452	-3.0%	3.3%
Adventure Racing	2,529	1,826	1,714	-32.2%	-6.1%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

1.2.6 NATIONAL TRENDS IN AQUATICS

PARTICIPATION LEVELS

Swimming is deemed a lifetime activity, which is why it continues to have such strong participation. In 2023, fitness swimming remained the overall leader in participation (26.3 million) amongst aquatic activities.



FITNESS SWIMMING	AQUATIC EXERCISE	SWIMMING ON A TEAM
43.6 MILLION	41.8 MILLION	37.4 MILLION

FIVE-YEAR TREND

Assessing the five-year trend, fitness swimming (-3.2%) and swimming on a team (-3.4%) experienced moderate decreases due to the accessibility of facilities during COVID-19. While aquatic exercise (2.1%) saw a slight increase in participation during this same time.

ONE-YEAR TREND

In 2023, all aquatic activities saw moderate increases in participation which can be asserted to facilities and programs returning to pre-COVID-19 pandemic levels. Swimming on a team (2.8%), aquatic exercise (2.7%) and fitness swimming (2.5%) saw moderate increases in participation.

National Participatory Trends - Aquatics					
Activity	**Participation Levels**			**% Change**	
	2017	**2021**	**2022**	**5-Year Trend**	**1-Year Trend**
Swimming (Fitness)	27,135	25,620	26,272	-3.2%	2.5%
Aquatic Exercise	10,459	10,400	10,676	2.1%	2.7%
Swimming on a Team	3,007	2,824	2,904	-3.4%	2.8%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

1.2.7 NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

PARTICIPATION LEVEL

The most popular water sports / activities based on total participants in 2023 were recreational kayaking (13.6 million), canoeing (9.5 million), and snorkeling (7.4 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can influence water activity participation.



RECREATIONAL KAYAKING	CANOEING	SNORKELING	JET SKIING	STAND-UP PADDLING
13.6 MILLION	9.5 MILLION	7.4 MILLION	5.4 MILLION	3.8 MILLION

FIVE-YEAR TREND

Over the last five years, surfing (37.8%), recreational kayaking (28.7%), stand-up paddling (13.6%) and white-water kayaking (9.0%) were the fastest growing water activities. From 2017-2023, activities declining in participation were water skiing (-14.9%), snorkeling (-12.0%), boardsailing/windsurfing (-11.6%), and sea/touring kayaking (10.6%).

ONE-YEAR TREND

In 2023, water skiing (-0.6%) was the only water activity to see a decrease in participation. Activities which experienced the largest increases in participation in the most recent year include jet skiing (7.6%), scuba diving (7.4%), boardsailing/windsurfing (7.2%), and surfing (6.6%).

National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2017	2021	2022	5-Year Trend	1-Year Trend
Kayaking (Recreational)	10,533	13,351	13,561	28.7%	1.6%
Canoeing	9,220	9,199	9,521	3.3%	3.5%
Snorkeling	8,384	7,316	7,376	-12.0%	0.8%
Jet Skiing	5,418	5,062	5,445	0.5%	7.6%
Stand-Up Paddling	3,325	3,739	3,777	13.6%	1.0%
Surfing	2,680	3,463	3,692	37.8%	6.6%
Sailing	3,974	3,463	3,632	-8.6%	4.9%
Rafting	3,479	3,383	3,595	3.3%	6.3%
Water Skiing	3,572	3,058	3,040	-14.9%	-0.6%
Wakeboarding	3,005	2,674	2,754	-8.4%	3.0%
Kayaking (White Water)	2,500	2,587	2,726	9.0%	5.4%
Scuba Diving	2,874	2,476	2,658	-7.5%	7.4%
Kayaking (Sea/Touring)	2,955	2,587	2,642	-10.6%	2.1%
Boardsailing/Windsurfing	1,573	1,297	1,391	-11.6%	7.2%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

1.5 NON-PARTICIPANT INTEREST BY AGE SEGMENT

In addition to participation rates by generation, SFIA also tracks non-participant interest. These are activities that the U.S. population currently does not participate in due to physical or monetary barriers, but is interested in participating in. Below are the top five activities that each age segment would be most likely to partake in if they were readily available.

Overall, the activities most age segments are interested in including Camping, Bicycling, Fishing, and Swimming for Fitness. All of which are deemed as low-impact activities, making them obtainable for any age segment to enjoy.



1.6 RECREATION TRENDS FOR THE SENIOR POPULATION (55+)

Today, Santa Clara is very diverse with greater and contrasting needs and desires. The Parks and Recreation Department has evolved to ensure that all members of the community are able to benefit from their vast holdings of open space, recreation facilities and service offerings. One area of growing interest is serving the expanding population of older adults.

As mentioned previously, 27% of the population in Santa Clara will be 55+ by 2038.

The findings in a research report produced by NRPA affirms that parks and recreation is a vital service provider to older adults, and yet there remains significant opportunity to do much more. Some of the key findings in the report indicate that more than nine in 10 park and recreation agencies report that they offer facilities, activities and programming that cater to older adults. These activities vary greatly, including providing older adults with chances to socialize with others, ways to stay healthy and active, and opportunities to serve others in their communities. Following is a list of activities that are among those most often geared to older adults:

- Exercise classes
- Field trips, tours, vacations
- Arts and crafts classes
- Opportunities to volunteer
- Special events and festivals targeted at older adults.
- Group walks
- Paid job opportunities to lead exercise classes, work in recreation centers or at parks.

As noted above, the list of activities varies greatly from active to passive and everywhere in-between.

Where Santa Clara can make a real, lasting difference is in providing evidence-based chronic disease prevention and/or management programs that keep older adults healthy and active for years to come. The trend to accomplish this is for the Department to offer these types of programs for older adults in Santa Clara, including those focused on enhanced fitness, diabetes management, living with arthritis and improving balance.

The wide breadth of service offerings for older adults should reflect the broad population served. This includes The Woodlands following a wide definition of “older adults” when designing and marketing offerings — in many cases starting with adults as young as 55 years old.

Furthermore, Santa Clara may be unique in ensuring that the needs of underserved older adults are met. The Department can be a critical, lifesaving resource for lower and/or fixed income segments of the older adult population. This can possibly include transportation to and from activities and facilities and low-cost or free fitness programs.

Santa Clara could consider developing programming for older adults with key partners. To best serve this population, partnerships can include, but not limited to:

- Area agencies on aging
- Retirement communities
- Senior meals providers

- Hospitals and doctors' offices
- Local health departments
- Health insurance companies
- Community-based organizations (e.g., faith-based)

But even with these partners, Santa Clara will have hurdles that must be overcome before providing more services to older adults. The most common challenges are the result of inadequate resources, including facility space shortages, insufficient funding, and inadequate staffing. Presumably, these resource constraints will become even more acute as the older adult population grows and the demand for these services increases.

1.7 LOCAL TRENDS – GENERAL SPORTS MARKET POTENTIAL

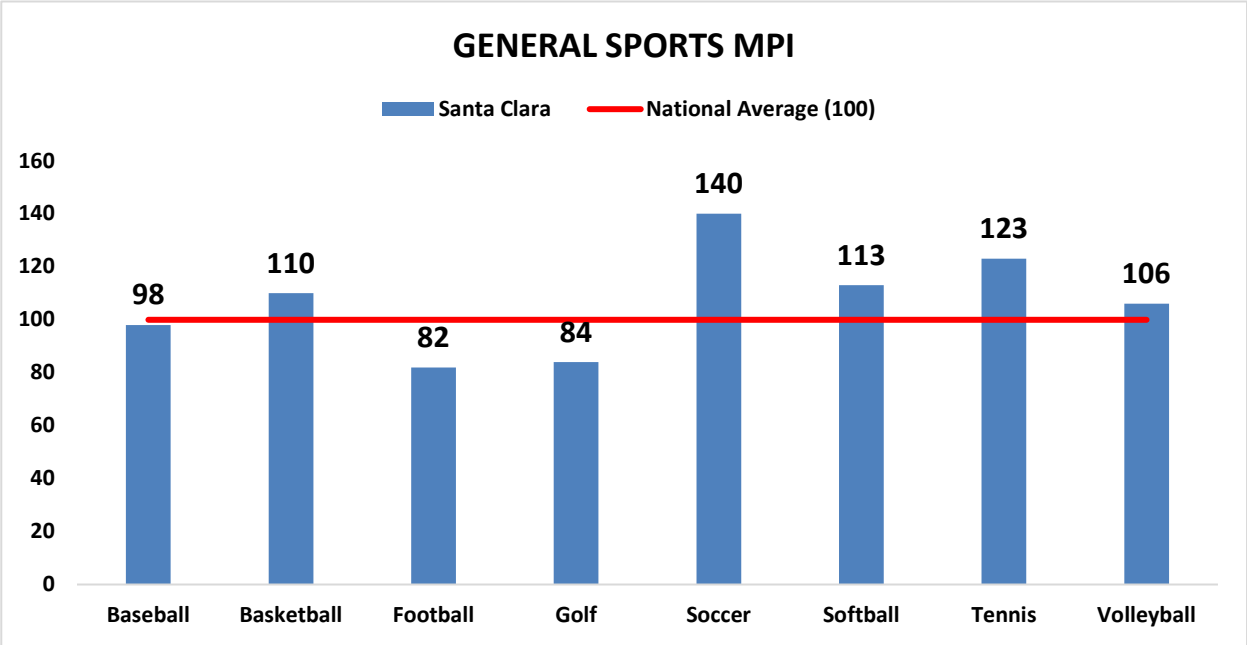
ESRI's 2023 Sports and Leisure Market Potential Data measures the likely demand for recreation activities as well as expected consumer attitudes towards these activities by City of Santa Clara residents. The MPI shows the likelihood that a resident of the City of Santa Clara will participate in certain activities when compared to the US National average. The City is compared to the national average in three (3) categories – general sports, fitness, and outdoor recreation. PLEASE NOTE: The participation by Santa Clara residents in these activities is not restricted geographically to the City of Santa Clara. For example, a Santa Clara resident may participate in an activity offered by the City of Sandy Springs.

Overall, Santa Clara demonstrates below to above average market potential index numbers. Looking at the three categories (general sports, fitness, and outdoor activity), Santa Clara's MPI percentages show that Santa Clara has strong participation rates when it comes to fitness activities; general sports and outdoor recreation activities are range from above to below the national averages, depending upon the activity.

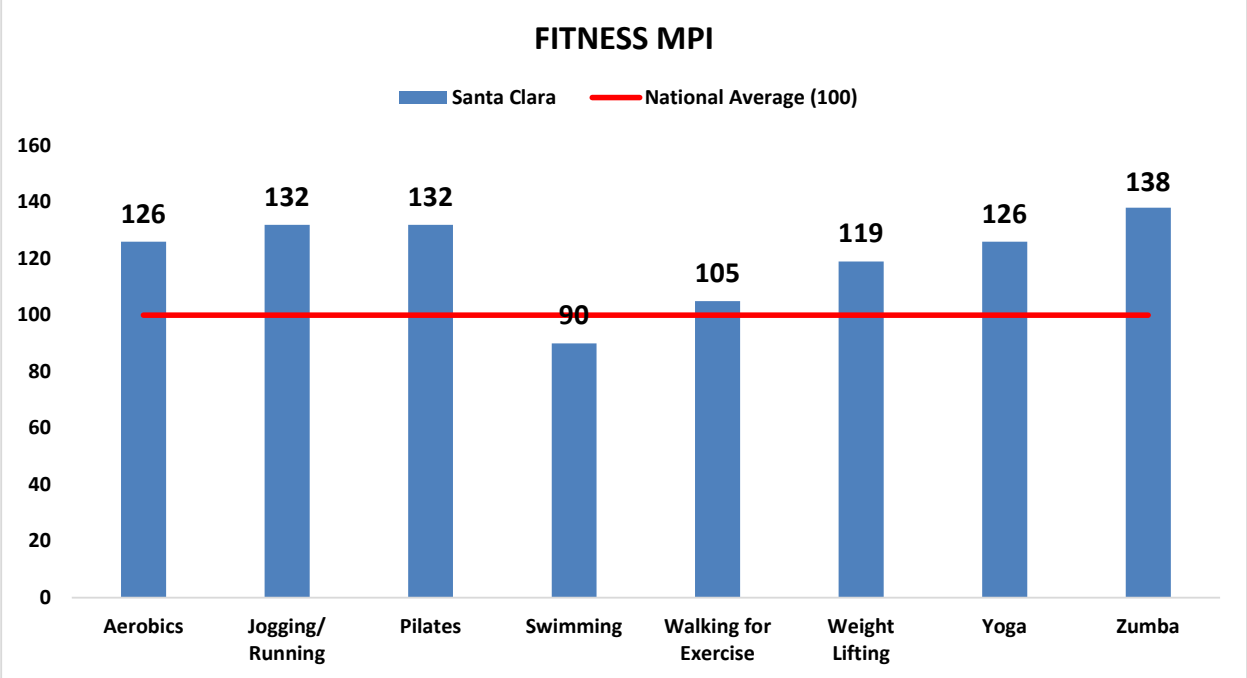
Activities with MPI numbers greater than the national average are significant because they demonstrate that there is a greater potential that Santa Clara residents will actively participate in offerings if these activities were provided by the city or surrounding communities. Activities with MPI numbers lower than the national average are also significant because they demonstrate that there is either a lower potential that Santa Clara residents will participate in these activities or the opportunity to participate in these activities is not available to them.

This data should be interfaced with other key findings derived during the master planning process to determine an appropriate level of service for park acreage and amenities for the City of Santa Clara. Other key factors that determine level of service include, but are not limited to demographic projections, resident need as determined by the community engagement process, current level of service (existing park and amenity inventory), and access to existing parks and amenities.

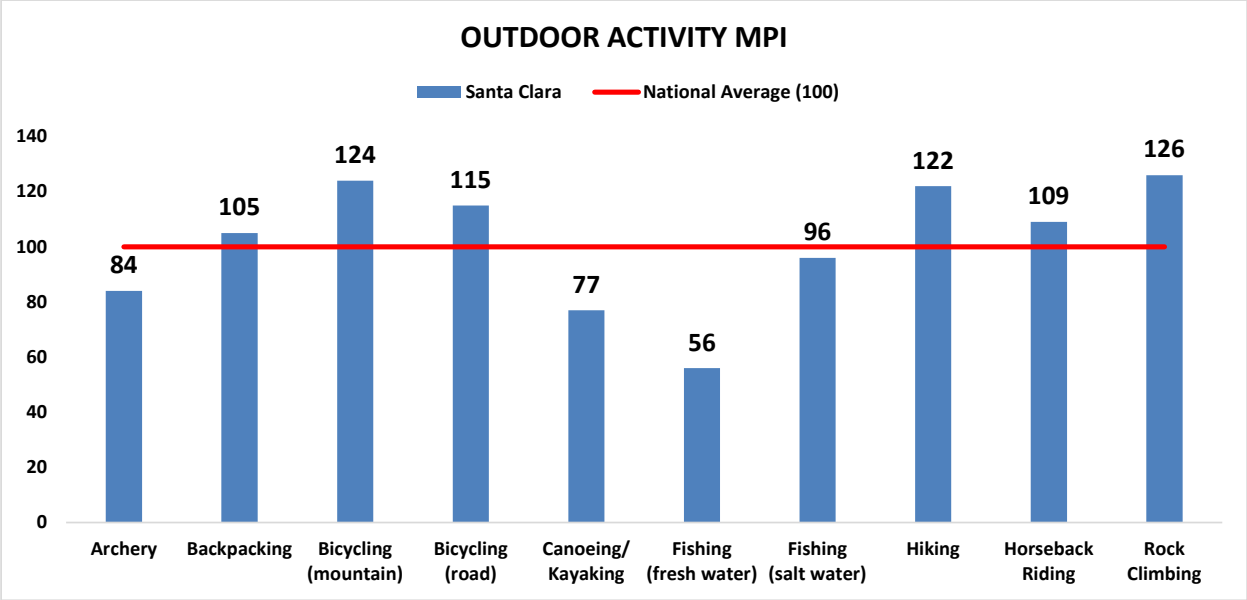
2023 GENERAL SPORTS MARKET POTENTIAL INDEX



2023 GENERAL FITNESS MARKET POTENTIAL INDEX



2023 OUTDOOR RECREATION MARKET POTENTIAL INDEX



1.8 RECREATION TRENDS SUMMARY

It is critically important for Santa Clara Parks and Recreation to understand the local and national participation trends in recreation activities. In doing so, the Department can gain general insight into the lifecycle stage of recreation programs and activities (emerging, stable, and declining) and thereby anticipate potential changes in need and demand for the programs and activities that it provides to the residents of Santa Clara. Here are some major takeaways for local and national recreation trends:

- Fitness walking remained the most popular activity OVERALL nationally and this activity will likely continue to grow in popularity in Santa Clara.
- All listed aquatic activities have experienced strong participation nationally though swimming is below the national average in Santa Clara.
- Basketball is the most participated in sport nationally while soccer is the most participated in sport locally.
- Tackle football has gained participants nationally over the last five years, but MPI numbers are well below the national average.
- Fast-pitch and slow-pitch softball saw slight increases in participation nationally and locally over the last year.
    - PLEASE NOTE: Individual MPI numbers are not available for fast-pitch and slow-pitch softball.
- Outdoor recreational activities are on the rise nationally and many of these activities are popular locally, including bicycling, hiking, and rock climbing.
- Based on national measurements, income level has a positive impact on activity rate. Higher income households tend to have higher activity rates.

Appendix C: Parks Assessment



MEMORANDUM

To: City of Santa Clara

Date: April 12, 2024

From: Hanah Goldov, Olivia Grenzebach, and Peter Winch, WRT

Ref. No.: 08441.01

Project: Santa Clara Parks and Recreation Master Plan

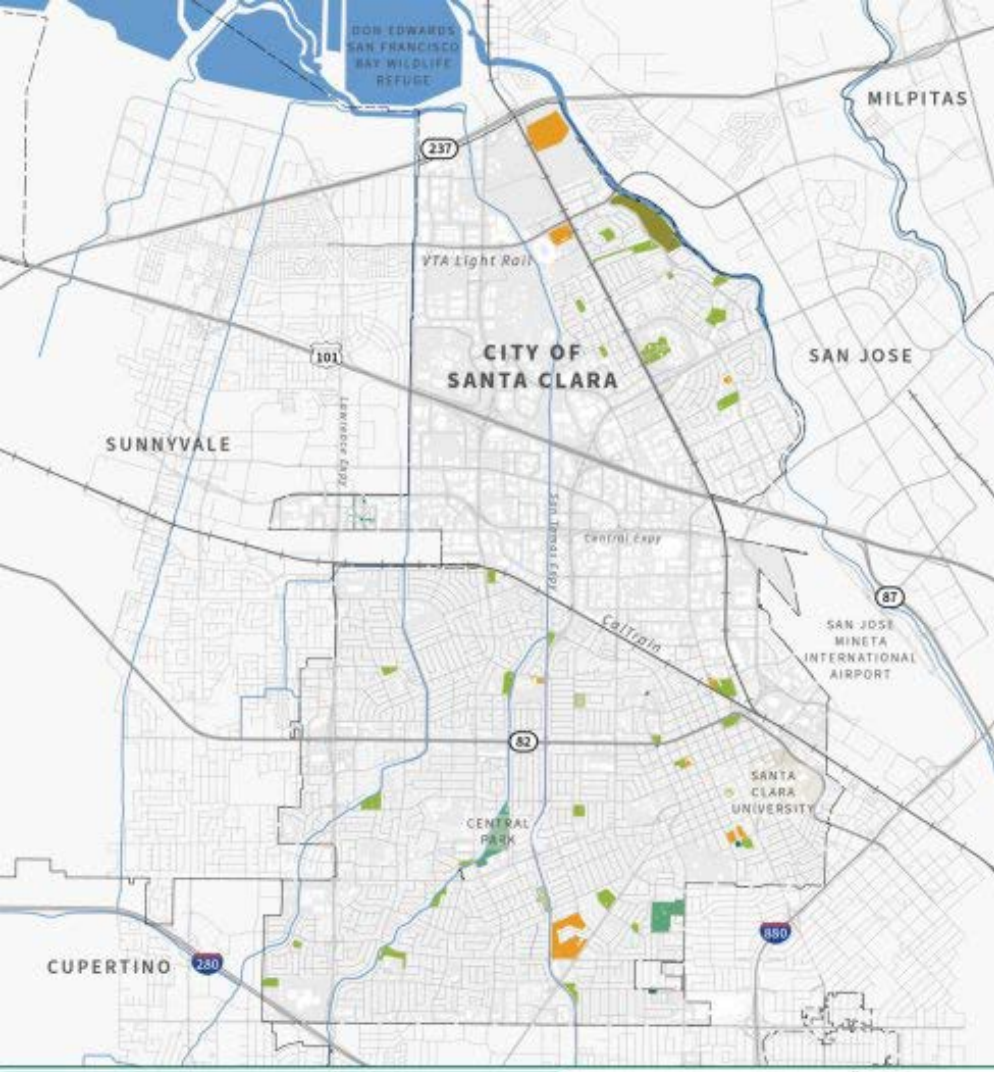
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Re: Parks Assessment

CC: John Gibbs, Hanah Goldov, and Olivia Grenzebach, WRT

Santa Clara is undertaking a master plan for the parks and recreation system. The master plan will focus on City-owned parks as well as recreational programming provided by the City. To support the master plan process, WRT conducted on-the-ground assessments of 57 distinct City of Santa Clara parks. The parks and open space system is shown on Figure 1.

This report summarizes the assessment, and includes documentation of recreation amenities, and a qualitative evaluation of access and connectivity, condition and maintenance, functionality, and sense of safety and comfort at each site. This memorandum provides preliminary suggestions for possible improvements. Attachment A details the scoring criteria, and Attachment B provides a table indicating each park's score in each of the four primary categories of analysis.



CITY OF SANTA CLARA: PARK TYPES

N 0 .25 .5 Miles

- Community Park
- Neighborhood Park
- Mini Park
- Recreation Facility
- Open Space
- TBD Neighborhood Park w/Recreation Facility
- Stream
- Roads
- Freeway/Highway
- Cities

PARKS & RECREATION MASTER PLAN

METHODOLOGY

WRT conducted parks and open space assessments over the course of five days in January and February 2024. The team assessed the following City of Santa Clara parks and open spaces:

1. Agnew Park
2. Agnews Historic Park
3. Bill Wilson, Jr. Park
4. Bowers Park
5. Bracher Park
6. Central Park
7. City Plaza Park
8. Civic Center Park
9. Creekside Park
10. Earl R. Carmichael Park
11. Everett Alvarez Jr. Park
12. Everett N. "Eddie" Souza Park
13. Fairway Glen Park
14. Fremont Park
15. Fuller Street Park
16. Geof Goodfellow Sesquicentennial Park
17. Henry Schmidt Park
18. Homeridge Park
19. Jenny Strand Park
20. Larry J Marsalli Park
21. Lick Mill Park
22. Live Oak Park
23. Lawrence Station Area Plan (LSAP) Parks A, B, C, D, E, F, G, and H
24. Machado Park
25. Mary Gomez Park
26. Maywood Park
27. Meadow Park
28. Memorial Cross Park
29. Montague Park
30. Parkway Park
31. Rotary Park
32. Steve Carli Park
33. Thamien Park
34. Thomas Barrett Park
35. Ulistac Natural Area
36. Vincent Fiorillo Family Park
37. War Memorial Playground
38. Warburton Park and Pool
39. Westwood Oaks Park

Sites classified as Joint-Use Facilities and Recreation Facilities are not included in this assessment.

In the field, the team used a spreadsheet organized around four categories:

- Access & Connectivity
- Condition** *(see note below)*
- Functionality
- Safety & Comfort

Each category, in turn, was comprised of several more specific characteristics, detailed in Table 1. All features were scored using a qualitative rating scale of 1-4, with (1) indicating "Critical", (2) indicating "Poor", (3) indicating " Fair", and (4) indicating "Good." The assessment scoring criteria is detailed in Attachment A of this memo; the assessment matrix, with subcategory scores, is included in Attachment B of this memo.

In addition to the score, the team took descriptive field notes and photos, to illustrate the findings in the spreadsheet and keep a record of park characteristics.

**The Condition category is slightly different than the other scoring categories. The team compared on-site observations of park condition with the existing Facilities Condition Assessment Executive Summary Report (prepared by Kitchell, referred to as the Kitchell Report) from 2018, and noted discrepancies. When Kitchell data was available, it was honored and converted to 1, 2, 3, and 4 (Critical, Poor, Fair, and Good) in order to average the overall scores. If a park was not included in the Kitchell Report, it was scored in the same manner as the other categories and averaged.

Kitchell scores, scores reflecting site observations, discrepancies, and improvement projects completed since the Kitchell Report are noted and expanded upon in the Condition section of this memo.

Table 1: Santa Clara Parks Assessment Categories and Subjects

ACCESS + CONNECTIVITY	FUNCTIONALITY
Edge permeability	Diversity of activities/uses, relevance and variety of recreational amenities
Signage, maps, and City branding	Appropriate amenity adjacencies
ADA accessibility (potential ADA issues)	Distribution of shady and sunny areas
Presence of crosswalks and crossing signals	Variety of shrubs and trees
Sidewalks & surrounding circulation	Absence of visible drainage issues or erosion
Path connectivity within park	Compatibility with neighbors
Sufficient parking	Availability of comfort amenities (drinking fountains, seating, restrooms, trash)
Nearby bike lanes and adequate bike parking	Relevance and variety of play equipment
Adjacent trails or trailheads	Level of activation during site visit
Public transportation nearby	SAFETY + COMFORT
CONDITION	Adjacent derelict features
Paving condition	Graffiti, vandalism, broken furniture
Vegetation condition	Evidence of illicit or unauthorized use
Tree canopy condition	Road /traffic calming measures around park
Playground condition	Line of sight/openness
Rec amenities condition	Eyes on the street
Buildings / restroom facilities condition (if applicable)	Ease of navigation
Trash receptacles condition	Nighttime safety
Seating /benches condition	Mitigation of views/noise from surrounding land uses

Scores and notes were reviewed and refined so that aggregated scores could be calculated for each category. These scores will inform the master plan recommendations and allow the team to see what sites need to be prioritized, as well as home in on areas for potential improvement. If a park has a low Safety + Comfort score but scores highly in other categories, improvements related to safety and comfort should be targeted.

Each site was given an overall score using the same range ranking the parks and the open spaces and trails from great to poor. If a category was not relevant to a park, that park was not given a score for that category in order not to incorrectly weight overall category averages (e.g. if a park did not have a playground, the category "Playground Condition" was left blank—and not included in scored calculation—as opposed to being scored as 0).

PARKS ASSESSMENT

Summary

Strengths of Santa Clara's Parks

Our assessment found some consistent strengths across the park system.

- Santa Clara's parks are clearly **well-used and well-loved**. We observed people using each park, and many people in total using the park system.
- Parks are **well-maintained**. Benches, bathrooms, trash receptacles, playgrounds, and trees and plants are typically in good condition.
- Parks are **welcoming and open**, with few barriers at edges for users to enter the park.
- All parks have a sense of safety and comfort, and **little to no evidence of derelict use**.
- Many parks offer **multiple and diverse amenities and activities.**
- Most parks provide parking and are **easily accessed by car**.

Areas for Improvement

Individual parks have different, specific deficiencies, but some areas for improvement are systemwide.

- In many parks, play structures, exercise equipment, benches, and picnic areas need to be replaced or are nearing the end of their lifecycle.

- Signage throughout the park system is inconsistent. There is opportunity to add wayfinding signage to targeted parks, especially larger parks with more complex programming.
- Some parks are adjacent to major roadways, and experience is disrupted by noise.
- Some of these parks also do not have adequate road traffic calming measures or pedestrian crossings, making the park feel less safe and comfortable to access on foot or by bike.
- Some parks experience drainage and potential erosion issues.
- There is opportunity to create better connections between adjacent parks, with adjacent schools, and to adjacent trails.
- Some parks, typically smaller ones, do not seem to be well-used and feel isolated.
- Some parks, also typically smaller ones, have few or no comfort amenities. In some instances comfort amenities are not functional.

The following sections go into greater detail about the assessment's key findings in the areas of access and connectivity, condition and maintenance, functionality, and safety and comfort. For each topic, key themes are discussed at a systemwide scale, followed by a summary of park scores.

Access and Connectivity

Signage, Wayfinding and City Branding

All the parks had some form of signage. The park name was usually displayed prominently, at an entrance. Although signage is present it is inconsistent throughout the system. We found many different styles of park entrance sign. The park system as a whole could benefit from consistent branding. Wayfinding signage and maps are not currently present and would improve the park experience, especially at larger parks and for newer users.

Parking

All the parks seem to provide sufficient parking for their scale and uses. Smaller parks with fewer uses and users require less parking than a large park with many uses and users, like Central Park; in fact, at small parks that serve local neighborhood users, parking lots may take away valuable potential recreational space. Parks without their own lots generally have sufficient street parking withing close distance. A number of parks have amenities that may create peak period parking demand during games and events that outstrips available parking.

Most parks have designated bicycle parking, but not all. Bike parking should be a standard feature for Santa Clara's parks, enabling non-vehicular access.

Edge Permeability and Connections

Many of the parks feel "permeable" and welcoming. There are sight lines in and out of the park, and the borders of the park mesh well with the adjacent use. These parks have legible, and typically multiple, entrances that connect well with the surrounding neighborhood and/or sidewalk grid.

Some parks feel more closed off from their surroundings. These parks typically have limited street frontage, with other sides adjoining rear yard fences of neighboring houses or apartments. In other cases, parks would benefit from having greater separation from their surroundings, in order to shield unpleasant adjacencies like loud traffic.

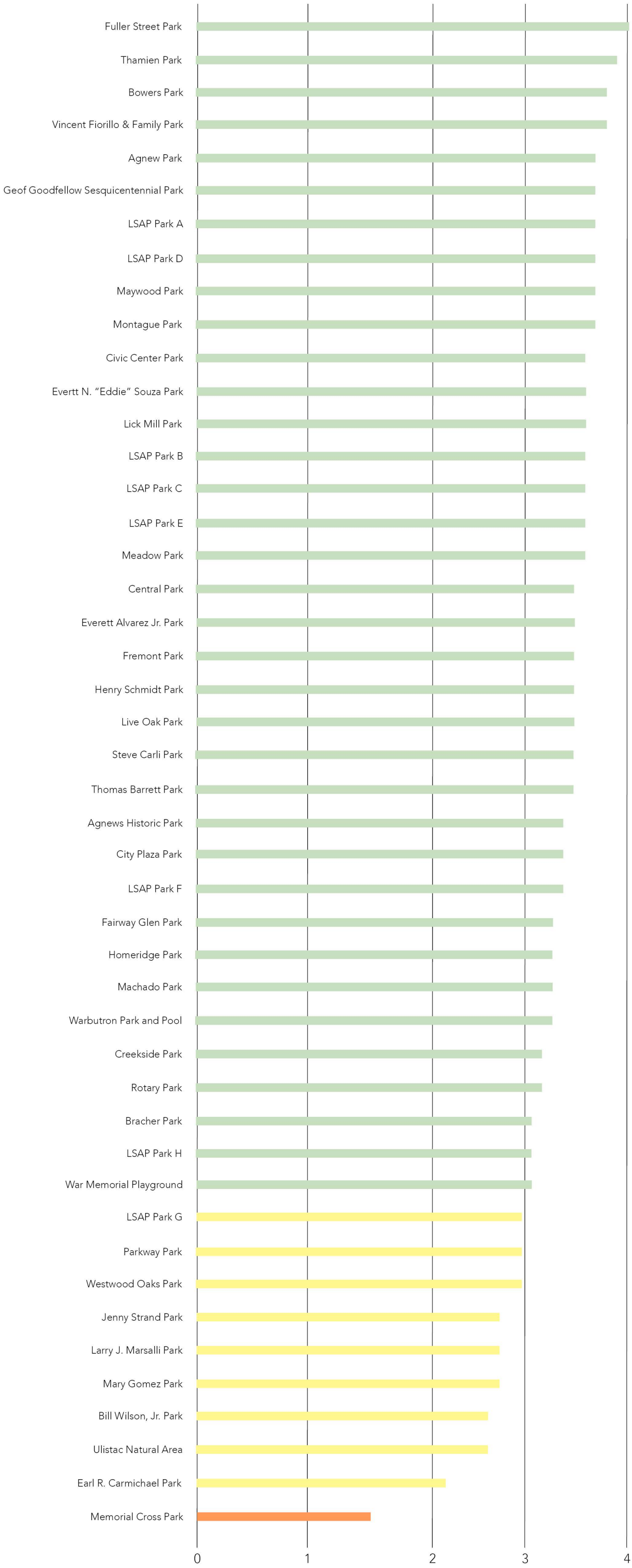
The majority of parks are well-connected to surroundings, with complete pedestrian connections along paths and sidewalks. However, there are instances where park entrances do not align well or intuitively with pedestrian routes, crosswalks, etc. In a few places, parks that directly neighbor each other do not connect well. These parks would benefit from better, clearer connections that allow users to easily move between park spaces.



Thamien Park (left), is well-connected to pedestrian and cycling routes, including the canal path. Memorial Cross Park (right) is bound by large roads on two sides, without welcoming pedestrian crossings, and by fencing to the airport on another. It feels very separate from the surrounding area.

Access + Connectivity

0-1 - Poor
1-2 - Fair
2-3 - Good
3-4 - Great



Condition

In April 2017, the City of Santa Clara selected Kitchell CEM to perform Facility Condition Assessments for Parks and Recreation Department facilities, including 47 parks and 65 buildings, located within the City of Santa Clara. The purpose of this assessment was to:

- Inventory all Parks & Recreation assets for use in the City's Enterprise Asset Management System/Geographic Information System for use in a work order system;
- Assess asset conditions; Identify current deficiencies of the assets inventoried;
- Determine the costs of repair and/or replacement of the current deficiencies;
- Forecast anticipated future necessary renewals and costs for site systems over a 20-year life cycle;
- Assist the City in preventive maintenance planning;
- Use in the Department's Capital Improvement Project (CIP) budget planning.

Of the parks and facilities assessed, the report found 19 sites to be in Good condition, 8 sites to be in Fair condition,15 sites to be in Poor condition, and 6 sites to be in Critical condition.

Kitchell Report and Planned Improvements

The Kitchell Report often did not align with site observations. Many parks deemed Poor or Critical in the Kitchell Report were observed in good condition. Discrepancies, and projects completed after the report, are noted in the scoring tables. Many of the discrepancies can be explained by an improvement project that was completed after the Kitchell Report was conducted. To both adjust the scoring to reflect completed improvements and document the Kitchell findings, the scoring table shows the Kitchell Score and the Condition Score (Updated from Site Observations).

Planned future park improvement projects are also noted below but are not reflected in the scoring.

<u>Improvement Projects Completed Since Kitchell Report</u>

- Agnew Park Rehabilitation – 2020
- Bowers Park Playground Rehabilitation – 2019
- Everett N. "Eddie" Souza Neighborhood Park & Community Garden – 2018
- Fuller Street Park Sports Courts – 2020
- Steve Carli Park Playground Rehabilitation – 2017

- Vincent Fiorillo & Family Park – Fall 2022
- Creekside Park – January 2021
- Meadow Park and Redwood Trail – 2020
- Bill Wilson, Jr. Park – 2018
- Bracher Park Rehabilitation – 2016
- Homeridge Park Playground Rehabilitation – December 2020
- Machado Park Playground Rehabilitation - 2020

Planned Improvement Projects

- Bowers Park Parking Lot Rehabilitation Project – selection of consultant Spring 2024
- Central Park Entrance, Accessibility and Parking Improvements Project – DD completed Spring 2024; Magical Bridge All-Inclusive Playground – Construction completed Summer 2024
- Henry Schmidt Park Playground Rehabilitation – Schematic Design started July 2023
- Warburton Park Playground – Schematic Design started July 2023
- Westwood Oaks Park Playground Rehabilitation Project – Construction completed Summer 2024
- Fairway Glen Park Restroom Project – Completion in March 2024

Key findings from our site visits and assessments are summarized in the following categories.

Recreational Amenities

Recreational amenities are generally in good condition. They are well-used, and show signs of wear, but very functional and well-maintained. Newer play structures are in great condition. Older play structures (the wooden ones) are still working well but should likely be replaced as their lifecycle comes to an end.

Some pavement in parks, paths and courts, has cracks. For easier and more pleasant use, these areas should be repaired.

Comfort Amenities

Restrooms, lighting, trash, and seating, when present, are in very good condition. All these comfort amenities seem to be regularly serviced and well-maintained. There are some instances of aging seating and picnic areas, which should be lifecycle replaced, but is still functional.

Vegetation and Plantings

Vegetation and plantings are in mostly good condition, although there were some instances of seemingly unhealthy or unmaintained plantings. Mostly, tree canopies and plantings are healthy and add to a pleasant park experience. Instances of poor condition should be targeted and improved.

Condition Score Summary

Park Name	Park Improvement Projects (Completed)	Kitchell Score	Condition Score (Updated from Site Observations)
Agnew Park	Agnew Park Playground Rehabilitation - 2020	1	4
Agnews Historic Park		4	4
Bill Wilson, Jr. Park	Bill Wilson, Jr. Park - 2018	4	4
Bowers Park	Bowers Park Playground Rehabilitation - 2019	1	3
Bracher Park	Bracher Park Rehabilitation - 2016	3	4
Central Park		2	4
City Plaza Park	City Plaza Gazebo - February 2023	2	4
Civic Center Park		3	3
Creekside Park	Creekside Park - January 2021	4	4
Earl R Carmichael Park		2	4
Everett Alvarez Jr. Park		4	3
Everett N. "Eddie" Souza Park	Everett N. "Eddie" Souza Neighborhood Park & Community Garden - 2018	4	4
Fairway Glen Park		4	4

SANTA CLARA PARKS AND RECREATION MASTER PLAN:
PARKS ASSESSMENT

Park Name	Park Improvement Projects (Completed)	Kitchell Score	Condition Score (Updated from Site Observations)
Fremont Park		2	3
Fuller Street Park	Fuller Street Park Sports Courts - 2020	4	4
Geof Goodfellow Sesquicentennial Park		4	3
Henry Schmidt Park		2	3
Homeridge Park	Homeridge Park Playground Rehabilitation - December 2020	1	4
Jenny Strand Park		2	2
Larry J Marsalli Park	Larry J. Marsalli Park Off-Leash Dog Area - 2018	3	4
Lick Mill Park		2	3
Live Oak Park		4	4
Lawrence Station Area Plan (LSAP) - Park A		4	4
LSAP- Park B		4	4
LSAP- Park C		4	4
LSAP- Park D		4	4
LSAP- Park E		4	4
LSAP- Park F		4	4
LSAP- Park G		4	4
LSAP- Park H		4	4
Machado Park	Machado Park Playground Rehabilitation - 2020	2	3

Park Name	Park Improvement Projects (Completed)	Kitchell Score	Condition Score (Updated from Site Observations)
Mary Gomez Park		2	2
Maywood Park		2	2
Meadow Park	Meadow Park and Redwood Trail - 2020	4	4
Memorial Cross Park		3	4
Montague Park	Montague Park Rehabilitation Project - June 2023: new playground, basketball court, picnic areas, and adult fitness areas open for use, building rehabilitation and upgrades projected completed end of March 2024	2	4
Parkway Park		3	3
Rotary Park		1	4
Steve Carli Park	Steve Carli Park Playground Rehabilitation - 2017	2	3
Thamien Park		4	4
Thomas Barrett Park		4	4
Ulistac Natural Area		3	4
Vincent Fiorillo & Family Park	Vincent Fiorillo & Family Park - Fall 2022	4	4
War Memorial Playground		4	3
Warburton Park and Pool		2	2
Westwood Oaks Park		1	4

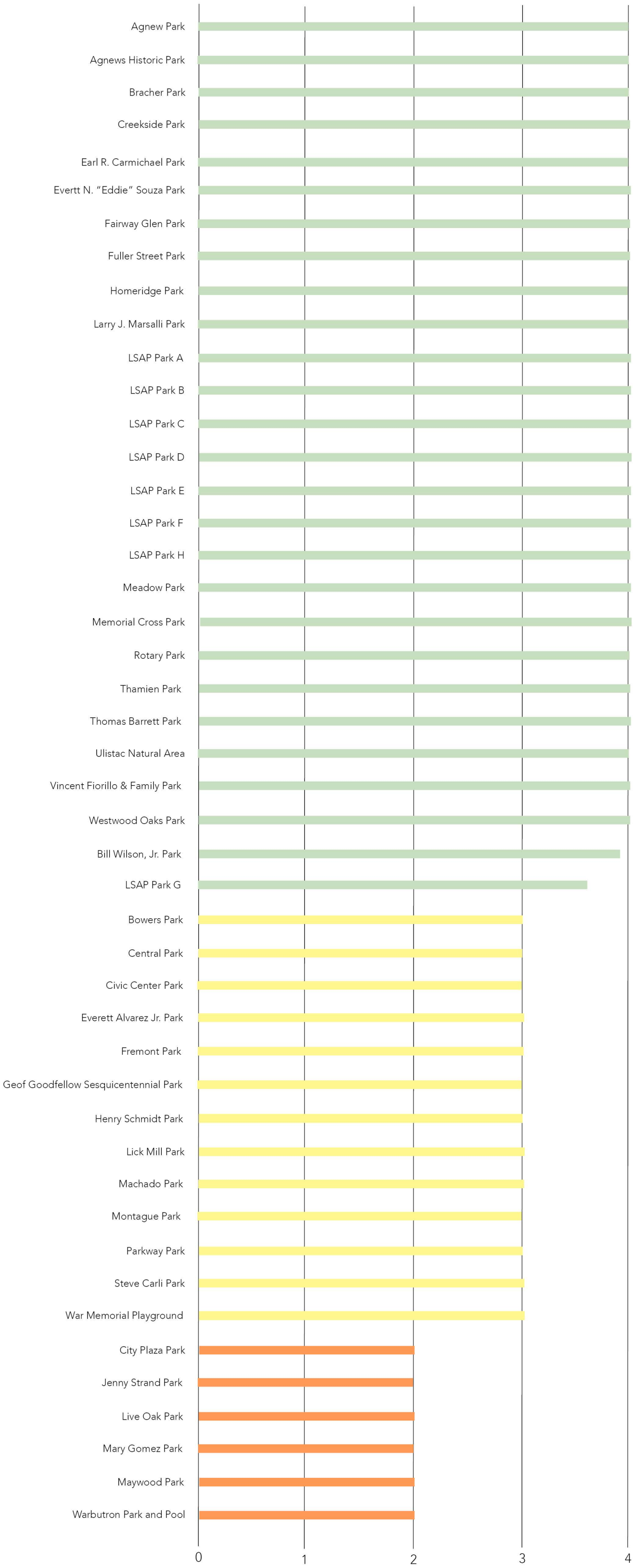




Thomas Barrett Park (left) is well maintained and in good condition. All play structures, plantings, seating, and paths are not showing signs of wear. Warburton Park and Pool (right) shows signs of wear. There are cracks in much of the pavement, and seating structures are eroding.

Condition

0-1 - Poor
1-2 - Fair
2-3 - Good
3-4 - Great



Functionality

Diversity of Activities and Uses

Many of Santa Clara's parks are extremely functional and provide a variety of activities and uses. Parks are well-designed to access these uses and amenities that they require, as well as flexible open space for hanging out or informal play. However, there are parks, typically smaller ones, that do not provide many or even any uses. Mostly pocket parks, these spaces have limited functionality.

Amenities

Most of the parks provide adequate amenities that allow for activity and comfort. Along with amenities like sports facilities, play structures, exercise stations, and lawn space, the parks have restrooms, benches, picnic tables, trash receptacles, shaded areas, and drinking fountains. In general, the parks are very well serviced and create a comfortable park experience. Amenities are placed well within the parks. Despite a few instances of a locked restroom and dysfunctional water fountain, the amenities are working and seem to be well-maintained.

Drainage

Drainage and potential erosion were observed at multiple parks. There was standing water typically around picnic tables and picnic areas, where the ground was at a lower grade than the surrounding park space. This lack of drainage may cause erosion of structures, especially wooden material like what the older picnic tables and benches are made of. Site visits were made during the rainy season, so this issue may not be important year-round.

Activation

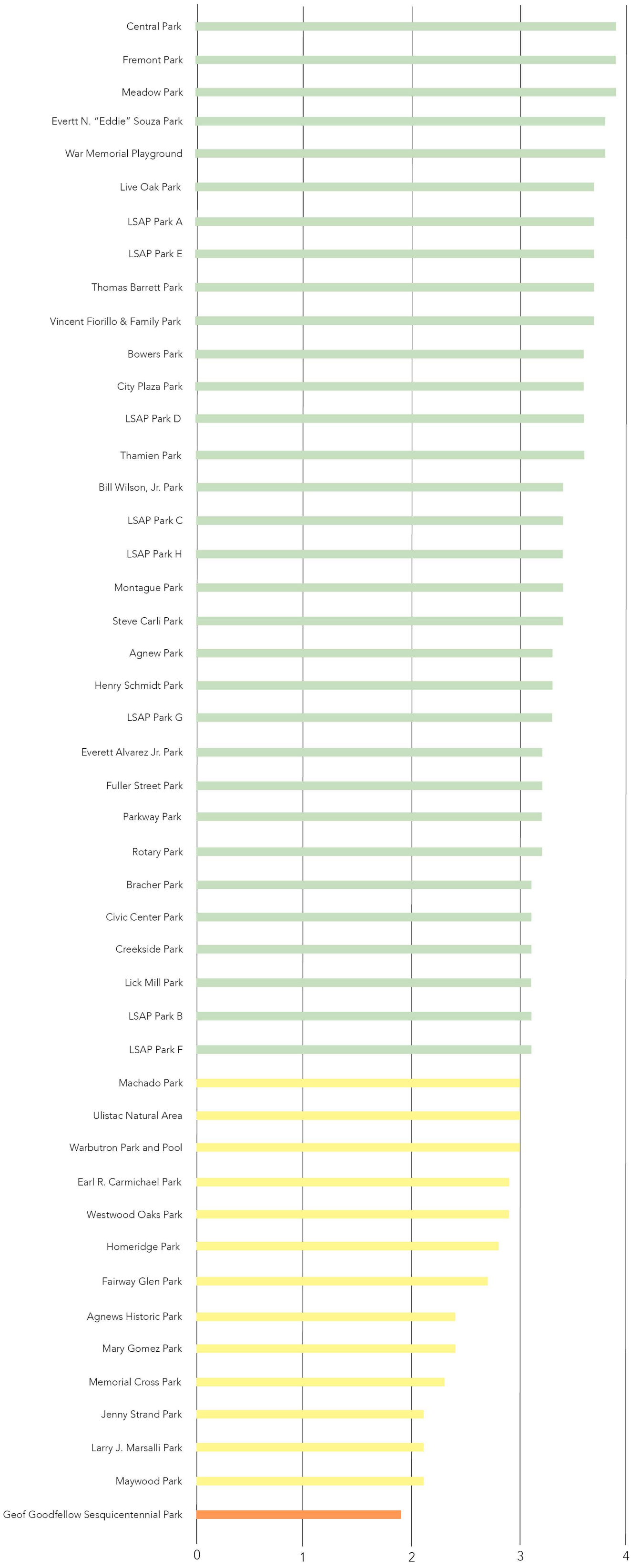
Most of Santa Clara's parks appear to be well-used and well-loved. The variety of amenities offered throughout the system seem to be being used and appreciated by residents. People were observed using the parks for many different things, especially play structures, walking loops, and sports amenities. Some smaller parks, the pocket parks, were not observed being used.




Central Park (left) is well used, for many different activities. It provides the amenities necessary to ensure a pleasant park experience and is easy to navigate. At Geof Goodfellow Sesquicentennial Park (right), there are limited features to attract us, comfort amenities are not provided, and adjacent major roadways create a challenging context.

Functionality

0-1 - Poor
1-2 - Fair
2-3 - Good
3-4 - Great



Safety + Comfort

Adjacent Derelict Features; Graffiti, Vandalism, and Broken Furniture; and Evidence of Illicit or Unauthorized Use

In almost all parks, there was no evidence of illicit use or visual elements that might cause a user to feel unsafe. The parks were almost completely devoid of adjacent derelict features, graffiti, vandalism, and broken furniture. Evidence of illicit use was observed at one park (Geof Goodfellow); there was trash and belongings strewn throughout the park. Besides this one instance, the parks were clean, well-maintained, and fostered a sense of safety and comfort.

Road Traffic/Calming Measure Around Park and Mitigation of Views/Noise from Surrounding Land Uses

A significant number of parks suffer from adjacent highways and roads that create visual and audible disruption to the park experience. Many of these parks seem to have intentional screening, but it is not always effective. Loud, unmitigated car noises create an unpleasant user experience. Furthermore, these parks do not always have adequate pedestrian crossings to reach the park, across the large road. These highways and roads act as barriers on the side of the park that they abut. These concerns may be addressed with improved and additional screening, and/or road and traffic calming measures on the roads themselves.

Line of Sight/Openness and Eyes on the Street

Most of the parks have good lines of sight throughout the park space, adding to a sense of safety. There are some hidden areas in parks, but they are minimal and do not significantly create an environment that feels unsafe. Many parks benefit from good eyes on the street, as well. Being open to surrounding land uses, like housing or a library, allows people outside of the park to see in and gives the park users a greater sense of others' presence. Some parks are more closed off, typically by fence, and could benefit from more permeable edges and therefore more eyes on the street.

Nighttime Safety

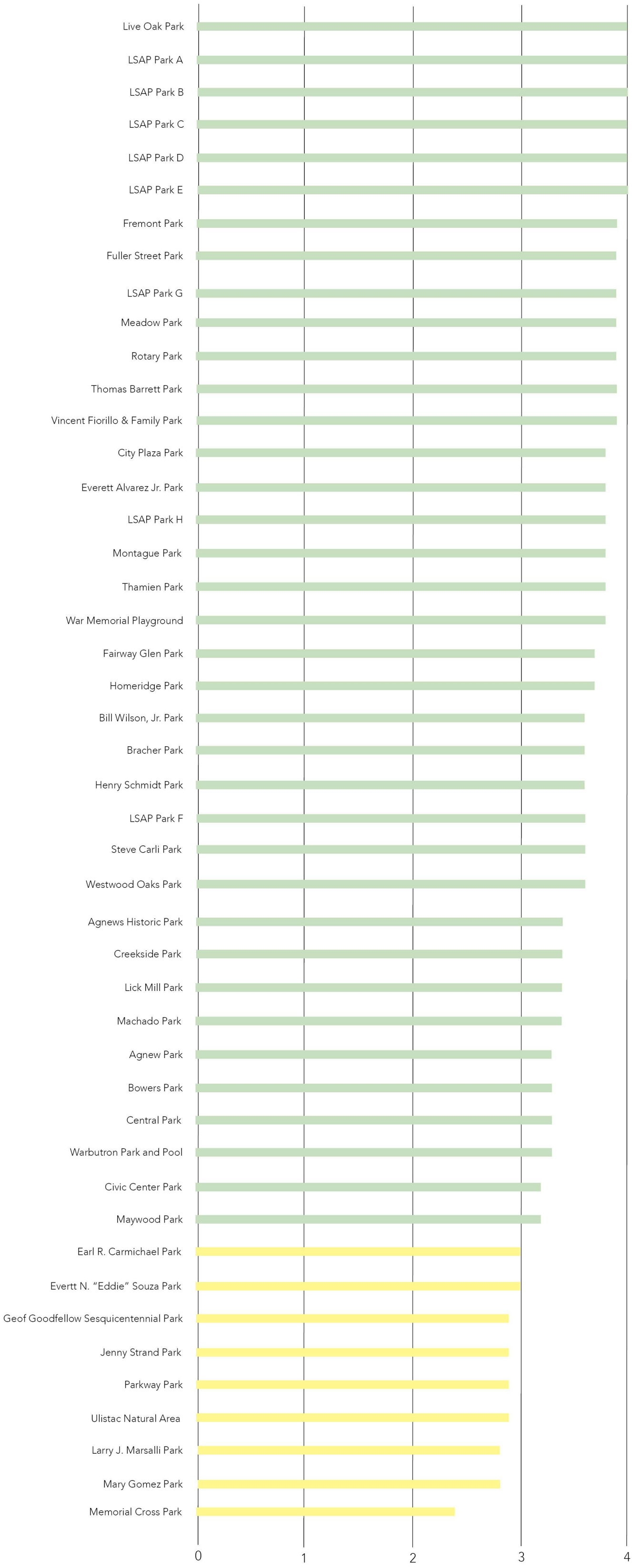
Although site visits were not conducted at night, the parks seemed like they would feel safe at nighttime. Many parks had lighting present, and all the features that make the parks feel safe and comfortable during the day also help foster a sense of safety at night. Parks that feel more closed off and isolated from their surroundings may benefit from increased nighttime safety strategies, like additional lighting.



Fremont Park (left) is adjacent to the busy Senior Center, and these "eyes on the street" create an environment that feels safe. There is ample seating and shade, and there are no signs of misuse. Mary Gomez Park (right) is closed off from the surrounding neighborhood and feels isolated, potentially creating a feeling of unsafety. One major edge of the park abuts the highway, which is extremely loud and unpleasant.

Safety + Comfort

0-1 - Poor
1-2 - Fair
2-3 - Good
3-4 - Great



Scoring and Takeaways

Santa Clara's parks are well-used and functional. The majority of the parks scored within the "Good" to "Great" range and no parks scored below the "Fair" to "Good" range. Small adjustments, like lifecycle replacement of aging amenities and improved connection points would improve the system.

The Overall Score was calculated by averaging the scores from each of the four categories and rounding to a whole number of 1, 2, 3, or 4.

Parks Overall Score Summary

Park Name	Overall Rating	Key Observations
Agnew Park	4	Drainage issues. Lack of planting, especially on the edges and on slopes.
Agnews Historic Park	3	Not well connected with surroundings; feels closed off. Does not read as a public park.
Bill Wilson, Jr. Park	3	Does not connect well to Central Park, adjacent.
Bowers Park	3	There are opportunity areas for added amenities and features--potentially the open space by the wading pool and north entrance/sign.
Bracher Park	3	Needs better screening from highway.
Central Park	4	Lack of connection with Bill Wilson, Jr. Park. Would benefit from wayfinding signage.
City Plaza Park	4	Path and walking loop are not complete.
Civic Center Park	3	Needs better screening from street. Needs lifecycle replacement of seating. Does not connect to adjacent Geof Goodfellow Park.
Creekside Park	3	Does not connect well to Meadow Park, adjacent.

Earl R Carmichael Park	3	Walking loop is not formalized. Potentially needs lifecycle replacements of play structure and surfacing.
Everett Alvarez Jr. Park	3	Need lifecycle replacements of play structures and surfaces, and additional seating.
Everett N. "Eddie" Souza Park	4	Needs better screening from street. Potential to highlight trail connection.
Fairway Glen Park	3	Not well connected to adjacent school. Needs lifecycle replacements of picnic tables and benches.
Fremont Park	4	Exercise equipment needs lifecycle replacement.
Fuller Street Park	4	Lack of vegetation and dispersed planting/beautification areas.
Geof Goodfellow Sesquicentennial Park	3	Does not have comfort amenities. Does not connect to adjacent Civic Center Park.
Henry Schmidt Park	3	Needs better screening from street. Loop path could be improved.
Homeridge Park	3	Pavement needs replacement. A lot of empty space that has opportunity for better use.
Jenny Strand Park	3	Walking loop is not formalized. Needs lifecycle replacement of play structure. Bathrooms closed on visit.
Larry J Marsalli Park	3	Needs better screening from highway and additional entrance points. Needs lifecycle replacement of amenities.
Lick Mill Park	3	Needs lifecycle replacements of play structures and picnic areas. Not well connected to adjacent Ulistac Open Space.
Live Oak Park	4	Drainage issues on field. Lack of walking loop.
LSAP- Park A	4	These parks lack clarity and character. Names are confusing and not distinct.
LSAP- Park B	4	
LSAP- Park C	4	

LSAP- Park D	4	
LSAP- Park E	4	
LSAP- Park F	4	
LSAP- Park G	3	
LSAP- Park H	4	
Machado Park	3	Path/walking loop is not completed.
Mary Gomez Park	3	Need lifecycle replacements of playground and picnic areas. Need more screening from street. Need to consider pool plan considering the closing of the IFC.
Maywood Park	3	Walking loop is not complete. Play structure and pavement needs lifecycle replacement. Community room is an opportunity area.
Meadow Park	4	Does not connect well to Creekside Park, adjacent.
Memorial Cross Park	2	
Montague Park	4	Not well connected to adjacent swim center. Lots of grass areas that could be used for additional functions.
Parkway Park	3	Need more shrubs and plantings. Parcourse needs lifecycle replacement, or could be replaced by other underrepresented recreation.
Rotary Park	3	Needs lifecycle replacements of play structure. Limited plantings.
Steve Carli Park	3	Play structures and seating needs lifecycle replacements.
Thamien Park	4	Trail connection is somewhat obscured. Drainage issues. Needs lifecycle replacements.
Thomas Barrett Park	4	Play structures and seating needs lifecycle replacements.

Ulistac Natural Area	3	Entrance is not easily and obviously connected with pedestrian crossings. Would benefit from road calming measures. Not well connected to adjacent Lick Mill Park. Lack of comfort amenities.
Vincent Fiorillo & Family Park	4	
War Memorial Playground	4	Not well connected to the surrounding field. Needs lifecycle replacements.
Warburton Park and Pool	3	Play structures and seating needs lifecycle replacements.
Westwood Oaks Park	3	

Preliminary Recommendations for Parks

- Make lifecycle replacements of play structures, exercise equipment, benches, picnic areas, and other amenities as needed.
- Complete walking loops where there are gaps, in all parks where appropriate.
- Add wayfinding signage that indicates amenities at larger parks, like Central Park.
- Improve park connections where parks currently neighbor each other but do not connect well, or connect well with surrounding pedestrian network.
- Add planting and diversity of vegetation where appropriate and lacking.
- Make park branding and signage consistent throughout the system, especially at the newer, smaller parks (typically developer parks).
- Improve visual and sound screening at parks that abut loud highways and roads.
- Make pavement repairs where necessary.
- Address drainage issues where necessary.
- Consider strengthening the connection between parks and schools in instances where they neighbor one another.
- Consider replacing less-used features with new elements to enrich the park experience.

April 12, 2024

ATTACHMENT A – SCORING MEMO

This scoring memo was used as a guide in determining a score for key metrics.

Score Categories

- Access & Connectivity
- Condition & Maintenance
- Functionality
- Safety & Comfort

Scoring Instructions

All items should be scored on a 1 to 4 scale

- Critical (1)
- Poor (2)
- Good (3)
- Great (4)

Access + Connectivity

Edge Permeability

1. No Entrances/Access
2. Entrances/Access obscured
3. Entrances/Access defined - not noticeable beyond 100 yards
4. Entrances/Access clearly defined - able to be distinguished from a significant distance or multiple entrances not inhibiting access

Signage, Maps, and City Branding

Quality of signage relative to 'control park' for each park type. Locations of sign, wayfinding will be evaluated.

1. No park signage
2. Entrance sign and minimal secondary signs, limited information
3. Well-designed signage system – unobtrusive, understandable
4. Well-designed signage system with additional information (interpretive, wayfinding)

ADA Accessible Entrances / Pathways

Only visual analysis will be conducted.

1. No apparent ADA circulation or in very poor condition
2. Limited ADA circulation or in moderate condition
3. Adequate ADA circulation or in good condition
4. Extensive ADA circulation to all major park areas

Presence of Safe Pedestrian Crossings

(n/a when park entrance is located along a very small, low-traffic, quiet street)

1. Crossings are not present
2. Unsafe crossing relative to street width/traffic volume
3. Standard crossing treatment present
4. Crossing treatment prioritizes pedestrian and/or is directly integrated into park circulation

WRT

Sidewalks and Surrounding Circulation

1. No sidewalks/ Park entrances don't connect to external circulation/activity areas
2. Sidewalks present/ Park entrances are very limited
3. Sidewalks present/ Park entrances in vicinity of external circulation/activity areas
4. Sidewalks integrated into and enhance park circulation/ Park entrances directly relate to/act as extensions of external circulation/activity areas/ in great condition

Path Connectivity Within Park

1. Pathways are very limited
2. Pathways circuitous/confusing, missing connections
3. Pathways adequate
4. Destinations clearly connected and intuitive - circulation very easy to understand

Parking

Parking to be evaluated based on connectivity between parking and park elements. If there is no parking, rate "n/a."

1. No connectivity
2. Very poor connectivity
3. Adequate connectivity
4. Good connectivity

Accessible by Bike Route and Adequate Bike Parking

Bike parking quantity per size of park and appropriately located.

1. No marked bike route connecting near park (within 100 yards), no bike parking observed on site
2. Some bike route connectivity and bike parking, but very limited
3. Adequate bike route connects directly to park (Class II, III, or IV), bike parking observed / but not conveniently located or adequate
4. Safe, low-stress bike route connects directly to park (Class I , IV/ Fully Separated), ample bike parking for park and neighboring areas

Connectivity to Adjacent Open Space / Trail

Parks not adjacent to open space or trail will not be rated.

1. Park not adjacent to open space
2. Park adjacent to open space but lacking connection/trail
3. Park adjacent to open space with minimal connection to trail
4. Park well integrated to adjacent open space with trail connections

Public Transportation Nearby

1. No public transportation within 1 mile
2. Public transportation within ¼ mile (walkable)
3. Public transportation within 5-minute walk
4. Public transportation directly adjacent

Condition

Paving Condition
Potholes / cracks, looser pavers, deterioration, overall attractiveness, and relevance.

1. Critical condition, tripping concerns
2. Poor condition, some tripping concerns, not in appropriate locations
3. Fair condition, in appropriate locations
4. Excellent condition and in appropriate locations

Vegetation Condition
No overgrown grass or dirt patches, overall maintenance of planted areas, appropriate pruning, presence of weeds.

1. Critical condition
2. Poor condition
3. Fair condition
4. Excellent condition

Tree Canopy Coverage & Condition
Ample amount of distribution throughout site and overall attractiveness

1. Critical Condition
2. Poor condition
3. Fair condition
4. Excellent condition

Playground Condition
Equipment condition (broken/protruding parts, rust), mulch, rubber, etc. Relevance of play equipment, variety of play equipment.
Critical Condition

1. Critical condition
2. Poor condition
3. Fair condition
4. Excellent condition

Buildings / Restroom Facilities Condition & Availability
Only parks with a restroom / building will be evaluated. Usable (not locked), sufficient provision for scale of the park, reasonably maintained (no severe maintenance issues) 0– no bathroom

1. No effective restrooms (not provided for larger parks, inaccessible or strongly undesirable due to cleanliness concerns)
2. Restrooms in poor condition
3. Adequate restrooms
4. Well provisioned for the site – bathrooms as amenities

Lighting Condition
Fixture condition (broken/protruding parts, rust, cracking, graffiti/vandalism)

1. Critical condition
2. Poor condition
3. Fair condition
4. Excellent condition

Trash Receptacles Condition and Availability
Fixture condition (broken/protruding parts, rust, cracking, graffiti/vandalism)

1. Critical condition
2. Poor condition
3. Fair condition
4. Excellent condition

Seating / Benches Availability and Condition
Fixture condition (broken/protruding parts, rust, cracking, graffiti/vandalism)

1. Critical condition
2. Poor condition
3. Fair condition
4. Excellent condition

Functionality

Diversity of Activities / Uses

1. No apparent use
2. Single use
3. Multiple uses
4. Many uses

Appropriate Amenity Adjacencies
Are amenities placed in a logical and balanced way to minimize any disruption

1. Amenities are not logically placed and make it hard to navigate
2. Amenities are not logically placed
3. Amenities are somewhat logically placed
4. All amenity areas are placed in the most logical place on site

Distribution of shady and sunny areas
Ample amount of distribution of shade on site through evergreen tree canopy or shade structures. Evaluation will prioritize use zones.

1. No consistent shade present on site
2. Moderate but limited amount of shade on site
3. Adequate shade on site
4. Ample shade with variety of uses available on site

Variety of Shrubs and Trees
Difference species, different forms / heights / shapes (trees vs. shrubs vs. herbaceous vegetation), different colors (flowers)

1. Park is devoid of vegetation variety
2. Park has some vegetation variety
3. Park has distinct ground cover, understory, and canopy plants
4. Park has large variety of plant types, colors, and seasonal interest

Absence of visible drainage issues or erosion
Visual inspection of puddling, flooding issues, or areas that are being eroded

1. There is significant signs of flooding or erosions throughout the park
2. There are some areas with flooding or erosion issues
3. There are minimal signs of flooding
4. There is no presence of flooding or erosion issues

Compatibility with neighbors

1. Adjacent uses are not appropriate
2. Adjacent uses could raise concerns
3. Adjacent uses are appropriate
4. Adjacent uses benefit each other

Level of Activation during site visit

Are people in the park and using the amenities?

1. There was no one present
2. There were a few people present
3. There were many people present
4. There were many, many people present

Safety + Comfort

Adjacent Derelict Features (off-site, nearby)

1. Multiple derelict features
2. Some derelict features
3. One derelict feature
4. No derelict features

Graffiti, Vandalism, Broken Furniture

1. Significant signs of graffiti, vandalism, or purposely broken furniture
2. Some signs of graffiti, vandalism, or purposely broken furniture
3. Few signs of graffiti, vandalism, or purposely broken furniture
4. No signs of graffiti, vandalism, or purposely broken furniture

Evidence of Illicit or Unauthorized Use

Illicit uses such as evidence of camping, littering, graffiti

1. Active evidence of illicit uses, camping, or vacancy
2. Some evidence of illicit uses
3. Trace evidence of illicit uses
4. No evidence of illicit uses

Road / Traffic Calming Measures Around Park

1. No traffic calming measure – excessive traffic speed common
2. Limited traffic calming measures on higher trafficked streets
3. Some traffic calming measures
4. Well integrated and designed traffic calming measures that successfully slow traffic

Line of Sight / Openness

Evaluation will only apply to use zones of park, i.e., parks next to open spaces or creeks will not be negatively scored by the presence of taller/un-maintained vegetation

1. Lots of overgrown vegetation and hidden areas, line of sight very obstructed
2. Overgrown vegetation, or hidden areas present near use zones
3. Some overgrown vegetation but generally open near use zones
4. No overgrown vegetation inhibiting clear sightlines through park

"Eyes on the Street"
Evaluation of park edges for natural surveillance and amount of activation through sidewalks, neighboring use, stoop conditions, walls.

1. No eyes on the street
2. Few eyes on the street
3. Some eyes on the street
4. Many eyes on the street

Ease of Navigation
Easily and quickly understandable path system and/or park layout

1. Confusing, circuitous, and non-intuitive circulation system
2. Path system present and connects park elements
3. Path system present and connects park elements very well
4. Quickly understandable and intuitive path system

Nighttime Safety (is applicable)
Does the park feel like it could be safe at night – i.e., enough lighting?

1. No lighting, feels very unsafe
2. Some lighting near amenities, large areas that are unlit
3. Lighting present, most areas are lit and feel safe
4. Extensive lighting, no concerns about safety

Mitigation of Views / Noise
Effective mitigation of unappealing surrounding land uses, such as industrial facilities, derelict ***structures, etc. (n/a if no such adjacent uses)***

1. Park does not mitigate unappealing surrounding land uses or noise
2. Park has some screening of unappealing surrounding land uses or noise
3. Park has somewhat adequate screening of unappealing surrounding uses
4. Park completely screens unappealing surrounding land uses, unappealing surroundings or noise imperceptible

Park Name	Edge Permeability	Signage, Maps,and City Branding	Accessibility (Potential ADA Issues)	Presence of Crosswalks and Crossing Signals	Sidewalks and Surrounding Circulation	Path Connectivity Within Park	Nearby bike lanes and adequate bike parking	Sufficient Parking	Adjacent Trails or Trailheads	Public Transportation nearby	Access + Connectivity Score
Agnew Park	3	4	4	2	4	4	4	4		4	3.7
Bowers Park	3	4	4	3	4	4	4	4			3.8
Central Park	3	3	4	3	4	4	4	4	3	3	3.50
Everett Alvarez Jr. Park	3	3	3	3	4	4	4	4			3.5
Everett N. "Eddie" Souza Park	3	4	4	2	3	4	4	4	4		3.56
Fuller Street Park	4	4	4	4	4	4	4	4			4.0
Henry Schmidt Park	4	3	2	4	4	3	4	4			3.50
Mary Gomez Park	2	3	3	2	3	3	3	3			2.75
Memorial Cross Park	3	1	1	3	1		1	1			1.571428571
Parkway Park	2	3	2	3	4	3	3	4			3

Park Name	Edge Permeability	Signage, Maps,and City Branding	Accessibility (Potential ADA Issues)	Presence of Crosswalks and Crossing Signals	Sidewalks and Surrounding Circulation	Path Connectivity Within Park	Nearby bike lanes and adequate bike parking	Sufficient Parking	Adjacent Trails or Trailheads	Public Transportation nearby	Access + Connectivity Score
Steve Carli Park	3	3	3	4	4	3	4	4			3.5
Thomas Barrett Park	4	3	3	3	4	4	3	4			3.50
Warburton Park and Pool	3	4	3	3	4	2	3	4			3.25
Vincent Fiorillo & Family Park	3	4	4	4	4	4	3	4			3.75
Creekside Park	4	4	4	2	4	4	2	1	4		3.22
Meadow Park	3	4	4	4	4	4	4	1	4		3.56
Bill Wilson, Jr. Park	2	4	4	1	2	4	3	2	2		2.6666
Bracher Park	3	4	3	3	3	4	3	2	3		3.111111111
Earl R Carmichael Park	2	3	3	2	2	1	2	3			2.25
Homeridge Park	3	3	2	4	4	3	3	4			3.25

Park Name	Edge Permeability	Signage, Maps,and City Branding	Accessibility (Potential ADA Issues)	Presence of Crosswalks and Crossing Signals	Sidewalks and Surrounding Circulation	Path Connectivity Within Park	Nearby bike lanes and adequate bike parking	Sufficient Parking	Adjacent Trails or Trailheads	Public Transportation nearby	Access + Connectivity Score
Jenny Strand Park	1	3	3	4	3	2	2	4			2.75
Machado Park	4	3	4	3	3	2	3	4			3.25
Maywood Park	4	3	3	3	4	4	4	4			3.625
LSAP- Park A - Amphitheater	4	1	4	4	4	4	4	4	4		3.67
LSAP- Park B - La Rambla & Kifer	4	1	4	4	4		4	4	4		3.6
LSAP- Park C - Par Course Equip & Bike Lockers	4	1	4	4	4		4	4	4		3.63
LSAP- Park D - Sport Court	4	1	4	4	4	4	4	4	4		3.67
LSAP- Park E- Playground	3	2	4	4	4	4	4	4	4		3.666666667
LSAP- Park F - Copper & Kifer	4	1	4	2	4		4	4	4		3.38
LSAP- Park G - Community Garden	3	1	3	4	4		3	3			3.0

Park Name	Edge Permeability	Signage, Maps,and City Branding	Accessibility (Potential ADA Issues)	Presence of Crosswalks and Crossing Signals	Sidewalks and Surrounding Circulation	Path Connectivity Within Park	Nearby bike lanes and adequate bike parking	Sufficient Parking	Adjacent Trails or Trailheads	Public Transportation nearby	Access + Connectivity Score
LSAP- Park H - Dog Park	4	2	2	3	3		4	4			3.14
Westwood Oaks Park	3	3	3	2	3	4	2	4			3
City Plaza Park	4	4	3	4	4	2	2	4			3.375
Civic Center Park	4	4	4	4	4	4	2	3			3.625
Fremont Park	4	4	3	3	4	4	3	3			3.5
Geof Goodfellow Sesquicentennial Park	4	4	4	4	4		2	4			3.714285714
Larry J Marsalli Park	1	3	4	2	2	3	3	4			2.75
Rotary Park	4	4	1	3	4	4	3	3			3.25
War Memorial Playground	3	3	3			4	2	4			3.17
Agnews Historic Park	1	3	4	4	4	4	3	4			3.38

Park Name	Edge Permeability	Signage, Maps,and City Branding	Accessibility (Potential ADA Issues)	Presence of Crosswalks and Crossing Signals	Sidewalks and Surrounding Circulation	Path Connectivity Within Park	Nearby bike lanes and adequate bike parking	Sufficient Parking	Adjacent Trails or Trailheads	Public Transportation nearby	Access + Connectivity Score
Fairway Glen Park	3	4	3	3	4	3	3	3			3.3
Lick Mill Park	3	3	3	4	4	4	3	4	4		3.56
Live Oak Park	4	3	3	3	4	3	4	4			3.5
Montague Park	3 -	4	4	4	4	4	3	3			3.71
Thamien Park	4	4	4	3	4	4	4	4	4		3.888888889
Ulistac Natural Area	1	4	1	2	3	4	4	1	4		2.666666667

Park Name	Paving Condition	Vegetation Condition	Tree Canopy Condition	Playground Condition	Rec Amenities Condition	Buildings/ Restroom Facilities Condition (if applicable)	Lighting Condition	Trash Receptacles Condition	Seating/ Benches Condition	Condition Score	Kitchell Score	Condition Score (Updated from Site Observations)
Agnew Park	4	4	3	4	4	4		4	4	4	1	3.89
Bowers Park	2	4	4	4	4	1		4	3	3	1.0	3.2
Central Park	2	4	4	4	3	4		4	4	4	2	3.67
Everett Alvarez Jr. Park	1	2	3	2	3	4		4	2	2	4	2.555555556
Everett N. "Eddie" Souza Park	4	4	4	4	4	4		4	4	4	4	4
Fuller Street Park	3	4	3	3	4	3		4	4	4	4	3.555555556
Henry Schmidt Park	2	3	4	1	3	4		3	4	3	2	3.00
Mary Gomez Park	1	2	4	1	3	3		2	1	2	2.0	2.1
Memorial Cross Park		4	3					4	4	3	3	3.60
Parkway Park	3	2	4	4	2	4		4	3	3	3	3.222222222

Park Name	Paving Condition	Vegetation Condition	Tree Canopy Condition	Playground Condition	Rec Amenities Condition	Buildings/ Restroom Facilities Condition (if applicable)	Lighting Condition	Trash Receptacles Condition	Seating/ Benches Condition	Condition Score	Kitchell Score	Condition Score (Updated from Site Observations)
Steve Carli Park	1	4	4	4	3	4		4	4	3	2.0	3.4
Thomas Barrett Park	4	4	4	3	3	4		3	3	4	4	3.56
Warburton Park and Pool	1	1	2	2	2	2		2	1	2	2	1.666666667
Vincent Fiorillo & Family Park	4	4	4				4	4	4	4	4	4.00
Creekside Park	4	4	4					4	4	4	4.0	4.0
Meadow Park	4	4	4	4	4	4		4	4	4	4	4
Bill Wilson, Jr. Park	3	4	4	4		4	4	4	4	4	3.9	3.888888889
Bracher Park	4	4	4	4	3	4		4	4		3	3.875
Earl R Carmichael Park	2	3	3	3	4	3		3	3	2	2	2.89
Homeridge Park	1	1	3	4	1	3	3	3	3	3	1.0	2.5

Park Name	Paving Condition	Vegetation Condition	Tree Canopy Condition	Playground Condition	Rec Amenities Condition	Buildings/ Restroom Facilities Condition (if applicable)	Lighting Condition	Trash Receptacles Condition	Seating/ Benches Condition	Condition Score	Kitchell Score	Condition Score (Updated from Site Observations)
Jenny Strand Park	3	2	3	3	3	1	2	2	2	2	2	2.30
Machado Park	3	3	3	3	3	3	4	4	2	3	2	3.1
Maywood Park	2	1	3	2	1	1	1	2	2	1	2	1.6
LSAP- Park A - Amphitheater	4	4	4			4.0	4	4	4	4	4	4
LSAP- Park B - La Rambla & Kifer	4	4	4		4		4	4	4	4	4	4.00
LSAP- Park C - Par Course Equip & Bike Lockers	4	4	4	4	4		4	4	4	4	4.0	4.0
LSAP- Park D - Sport Court	4	4	4		4	4	4	4	4	4	4	4.00
LSAP- Park E- Playground	4	4	4		4		4	4	4	4	4	4
LSAP- Park F - Copper & Kifer	4	4	4		4		4	4	4	4	4	4
LSAP- Park G - Community Garden	3	4	2			4	4	4	4	4	3.6	3.625

Park Name	Paving Condition	Vegetation Condition	Tree Canopy Condition	Playground Condition	Rec Amenities Condition	Buildings/ Restroom Facilities Condition (if applicable)	Lighting Condition	Trash Receptacles Condition	Seating/ Benches Condition	Condition Score	Kitchell Score	Condition Score (Updated from Site Observations)
LSAP- Park H - Dog Park	4	4	4				4	4	4	4	4	4.00
Westwood Oaks Park	4	4	4	4	4	4	4	4	4	4	1.0	4.0
City Plaza Park	4	4	4		3		4	4	4	4	2	3.88
Civic Center Park	3	2	3				4	3	2	3	3	2.857142857
Fremont Park	4	1	4	3	1		4	4	4	3	2	3.111111111
Geof Goodfellow Sesquicentennial Park	4	2	3				4	4	1	3	4	3
Larry J Marsalli Park	3	2	4	2	3	3	4	4	4	3	3	3.20
Rotary Park	3	2		2	2		4	4	1	2	1	2.50
War Memorial Playground	2	3	4	2		3	4	4	4	3	4	3.222222222
Agnews Historic Park	4	4	4				4	4	4	4	4.0	4.0

Park Name	Paving Condition	Vegetation Condition	Tree Canopy Condition	Playground Condition	Rec Amenities Condition	Buildings/ Restroom Facilities Condition (if applicable)	Lighting Condition	Trash Receptacles Condition	Seating/ Benches Condition	Condition Score	Kitchell Score	Condition Score (Updated from Site Observations)
Fairway Glen Park	4	4	4	4	4	4	3	4	3	4	4	3.80
Lick Mill Park	3	3	4	1	3	3		4	3	3	2	3
Live Oak Park	4	4	3	4	3	4	4	4	4	4	4	3.8
Montague Park	4	4	4	4	4	4		4	4	4	2	4
Thamien Park	4	2	2	4	3	4	4	4	4	4	4.0	3.5
Ulistac Natural Area	3	3	4		4				4	3	3	3.50

Park Name	Diversity of Activities/ Uses, relevance and variety of recreational amenities	Appropriate Amenity Adjacencies	Distribution of shady and sunny areas	Variety and Shrubs and Trees	Absence of visible drainage issues or erosion	Compatibility with Neighbors	Availability of comfort amenities (drinking fountains, seating, restrooms, trash)	Relevance and variety of play equiptment	Level of Activation during site visit (people using it?)	Functionality Score
Agnew Park	4	4	4	2	1	3	4	4	4	3.3
Bowers Park	3	4	4	4	3	3	4	4	3	3.56
Central Park	4	4	4	4	3	4	4	4	4	3.89
Everett Alvarez Jr. Park	3	3	4	3	4	4	3	3	2	3.222222222
Everett N. "Eddie" Souza Park	4	4	2	4	4	4	4	4	4	3.78
Fuller Street Park	4	4	2	3	2	4	4	3	3	3.2
Henry Schmidt Park	4	4	4	3	4	4	2	1	4	3.33
Mary Gomez Park	3	3	4	3	3	1	2	1	2	2.444444444
Memorial Cross Park	1	1	4	4	4	1	1			2.285714286
Parkway Park	2	4	4	3	3	2	4	4	3	3.222222222

Park Name	Diversity of Activities/ Uses, relevance and variety of recreational amenities	Appropriate Amenity Adjacencies	Distribution of shady and sunny areas	Variety and Shrubs and Trees	Absence of visible drainage issues or erosion	Compatibility with Neighbors	Availability of comfort amenities (drinking fountains, seating, restrooms, trash)	Relevance and variety of play equiptment	Level of Activation during site visit (people using it?)	Functionality Score
Steve Carli Park	4	4	4	2	4	3	2	4	4	3.444444444
Thomas Barrett Park	3	4	4	4	4	4	4	4	2	3.666666667
Warburton Park and Pool	3	3	4	1	4	4	3	2	3	3
Vincent Fiorillo & Family Park	4		4	4	4	4	4		2	3.714285714
Creekside Park	2	2	4	4	4	4	4		1	3.125
Meadow Park	4	4	4	4	4	4	4	4	3	3.888888889
Bill Wilson, Jr. Park	3	4	3	3	4	3	4	4	3	3.44
Bracher Park	3	3	3	3	4	2	4	3	4	3.22
Earl R Carmichael Park	3	3	4	2	3	4	4	2	1	2.89
Homeridge Park	3	3	3	3	1	2	3	4	3	2.78

Park Name	Diversity of Activities/ Uses, relevance and variety of recreational amenities	Appropriate Amenity Adjacencies	Distribution of shady and sunny areas	Variety and Shrubs and Trees	Absence of visible drainage issues or erosion	Compatibility with Neighbors	Availability of comfort amenities (drinking fountains, seating, restrooms, trash)	Relevance and variety of play equiptment	Level of Activation during site visit (people using it?)	Functionality Score
Jenny Strand Park	2	2	3	3	2	2	2	1	2	2.11
Machado Park	2	2	4	3	3	2	4	4	3	3
Maywood Park	2	1	3	1	2	2	2	2	4	2.111111111
LSAP- Park A - Amphitheater	3	3	4	4	4	4	4			3.714285714
LSAP- Park B - La Rambla & Kifer	2	4	4	4	2	4	4		1	3.125
LSAP- Park C - Par Course Equip & Bike Lockers	2	4	4	4	4	4	4		1	3.375
LSAP- Park D - Sport Court	4	4	4	4	4	4	4	3	1	3.555555556
LSAP- Park E- Playground	4	4	4	4	4	4	4	4	1	3.666666667
LSAP- Park F - Copper & Kifer	2	2	4	4	4	4	4		1	3.125
LSAP- Park G - Community Garden	3	4	3	4	3	4	4		1	3.25

Park Name	Diversity of Activities/ Uses, relevance and variety of recreational amenities	Appropriate Amenity Adjacencies	Distribution of shady and sunny areas	Variety and Shrubs and Trees	Absence of visible drainage issues or erosion	Compatibility with Neighbors	Availability of comfort amenities (drinking fountains, seating, restrooms, trash)	Relevance and variety of play equiptment	Level of Activation during site visit (people using it?)	Functionality Score
LSAP- Park H - Dog Park	4	4	4	4	4	2	4	4	1	3.444444444
Westwood Oaks Park	3	2	3	2		3	3	4		2.857142857
City Plaza Park	3	3	4	4	4	4	3		4	3.63
Civic Center Park		4	4	3	4	1	4		2	3.1
Fremont Park	4	4	3	4	4	4	4	4	4	3.89
Geof Goodfellow Sesquicentennial Park	1	1	2	4	4	1	1		1	1.88
Larry J Marsalli Park	2	3	3	1	3	1	4	1	1	2.11
Rotary Park		4	4	1	3	4	3	3	1	2.875
War Memorial Playground	3	4	4	3	4	4	4	4	4	3.777777778
Agnews Historic Park	1	1	4	4	4	1	3		1	2.38

Park Name	Diversity of Activities/ Uses, relevance and variety of recreational amenities	Appropriate Amenity Adjacencies	Distribution of shady and sunny areas	Variety and Shrubs and Trees	Absence of visible drainage issues or erosion	Compatibility with Neighbors	Availability of comfort amenities (drinking fountains, seating, restrooms, trash)	Relevance and variety of play equiptment	Level of Activation during site visit (people using it?)	Functionality Score
Fairway Glen Park	2	4	2	2	4	3	2	4	1	2.67
Lick Mill Park	4	4	4	4	4	1	4	1	2	3.1
Live Oak Park	3	4	4	3	3	4	4	4	4	3.666666667
Montague Park	4	4	3	2	4	3	3	4	4	3.444444444
Thamien Park	4	4	2	3	3	4	4	4	4	3.555555556
Ulistac Natural Area	4		4	4	2	3	1		3	3

Park Name	Adjacent Derelict Features	Graffiti, Vandalism, Broken Furniture	Evidence of Illicit or Unauthorized Use	Road/ Traffic Calming Measures Around Park	Line of Sight/Openness	Eyes on the Street	Ease of Navigation	Nighttime Safety	Mitigation of Views/ Noise from Surrounding Land Uses	Safety + Comfort Score
Agnew Park	4	4	4	3	2	3	3	4	3	3.3
Bowers Park	4	4	4	3	3	2	3	3	4	3.33
Central Park	4	3	4	3	3	3	3	3	4	3.33
Everett Alvarez Jr. Park	4	3	4	3	4	4	4	4	4	3.777777778
Everett N. "Eddie" Souza Park	4	4	4	1	4	2	4	3	1	3.00
Fuller Street Park	4	4	4	4	4	3	4	4		3.9
Henry Schmidt Park	4	4	4	3	4	3	4	3	3	3.56
Mary Gomez Park	4	4	4	2	2	2	3	3	1	2.777777778
Memorial Cross Park	3	4	4	1	4	1	3	1	1	2.444444444
Parkway Park	4	3	4	2	3	2	3	3	2	2.888888889

Park Name	Adjacent Derelict Features	Graffiti, Vandalism, Broken Furniture	Evidence of Illicit or Unauthorized Use	Road/ Traffic Calming Measures Around Park	Line of Sight/Openness	Eyes on the Street	Ease of Navigation	Nighttime Safety	Mitigation of Views/ Noise from Surrounding Land Uses	Safety + Comfort Score
Steve Carli Park	4	4	4	3	3	3	3	4	4	3.555555556
Thomas Barrett Park	4	4	4	4	4	3	4	4	4	3.89
Warburton Park and Pool	4	4	4	3	3	3	3	3	3	3.33
Vincent Fiorillo & Family Park	4	4	4	4	4	3	4	4	4	3.9
Creekside Park	4	4	4	2	3	4	3	4	2	3.4
Meadow Park	4	4	4	4	3	4	4	4	4	3.89
Bill Wilson, Jr. Park	4	4	4	2	3	4	4	4	3	3.56
Bracher Park	4	4	4	3	4	3	4	4	2	3.555555556
Earl R Carmichael Park	4	4	4	2	2	3	2	3	3	3.00
Homeridge Park	4	4	4	4	3	3	3	4	4	3.7

Park Name	Adjacent Derelict Features	Graffiti, Vandalism, Broken Furniture	Evidence of Illicit or Unauthorized Use	Road/ Traffic Calming Measures Around Park	Line of Sight/Openness	Eyes on the Street	Ease of Navigation	Nighttime Safety	Mitigation of Views/ Noise from Surrounding Land Uses	Safety + Comfort Score
Jenny Strand Park	4	4	4		2	1	3	3	2	2.88
Machado Park	4	4	4	3	3	3	3	4	3	3.444444444
Maywood Park	4	4	4	2	2	4	3	4	2	3.222222222
LSAP- Park A - Amphitheater	4	4	4	4	4	4	4	4	4	4
LSAP- Park B - La Rambla & Kifer	4	4	4	4	4	4	4	4	4	4.0
LSAP- Park C - Par Course Equip & Bike Lockers	4	4	4	4	4	4	4	4	4	4.00
LSAP- Park D - Sport Court	4	4	4	4	4	4	4	4	4	4.00
LSAP- Park E- Playground	4	4	4	4	4	4	4	4	4	4
LSAP- Park F - Copper & Kifer	4	4	3	2	4	4	4	4	3	3.56
LSAP- Park G - Community Garden	4	4	4	4	4	3	4	4	4	3.9

Park Name	Adjacent Derelict Features	Graffiti, Vandalism, Broken Furniture	Evidence of Illicit or Unauthorized Use	Road/ Traffic Calming Measures Around Park	Line of Sight/Openness	Eyes on the Street	Ease of Navigation	Nighttime Safety	Mitigation of Views/ Noise from Surrounding Land Uses	Safety + Comfort Score
LSAP- Park H - Dog Park	4	4	4	3	4	4	4	4	3	3.78
Westwood Oaks Park	4			3	3	3	4	4	4	3.571428571
City Plaza Park	4	4	4	4	3	4	3	4	4	3.777777778
Civic Center Park	4	4	4	1	4	3	4	4	1	3.222222222
Fremont Park	4	4	4	3	4	4	4	4	4	3.9
Geof Goodfellow Sesquicentennial Park	4	4	1	2	4	3	4	3	1	2.89
Larry J Marsalli Park	4	3	3	1	3	3	4	3	1	2.78
Rotary Park	4	4	4	3	4	4	4	4	4	3.89
War Memorial Playground	4	4	4		4	3	4	4	3	3.75
Agnews Historic Park	4	4	4	3	3	2	3	4	4	3.444444444

Park Name	Adjacent Derelict Features	Graffiti, Vandalism, Broken Furniture	Evidence of Illicit or Unauthorized Use	Road/ Traffic Calming Measures Around Park	Line of Sight/Openness	Eyes on the Street	Ease of Navigation	Nighttime Safety	Mitigation of Views/ Noise from Surrounding Land Uses	Safety + Comfort Score
Fairway Glen Park	4	4	4	3	4	3	4	3	4	3.7
Lick Mill Park	4	4	4	4	2	2	4	4	3	3.44
Live Oak Park	4	4	4	4	4	4	4	4	4	4.00
Montague Park	4	4	4	3	4	3	4	4	4	3.777777778
Thamien Park	4	4	4	3	3	4	4	4	4	3.8
Ulistac Natural Area	4	4	4	2	1	1	4	2	4	2.89

Park Name	Access + Connectivity Score	Condition Score	Kitchell Score	Condition Score (Updated from Site Observations)	Functionality Score	Safety + Comfort Score	Overall Rating
Agnew Park	3.7	4	1	3.89	3.3	3.3	3.56
Bowers Park	3.8	3	1.0	3.2	3.56	3.33	3.47
Central Park	3.50	4	2	3.67	3.89	3.33	3.60
Everett Alvarez Jr. Park	3.5	2	4	2.555555556	3.222222222	3.777777778	3.26
Everett N. "Eddie" Souza Park	3.56	4	4	4	3.78	3.00	3.6
Fuller Street Park	4.0	4	4	3.555555556	3.2	3.9	3.66
Henry Schmidt Park	3.50	3	2	3.00	3.33	3.56	3.35
Mary Gomez Park	2.75	2	2.0	2.1	2.444444444	2.777777778	2.52
Memorial Cross Park	1.571428571	3	3	3.60	2.285714286	2.444444444	2.475396825
Parkway Park	3	3	3	3.222222222	3.222222222	2.888888889	3.08

Park Name	Access + Connectivity Score	Condition Score	Kitchell Score	Condition Score (Updated from Site Observations)	Functionality Score	Safety + Comfort Score	Overall Rating
Steve Carli Park	3.5	3	2.0	3.4	3.444444444	3.555555556	3.49
Thomas Barrett Park	3.50	4	4	3.56	3.666666667	3.89	3.652777778
Warburton Park and Pool	3.25	2	2	1.666666667	3	3.33	2.8
Vincent Fiorillo & Family Park	3.75	4	4	4.00	3.714285714	3.9	3.84
Creekside Park	3.22	4	4.0	4.0	3.125	3.4	3.44
Meadow Park	3.56	4	4	4	3.888888889	3.89	3.83
Bill Wilson, Jr. Park	2.666666667	4	3.9	3.888888889	3.44	3.56	3.4
Bracher Park	3.111111111		3	3.875	3.22	3.555555556	3.44
Earl R Carmichael Park	2.25	2	2	2.89	2.89	3.00	2.76
Homeridge Park	3.25	3	1.0	2.5	2.78	3.7	3.05

Park Name	Access + Connectivity Score	Condition Score	Kitchell Score	Condition Score (Updated from Site Observations)	Functionality Score	Safety + Comfort Score	Overall Rating
Jenny Strand Park	2.75	2	2	2.30	2.11	2.88	2.51
Machado Park	3.25	3	2	3.1	3	3.444444444	3.20
Maywood Park	3.625	1	2	1.6	2.111111111	3.222222222	2.6
LSAP- Park A - Amphitheater	3.67	4	4	4	3.714285714	4	3.85
LSAP- Park B - La Rambla & Kifer	3.6	4	4	4.00	3.125	4.0	3.69
LSAP- Park C - Par Course Equip & Bike Lockers	3.63	4	4.0	4.0	3.375	4.00	3.75
LSAP- Park D - Sport Court	3.67	4	4	4.00	3.555555556	4.00	3.81
LSAP- Park E- Playground	3.666666667	4	4	4	3.666666667	4	3.83
LSAP- Park F - Copper & Kifer	3.38	4	4	4	3.125	3.56	3.5
LSAP- Park G - Community Garden	3.0	4	3.6	3.625	3.25	3.9	3.44

Park Name	Access + Connectivity Score	Condition Score	Kitchell Score	Condition Score (Updated from Site Observations)	Functionality Score	Safety + Comfort Score	Overall Rating
LSAP- Park H - Dog Park	3.14	4	4	4.00	3.444444444	3.78	3.59
Westwood Oaks Park	3	4	1.0	4.0	2.857142857	3.571428571	3.36
City Plaza Park	3.375	4	2	3.88	3.63	3.777777778	3.663194444
Civic Center Park	3.625	3	3	2.857142857	3.1	3.222222222	3.21
Fremont Park	3.5	3	2	3.111111111	3.89	3.9	3.6
Geof Goodfellow Sesquicentennial Park	3.714285714	3	4	3	1.88	2.89	2.87
Larry J Marsalli Park	2.75	3	3	3.20	2.11	2.78	2.71
Rotary Park	3.25	2	1	2.50	2.875	3.89	3.128472222
War Memorial Playground	3.17	3	4	3.222222222	3.777777778	3.75	3.5
Agnews Historic Park	3.38	4	4.0	4.0	2.38	3.444444444	3.30

Park Name	Access + Connectivity Score	Condition Score	Kitchell Score	Condition Score (Updated from Site Observations)	Functionality Score	Safety + Comfort Score	Overall Rating
Fairway Glen Park	3.3	4	4	3.80	2.67	3.7	3.3
Lick Mill Park	3.56	3	2	3	3.1	3.44	3.28
Live Oak Park	3.5	4	4	3.8	3.666666667	4.00	3.7
Montague Park	3.71	4	2	4	3.444444444	3.777777778	3.73
Thamien Park	3.888888889	4	4.0	3.5	3.555555556	3.8	3.68
Ulistac Natural Area	2.666666667	3	3	3.50	3	2.89	3.013888889

Appendix D: Programming Assessment



PROGRAM AND SERVICES ASSESSMENT

OVERVIEW OF PRIORITIES AND CORE PROGRAM AREAS

The Santa Clara Parks and Recreation Department has a professional staff that annually delivers a comprehensive parks and recreation program to Santa Clara residents. Department staff are responsible for the management and implementation of a diverse array of recreation programs, special community-wide events, and the operation of multiple facilities. Employees are engaged year-round in planning, implementing, conducting, and evaluating programs and events. All functions within the Department combine to provide hundreds of offerings in the areas of youth camps, aquatics, sports, health, fitness, literacy, senior services, and special events. But in addition to the provision of services provided directly by the Department, partnerships with other organizations are utilized throughout the service area. Through formal and informal cooperative relationships, various nonprofit agencies and other community partners assist with delivering select programs and indoor space to provide access for programs.

CORE PROGRAM APPROACH

The vision of the Department is to be a premier parks and recreation systems in the region providing all residents access to high-quality programs and experiences. Part of realizing this vision involves identifying Core Program Areas to create a sense of focus around activities and outcomes of greatest importance to the community as informed by current and future needs. However, public recreation is challenged by the premise of being all things to all people, especially in a diverse community such as Santa Clara. The philosophy of the Core Program Area assists staff, policy makers, and the public to focus on what is most important. Program areas are considered as Core if they meet many of the following categories:

- The program area has been provided for a long period of time (over 4-5 years) and/or is expected by the community.
- The program area consumes a relatively large portion (5% or more) of the agency's overall budget.
- The program area is offered 3-4 seasons per year.
- The program area has wide demographic appeal.
- There is a tiered level of skill development available within the programs area's offerings.
- There is full-time staff responsible for the program area.
- There are facilities designed specifically to support the program area.
- The agency controls a significant percentage (20% or more) of the local market.

SANTA CLARA RECREATION CORE PROGRAM AREAS

The Department currently offers programs in eight (8) Core Program Areas. These core program areas are listed below:

Core Program/Service Area	Brief Description
Aquatics	Offer year round lap swim and from time to time, aqua fit programs. Seasonally offer Recreation Swim and Swim Lessons. Swim Lesson include group and privates for children and adults.
Athletics	Recurring group recreational and/or instructional sports leagues, programs and activities operated, taught, or managed by the department through contract or staff or volunteers throughout a season
Enrichment	Group or individual recreational and/or instructional classes, support groups, activities, special interest programs, STEM programs, arts and crafts, etc. for all ages operated, taught, or managed by the department through contract or staff
Older Adults	Provide facilities, programs, and services that meet the needs of older adults (50+) living in the City of Santa Clara at different stages and levels of life.
Performing Arts	In keeping with the vision of founder Roberta Jones, and our 45-year history, Roberta Jones Junior Theatre provides youth in Santa Clara with high-quality recreational experiences in Theatre Arts. All children are welcome to participate on stage and backstage in our productions. Our program fosters a strong sense of place and community for participants and the general public. Youths are given opportunities for self expression in a fun, safe environment where they improve self esteem, confidence and social skills while learning the value of personal responsibility from adult role models.
Rentals/Reservations	Rental of facilities, parks, and other amenities for exclusive use of full or partial facility on a one-time basis by the general public Waiver and discounting of fees for specific types of uses/users such as other government users and community civic meetings addressed in the facility use policy.
Special Events (City)	Themed activities and events that may or may not require registration that include, food events, entertainment, holiday-themed, cultural celebrations and other special interests.
Special Event Permitting	Events planned and implemented by outside organizations that may be co-sponsored at various levels by the City. These events are of the magnitude that require City permits of some type as they are reliant on City public spaces to be the host venue. City sponsorship typically includes fee discounts, fee waivers, in-kind services.

ENSURING THE RIGHT CORE PROGRAM MIX

The Core Program Areas provided by Santa Clara currently appear to meet some of the community's major needs as identified in the survey results, but the program mix must be evaluated on a regular basis to ensure that the offerings within each Core Program Area – and the Core Program Areas themselves – align with changing leisure trends, demographics, and needs of residents. NRPA recommends that six determinants be used to inform what programs and services are provided by the Department. According to NRPA, those determinants are:

- **Conceptual foundations of play, recreation, and leisure** – Programs and services should encourage and promote a degree of freedom, choice, and voluntary engagement in their structure and design. Programs should reflect positive themes aimed at improving quality of life for both individuals and the overall community.
- **Organizational philosophy, mission, and vision** – Programs and services should support the City's and the Department's vision statements, values, goals, and objectives. These center on promoting personal health, community well-being, social equality, environmental awareness, and economic vitality.

- **Constituent interests and desired needs** – Departments should actively seek to understand the recreational needs and interests of their constituency. This not only ensures an effective (and ethical) use of taxpayer dollars, but also helps to make sure that programs perform well and are valued by residents.
- **Creation of a constituent-centered culture** – Programs and services reflect a Departmental culture where constituents' needs are the prime factor in creating and providing programs. This should be reflected not only in program design, but in terms of staff behaviors, architecture, furniture, technology, dress, forms of address, decision-making style, planning processes, and forms of communication.
- **Experiences desirable for clientele** – Programs and services should be designed to provide the experiences desirable to meet the needs of the participants/clients in a community and identified target markets. This involves not only identifying and understanding the diversity of needs in a community, but also applying recreation programming expertise and skills to design, implement, and evaluate a variety of desirable experiences for residents to meet those needs.
- **Community opportunities** – When planning programs and services, a department should consider the network of opportunities afforded by other organizations such as nonprofits, schools, other public agencies, and the private sector. Departments should also recognize where gaps in service provision occur and consider how unmet needs can be addressed.

AGE SEGMENT ANALYSIS

The table below depicts each program along with the age segments they serve. Recognizing that many programs serve multiple age segments, Primary and secondary markets were identified.

AGES SERVED Primary Market (P) or Secondary Market (S)							
Core Program Area	Preschool (5 and Under)	Elementary (6-12)	Teens (13-17)	Adult (18-34)	Adult (35- 54)	Senior (55-64)	Senior (65+)
Aquatics	P	P	S	P	P	P	P
Athletics	P	P	P	S	S	S	S
Enrichment	P	P	P	P	P	P	P
Older Adults					P	P	P
Performing Arts	P	P	P	P			
Rentals/Reservations	P	P	P	P	P	P	P
Special Events (City)	P	P	P	P	P	P	P
Special Event Permitting		P	P	P	P	P	P
TOTAL	**6**	**7**	**6**	**6**	**6**	**6**	**6**

AGE SEGMENT ANALYSIS – CURRENT SEGMENTS SERVED

Findings from the analysis show that the Department provides a strong balance of programs across all age segments. All segments are targeted as a primary market for all eight core programs.

This balance should be maintained moving forward, and the Department should update this Age Segment Analysis every year to note changes or to refine age segment categories. Given the growing population trend for residents ages 55 and over and the growing demand for services in this age bracket, it is also recommended that the Department further segment this group into 65-74 and 75+. These two sub-

segments will have increasingly unique needs and expectations for programs and services in coming years, and program planning will be needed to provide differing requirements.

Age Segment Analyses should ideally be done for every program offered by the Department. Program coordinators/managers should include this information when creating or updating program plans for individual programs. An Age Segment Analysis can also be incorporated into Mini Business Plans for comprehensive program planning.

LIFECYCLE ANALYSIS

A lifecycle analysis involves reviewing every program identified by City of Santa Clara staff to determine the stage of growth or decline for each as a way of informing strategic decisions about the overall recreation program portfolio. The various stages of program lifecycles are as follows:

- Introduction - New program; modest participation.
- Take-Off - Rapid participation growth.
- Growth - Moderate, but consistent participation growth.
- Mature - Slow participation growth.
- Saturated - Minimal to no participation growth; extreme competition.
- Decline - Declining participation.

This analysis is not based on strict quantitative data, but rather is based on the staff's knowledge of their program areas. The table below shows the percentage distribution of the various lifecycle categories of the Department's eight core program/service areas.

Core Programs: Lifecycle Stage				
	Percentage	**Number**	**Actual Distribution**	**Best Practice Distribution**
Introduction	0%	0	87.5%	50-60%
Take-Off	38%	3		
Growth	50%	4		
Mature	13%	1	12.5%	40%
Saturated	0%	0	0.0%	0-10%
Decline	0%	0		
Total	**100%**	**8**		

RECREATION PROGRAM LIFECYCLE ANALYSIS - CURRENT DISTRIBUTION AND RECOMMENDATIONS

Overall, the lifecycle analysis results indicate an unbalanced distribution of all programs across the lifecycle. A combined total of 87.5% (7 of 8) of the core program areas fall into the **Introduction, Take-off,** and **Growth** stages. It is recommended that this be 50-60% of the overall program portfolio to provide

new programs to align with trends and help meet the evolving needs of the community. This is likely due to the reintroduction of recreation programming following the Covid-19 pandemic.

In addition to the need to always introduce new programming to meet community needs, it is also important to have a stable core segment of programs that are in the Mature stage. Currently, the Department only has 12.5% (1 of 8) of their core program areas in this category. It is recommended that this be approximately 40% to provide stability to the overall program portfolio, but without dominating the portfolio with programs that are advancing to the later stages of the lifecycle. Programs in the Mature stage should be tracked for signs they are entering the Saturation or Decline stages. There should be an ongoing process to evaluate program participation and trends to ensure that program offerings continue to meet the community's needs.

Currently there are zero (0) core program areas that are saturated or declining. It is recommended to keep as few programs as possible in these two stages, but it is understood that programs eventually evolve into saturation and decline. If programs never reach these stages, it is an indication that staff may be "over-tweaking" their offerings and abbreviating the natural evolution of programs. This prevents programs from reaching their maximum participation, efficiency, and effectiveness. For Departments challenged by doing the most they can with limited resources, this has the potential to be an area of concern.

As programs enter the Decline stage, they must be closely reviewed and evaluated for repositioning or elimination. When this occurs, it is recommended to modify these programs to begin a new lifecycle with the introductory stage or to add new programs based upon community needs and trends.

Staff should complete a lifecycle review on an annual basis and ensure that the percentage distribution closely aligns with desired performance.

PROGRAM PARTICIPATION

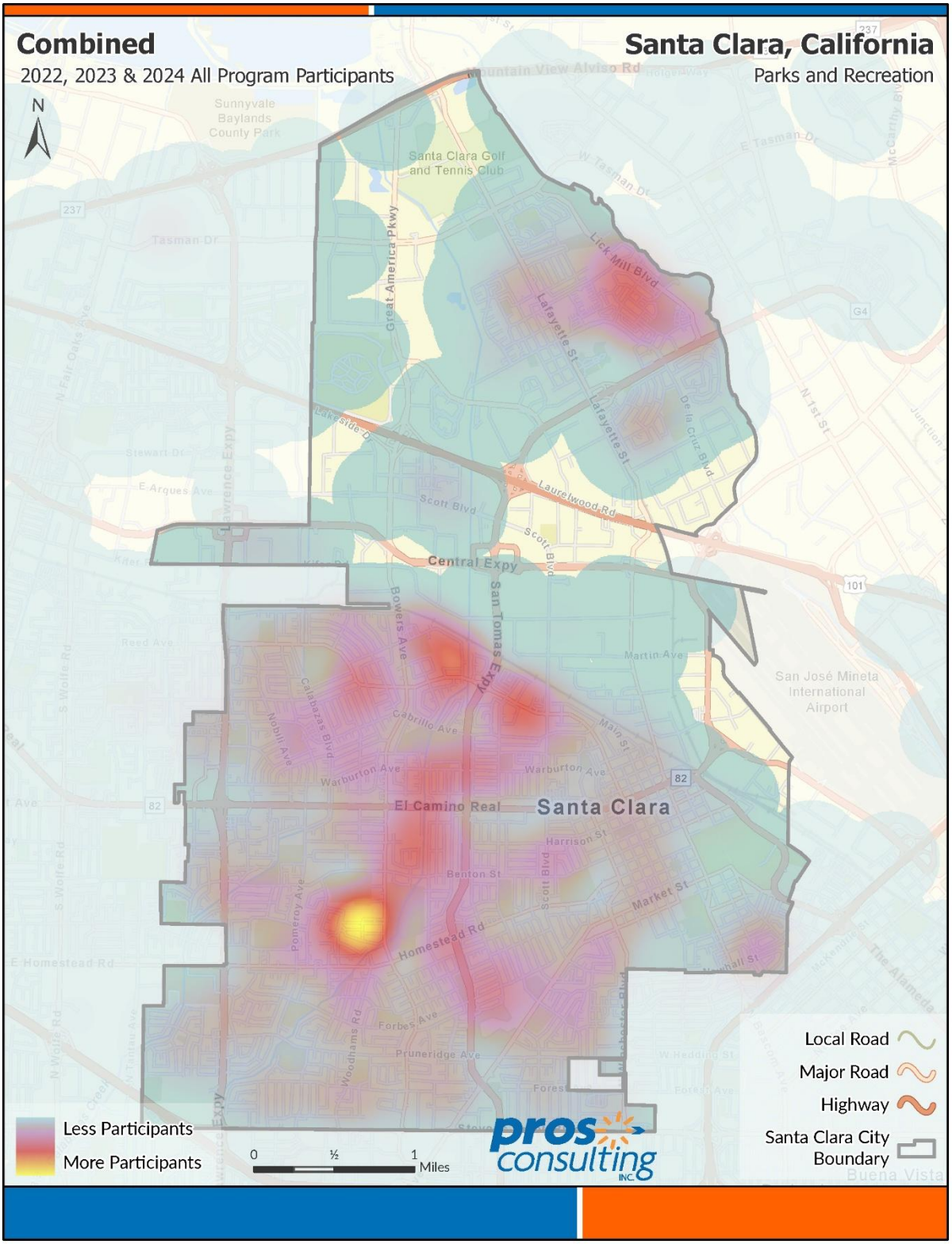
A key component of the program assessment is the evaluation of program and service participation. The City of Santa Clara interfaced 2022-2024 program/service participant information via a GIS mapping tool to evaluate the locations of the community where program participants live.

2022-2024 Overall User Participation

The participation map is to be interpreted as the lighter blue areas indicating no to low participation from those geographical areas while the redder and yellow colors represent higher participation.

The mapping of the participation data shows:

- Significant geographical distribution.
- The Central Expressway (east-west) and the San Tomas Expressway (north-south) on the map helps to contextualize the data geographically.
- There is clear geographical division of participation, with most participation coming from residents that live in the central and southern areas of Santa Clara while most of the participation from the northern areas of the community comes from the residential neighborhoods clustered near Lick Mill Boulevard.


Combined
2022, 2023 & 2024 All Program Participants
Santa Clara, California
Parks and Recreation
N
Sunnyvale Baylands County Park
Santa Clara Golf and Tennis Club
Great America Pkwy
Lick Mill Blvd
Lafayette St
De la Cruz Blvd
Laurelwood Rd
Scott Blvd
Central Expy
San Tomas Expy
Bowers Ave
Martin Ave
San José Mineta International Airport
Calabazas Blvd
Nobili Ave
Cabrillo Ave
Main St
Warburton Ave
El Camino Real
Santa Clara
Harrison St
Benton St
Pomeroy Ave
Lafayette St
Market St
Homestead Rd
Woodhams Rd
Forbes Ave
Pruneridge Ave
Monroe St
Less Participants
More Participants
0
½
1
Miles
pros consulting INC.
Local Road
Major Road
Highway
Santa Clara City Boundary

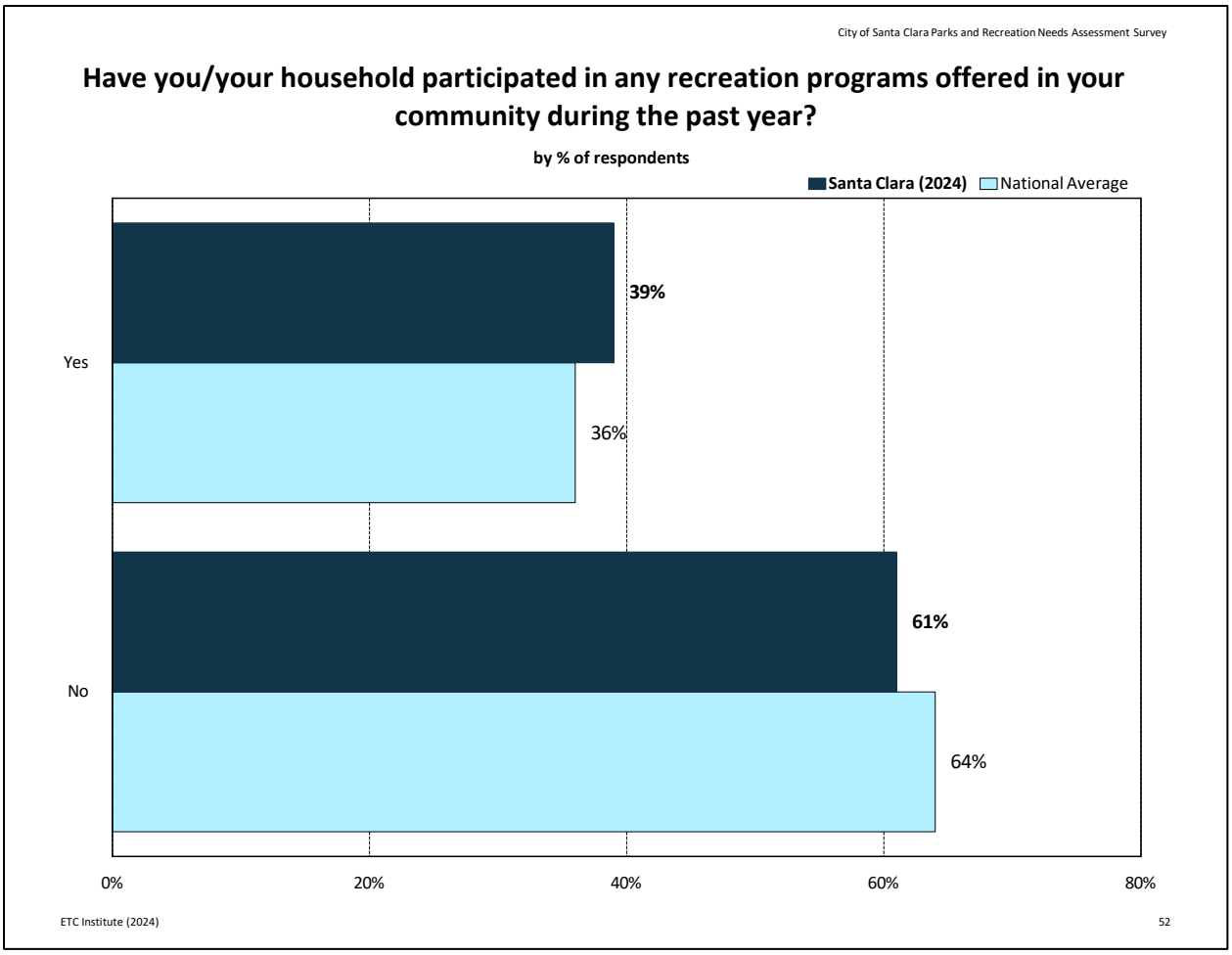
STATISTICALLY VALID SURVEY RESULTS

ETC Institute administered a needs assessment survey for Santa Clara during the winter of 2024-25. The survey was administered as part of the City's Parks and Recreation Master Plan. The survey results aid the City of Santa Clara in taking a resident-driven approach to making decisions that will enrich and positively affect the lives of residents.

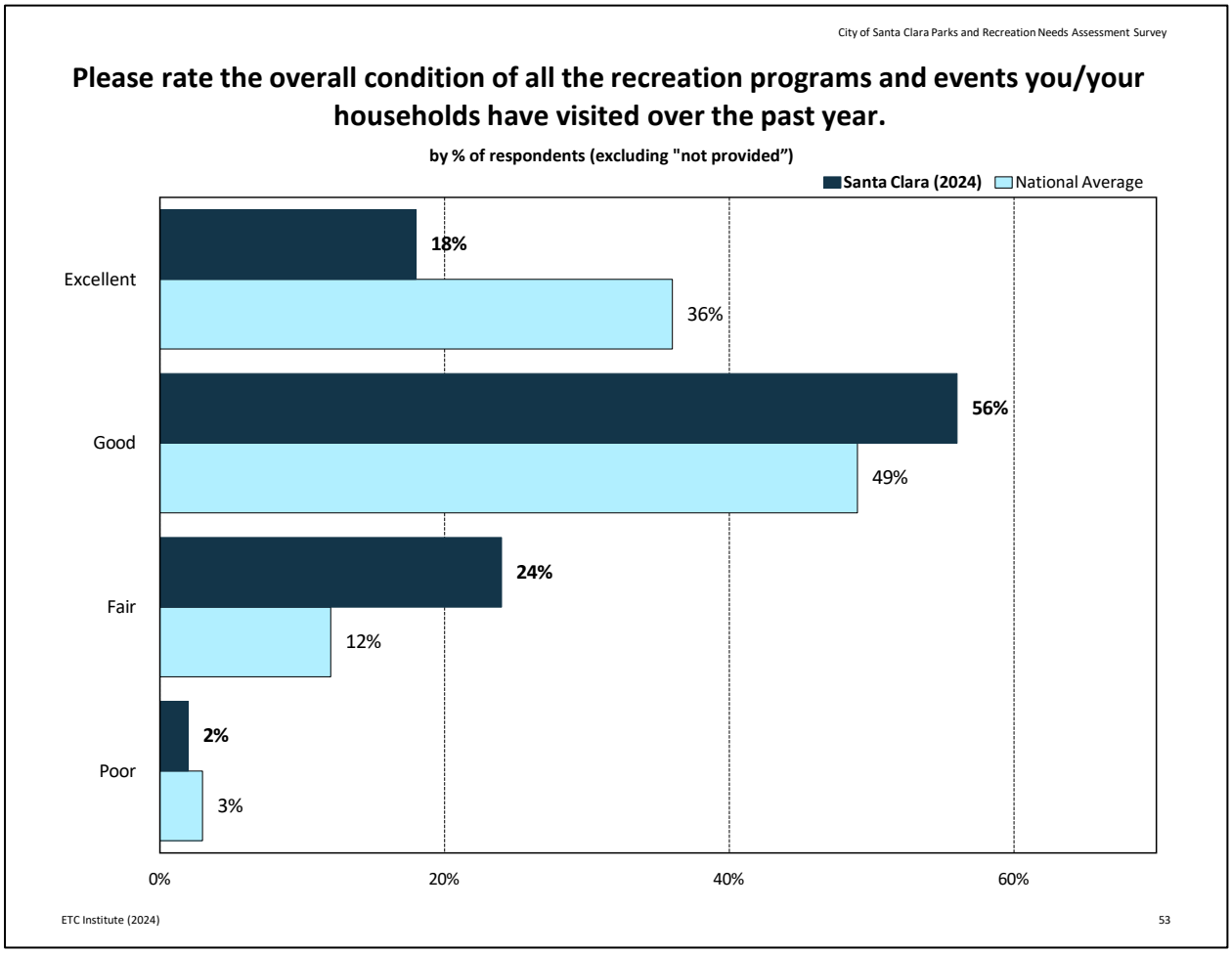
The major program and service findings of the survey are summarized on the following pages.

Program Participation and Quality Ratings

- **Program Participation**
  Thirty-nine percent (39%) of households participated in Santa Clara Parks and Recreation Department programs over the past 12 months which is above the national benchmark of 36%.

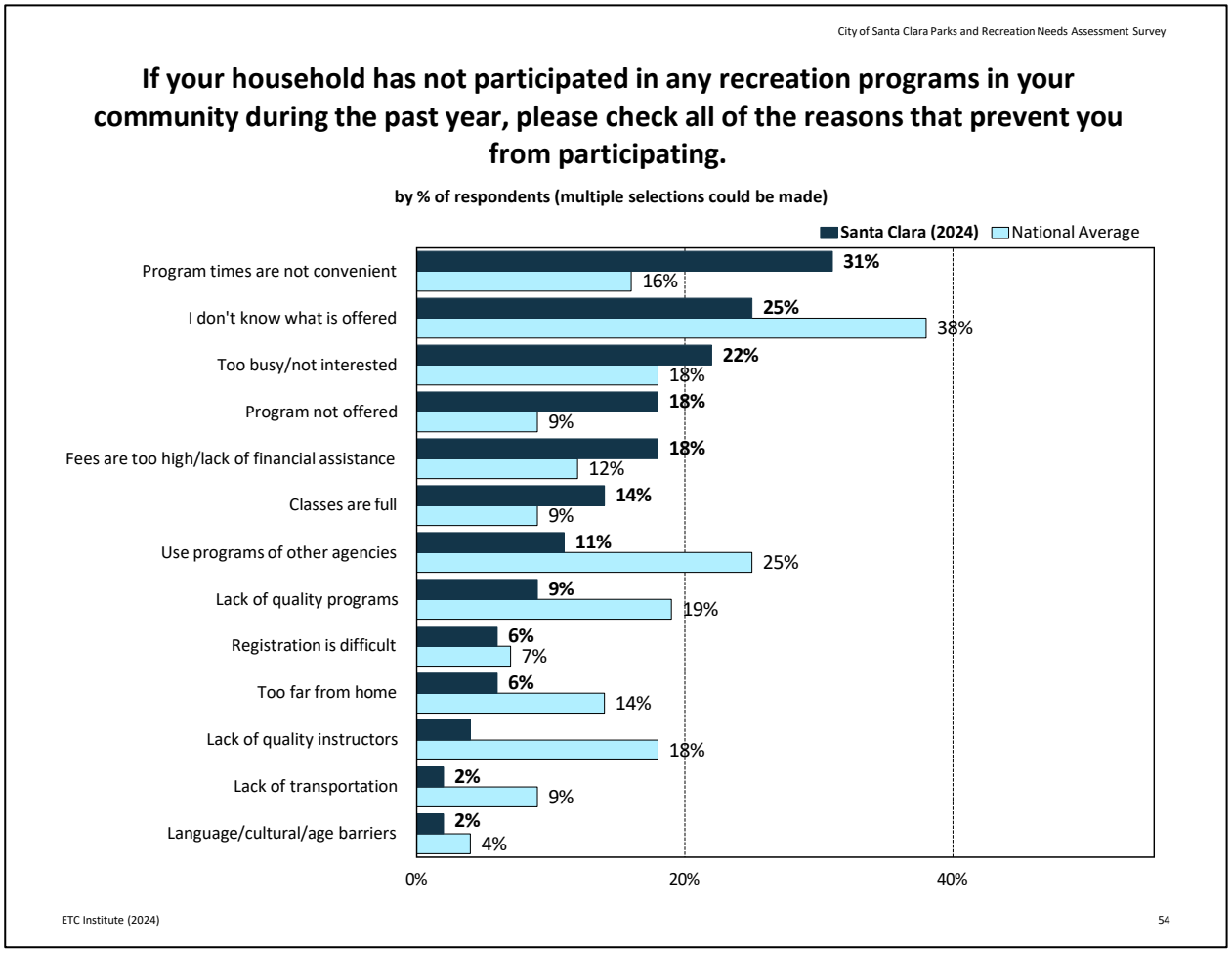


- **Program Quality:**
  Of households that participated in programs, 18% rated the quality of programs as “excellent” and 56% rated the quality of programs as “good”. The combined excellent/good rating of 74% is below the national benchmark combined rating of 85%.



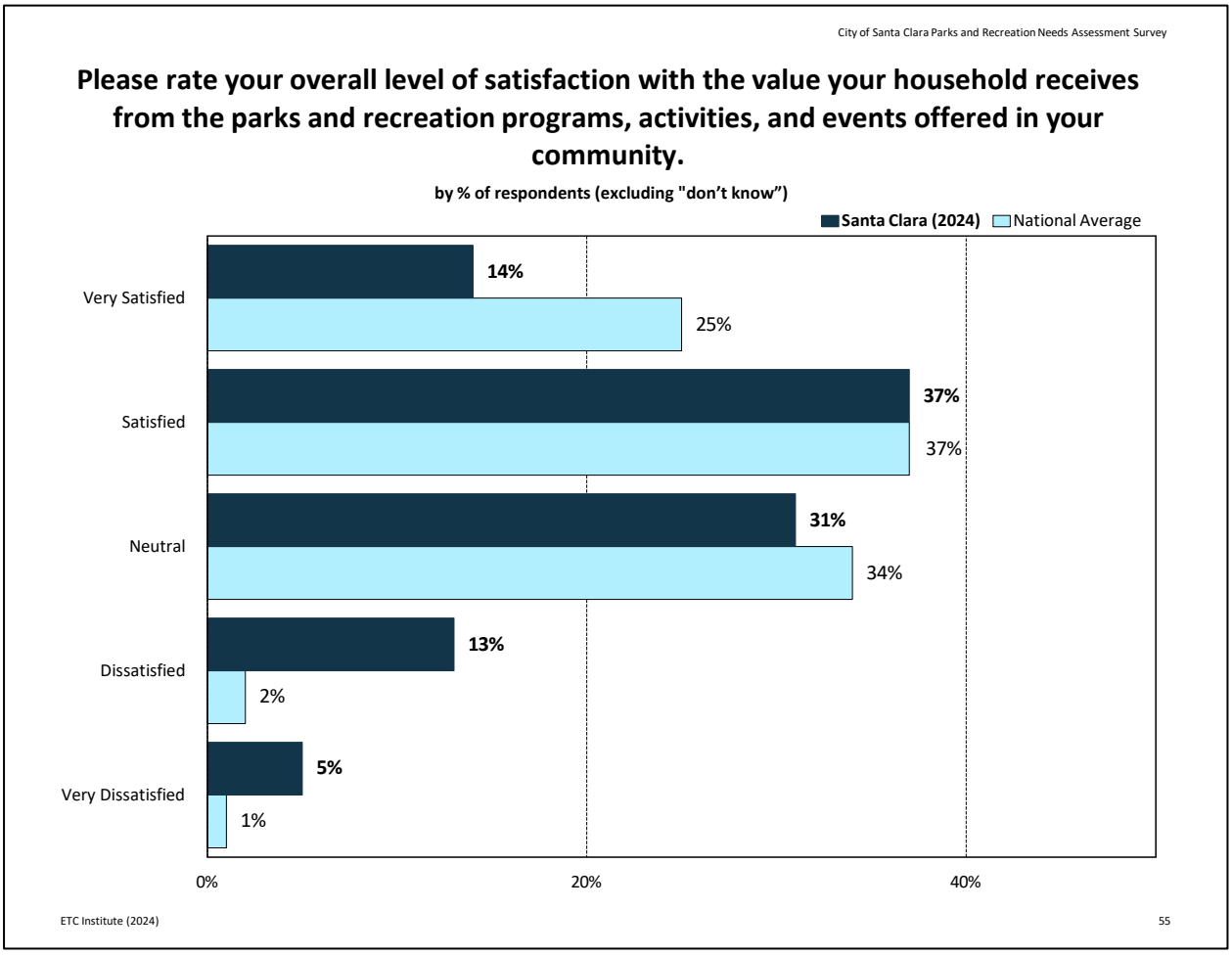
Barriers to Participating in Programs

Thirty-one percent (31%) of households did not participate in Santa Clara Parks and Recreation Department programs over the past 12 months due to inconvenient program time offerings, which is nearly twice the national benchmark of 16%. Other top barriers include I don't know what is offered (25%) and Too busy/not interested (22%).



Overall Satisfaction

Of households that participated in programs, 14% are very satisfied with the overall value of the programs, activities and events offered by the department and another 37% are satisfied. The combined very satisfied/satisfied score of 51% is below the national benchmark combined score of 62%.

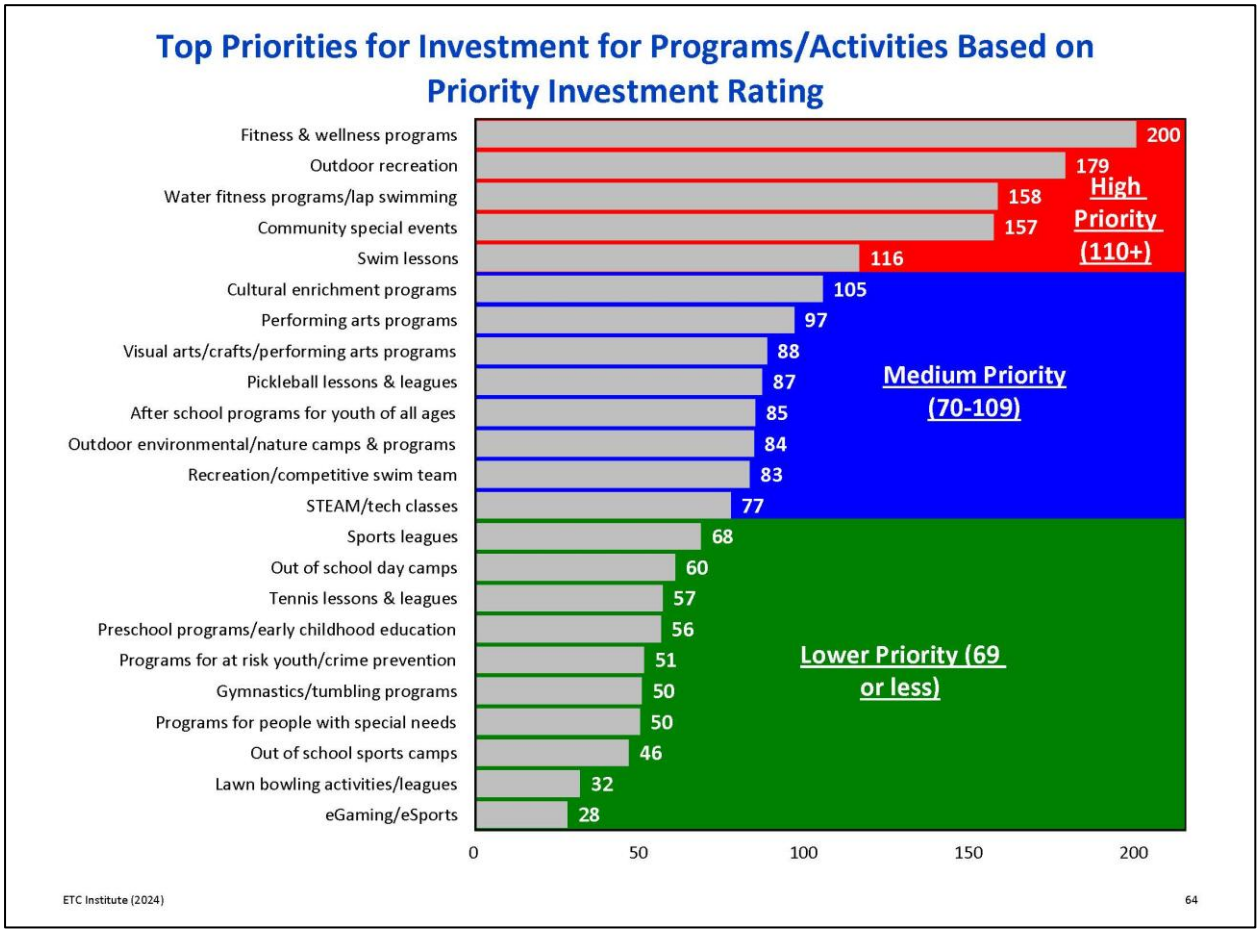


Priority Investment Ratings

The purpose of the Program Priority Investment Ratings is to provide a prioritized list of recreation program needs for the community served by the Santa Clara Parks and Recreation Department.

The results of the priority ratings for Recreation Programs are shown in the chart below and are to be interpreted as follows:

- High Priority – seek opportunities to expand or add programming immediately.
- Medium Priority – continue to offer at current service levels while monitoring the need to expand based on population growth.
- Low Priority – do not add if not currently offering. If currently offering, continue to do so at current service levels while utilizing a target market approach (age specific, skill specific, location specific, etc.). Monitor for the need to increase programming due to population growth.



Please Note: Adding special events will not only require dedicated staffing for the Parks and Recreation Department, but consideration also must be given to additional city resources required to support special events such as public safety and transportation management.

OTHER KEY FINDINGS

- **Cost Recovery Policy:** The Parks and Department's Cost Recovery Policy was adopted by City Council in April 2022. The policy is rooted in best management practices that align program benefit with the level of cost recovery.
    - Programs with the highest level of community benefit will have the lowest level of cost recovery.
    - Programs that have the greatest level of individual or group benefit will target the highest level of cost recovery.
- **Program Evaluation:** Assessment and evaluation tools to measure the success of programs and services are not currently in place and success is primarily determined by program participation rates and enrollment.
- **Customer Satisfaction and Retention:** The Department currently does not track customer satisfaction or retention percentages.
- **Staffing:** Staffing levels should be evaluated as current levels are not sufficient to expand recreation program offerings.
- **Public Input:** The Department does not utilize survey tools to continually gather feedback on needs and unmet needs for programming.
- **Marketing:** The Department utilizes several marketing strategies to inform City residents of the offerings of the community; however, it lacks a formalized Marketing Plan which can be utilized to create target marketing strategies.
- **Volunteers:** The Department has a strong volunteer program.
- **Partnerships**: The Department utilizes several partner providers to deliver programs to Santa Clara residents but lacks a formal partnership policy.

KEY RECOMMENDATIONS

- **Program Evaluation Tools:** Pre- and post-program tools should be developed and utilized to evaluate the quality and success of the programs more fully. Sample EXCEL tools have been provided as a stand-alone document.
- **Time Offerings of Programs:** Survey residents to determine the best time offerings by core program area and adjust time offerings based on the results.
- **Increasing Quality and Value:** Survey current program participants to determine the reasons as to why the quality ratings and value scores are below that of national benchmarks and take action to increase the ratings/scores.
- **Participation Data Analysis:** Through ongoing participation data analysis, create strategies to expand participation from all geographical areas in programs and services offered by the department.

- **Expand programs and services in the areas of greatest demand:** Ongoing analysis of the participation trends of programming and services in Santa Clara is significant when delivering high quality programs and services. By doing so, staff will be able to focus their efforts on the programs and services of the greatest need and reduce or eliminate programs and services where interest is declining. Specific efforts should be made to increase programming in the areas of greatest UNMET need as identified in the statistically valid survey.
- **Marketing:** Develop a formal marketing program that aligns with how residents would most like to receive information.
- **Partnerships:** Executing a formal partnership policy is standard operating procedure for best practice park and recreation agencies. It is highly recommended that Santa Clara develops a formal partnership policy and utilizes this policy as the foundation for updating existing partnership agreements. This will ensure the most effective and efficient use of taxpayer dollars that are supporting the partnerships. A sample partnership policy has been provided as a stand-alone document.

Appendix E: Facilities Assessment





CITY OF SANTA CLARA

PARKS FACILITY MASTER PLAN

DRAFT FACILITIES

June 25 2025

GROUP 4 ARCHITECTURE

AGENDA

1) **Facilities Overview**
    - **Summary Existing + Planned Facilities**
2) Community Needs and Priorities
    - National Standards
    - Community Priorities
    - Space Use Matrix
    - Comparable Communities
3) System Strategies + Improvement Options
    - SF Facility Recommendation & Map
    - Existing Facilities
    - Planned + Future Facilities
    - Proposed Program at Future Facilities

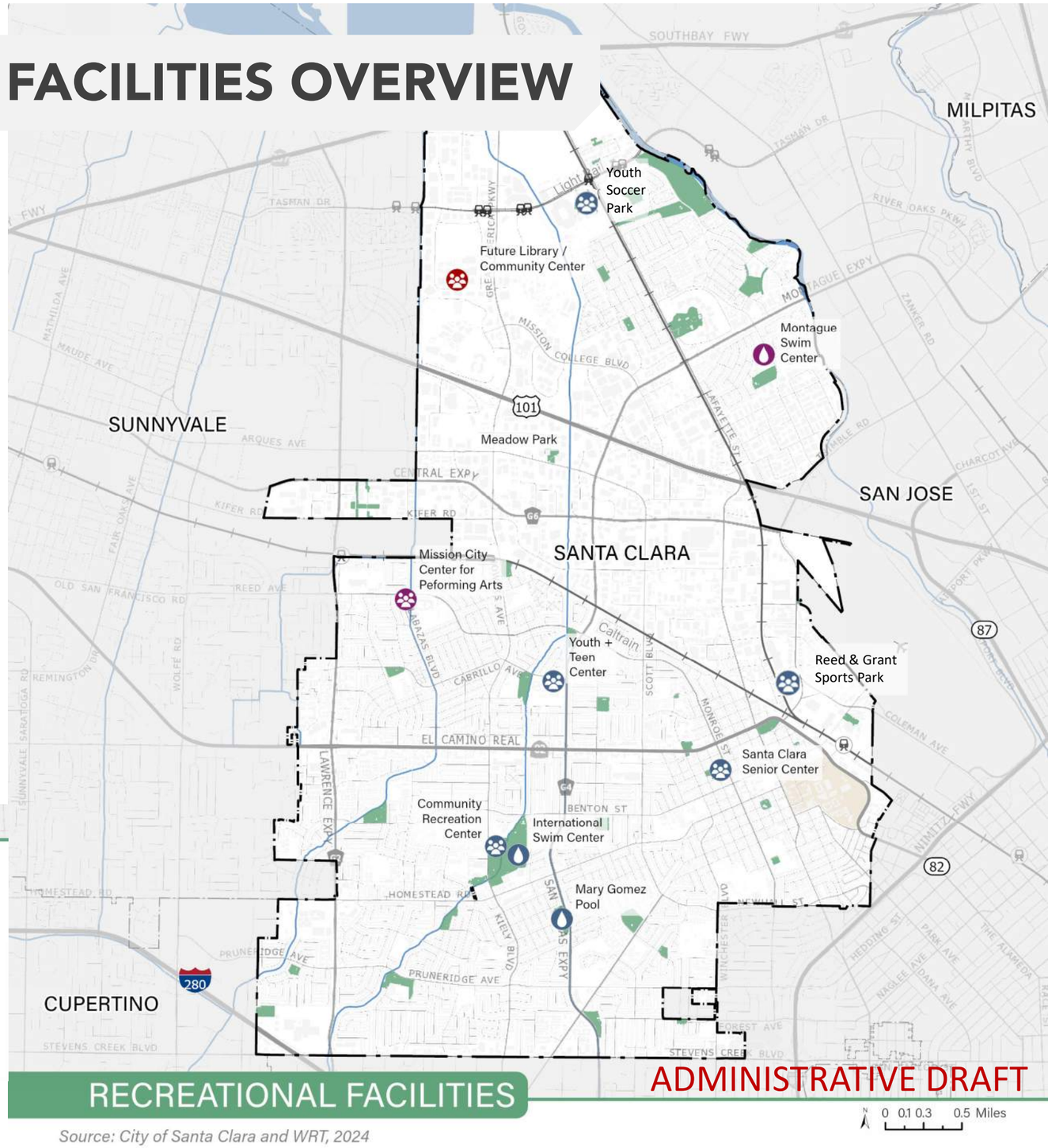


SANTA CLARA PARKS & RECREATION FACILITIES OVERVIEW

- Montague Swim Center
- Mission City Center for Performing Arts
- International Swim Center
- Mary Gomez Pool
- Warburton Pool
- Youth Soccer Park
- Reed & Grant Sports Park
- **Community Recreation Center***
- **Santa Clara Senior Center***
- **Youth + Teen Center***
- *Future Library / Community Center in North Santa Clara*

Facilities in **bold are included in the assessments completed for the Parks Facility Master Plan.*





RECREATION FACILITIES (EXISTING + PLANNED)

1. Community Rec Center



2. Senior Center DEDICATED USE



3. Teen Center DEDICATED USE



4. Youth Activity Center (YAC)



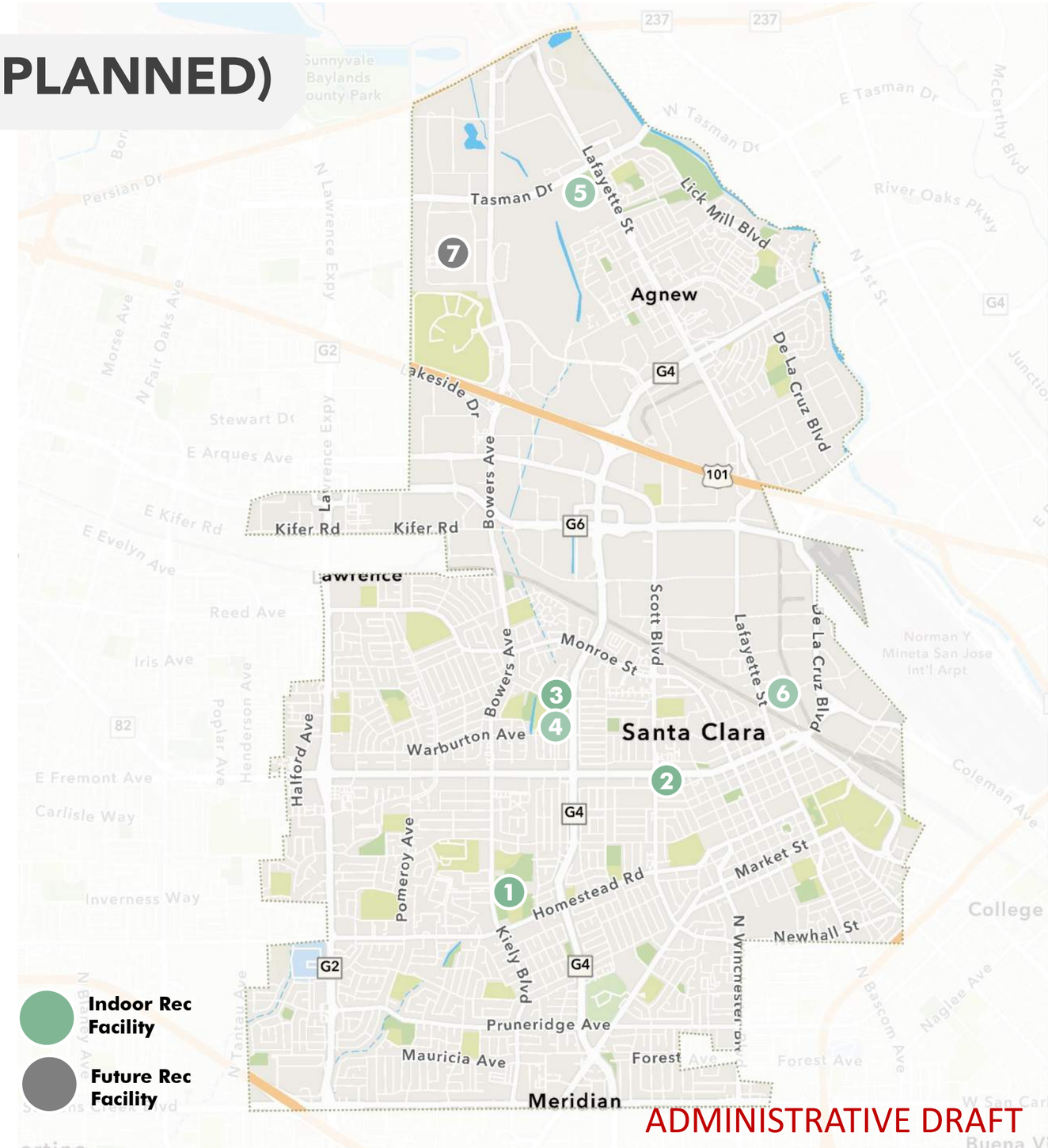
5. Youth Soccer Park



6. Reed & Grant Sports Park



7. Future North Facility



ADMINISTRATIVE DRAFT

COMMUNITY RECREATION CENTER

FACILITY SUMMARY

Address: 969 Kiely Boulevard

Year Built: 1962

Square footage: 29,630

FACILITY CONDITION INDEX

BCI Calculated Value	**4***
BCI Condition Rating	**GOOD***

BUILDING SUMMARY

Replacement value: $31,500,000*

Current needs: $1,027,000*





** Based on Kitchell Report 2017 Facility Condition Assessment, expect increased costs and possible changes to the listed condition rating*

ADMINISTRATIVE DRAFT

COMMUNITY RECREATION CENTER

ASSESSMENT SUMMARY







SIZE

- Diablo and Adobe rooms are both undersized

FUNCTIONALITY / FLEXIBILITY

- Courtyard lacks connection to the Auditorium
- Lobby can be re-envisioned to act as a Community Living Room
- Diablo room floor has water damage

OPERATIONS

- Preschool lacks privacy
- Create comfortable drop-in waiting, and informal use opportunities in lobby

SYSTEMS

- Complete deferred maintenance options
- Facility mechanical systems need update
- Electrical system needs update
- Replace fluorescent lighting with LEDs

TECHNOLOGY

ADMINISTRATIVE DRAFT

SANTA CLARA SENIOR CENTER

FACILITY SUMMARY

Address: 1303 Fremont Street

Year Built: 1973 original building, 2007 renovation

Square footage: 45,000 (2 stories)

FACILITY CONDITION INDEX

BCI Calculated Value	**2***
BCI Condition Rating	**GOOD***

BUILDING SUMMARY

Replacement value: $32,550,000*

Current needs: $504,000*





** Based on Kitchell Report 2017 Facility Condition Assessment, expect increased costs and possible changes to the listed condition rating*

ADMINISTRATIVE DRAFT

SANTA CLARA SENIOR CENTER

ASSESSMENT SUMMARY







SIZE

- Facility is full service senior center that offers full compliment of programs including fitness and aquatics

FUNCTIONALITY / FLEXIBILITY

- Dedicated use limits availability of flexible, multi-use multi-gen spaces

OPERATIONS

- Finishes, flooring, cabinetry, lighting need upgrading (specific examples include tile in the locker rooms, ceiling tiles, wall coverings, plastic laminate casework)
- Skylights needs to be replaced

SYSTEMS

- Address deferred maintenance items
- Aquatics needs separate system from rest of facility for dehumidifying and HVAC
- Upgrade to be able to function as a warming / cooling center

TECHNOLOGY

- Technology updates throughout

ADMINISTRATIVE DRAFT

TEEN CENTER

FACILITY SUMMARY

Address: 2446 Cabrillo Ave

Year Built: 2003

Square footage: 7,535

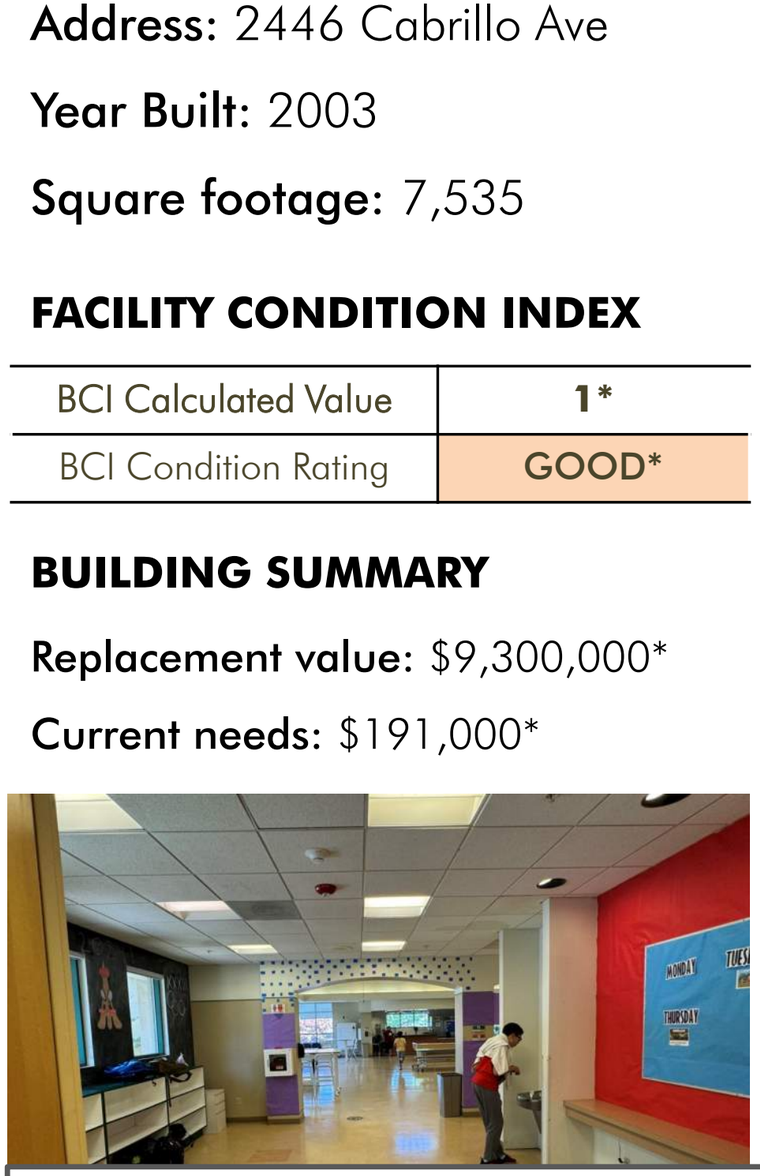
FACILITY CONDITION INDEX

BCI Calculated Value	1*
BCI Condition Rating	GOOD*

BUILDING SUMMARY

Replacement value: $9,300,000*

Current needs: $191,000*





** Based on Kitchell Report 2017 Facility Condition Assessment, expect increased costs and possible changes to the listed condition rating*

ADMINISTRATIVE DRAFT

TEEN CENTER

ASSESSMENT SUMMARY







SIZE

- SF seems adequate

FUNCTIONALITY / FLEXIBILITY

- Add storage and acoustic separation in program room
- Update dividers in program rooms
- Entry sequence is inefficient and is challenging to survey

OPERATIONS

- Update finishes, and FFE for better operations
- Reconfigure entrance and front desk layout for more visibility / access

SYSTEMS

- Complete deferred maintenance options

TECHNOLOGY

- Update security and security technology

ADMINISTRATIVE DRAFT

YOUTH ACTIVITY CENTER – Limited Availability

FACILITY SUMMARY

Address: 2446 Cabrillo Ave

Year Built: 1990

Square footage: 19,800 (1 story)

Facility owned and operated by Santa Clara School District.



Not assessed as part of Recreation Facilities Master Plan - because of the Santa Clara Unified School District's ownership, limited availability/access for City's use for programming.

FACILITY CONDITION INDEX

BCI Calculated Value	3*
BCI Condition Rating	GOOD*

BUILDING SUMMARY

Replacement value: $21,000,000*

Current needs: $453,000*

** Based on Kitchell Report 2017 Facility Condition Assessment, expect increased costs and possible changes to the listed condition rating*

ADMINISTRATIVE DRAFT

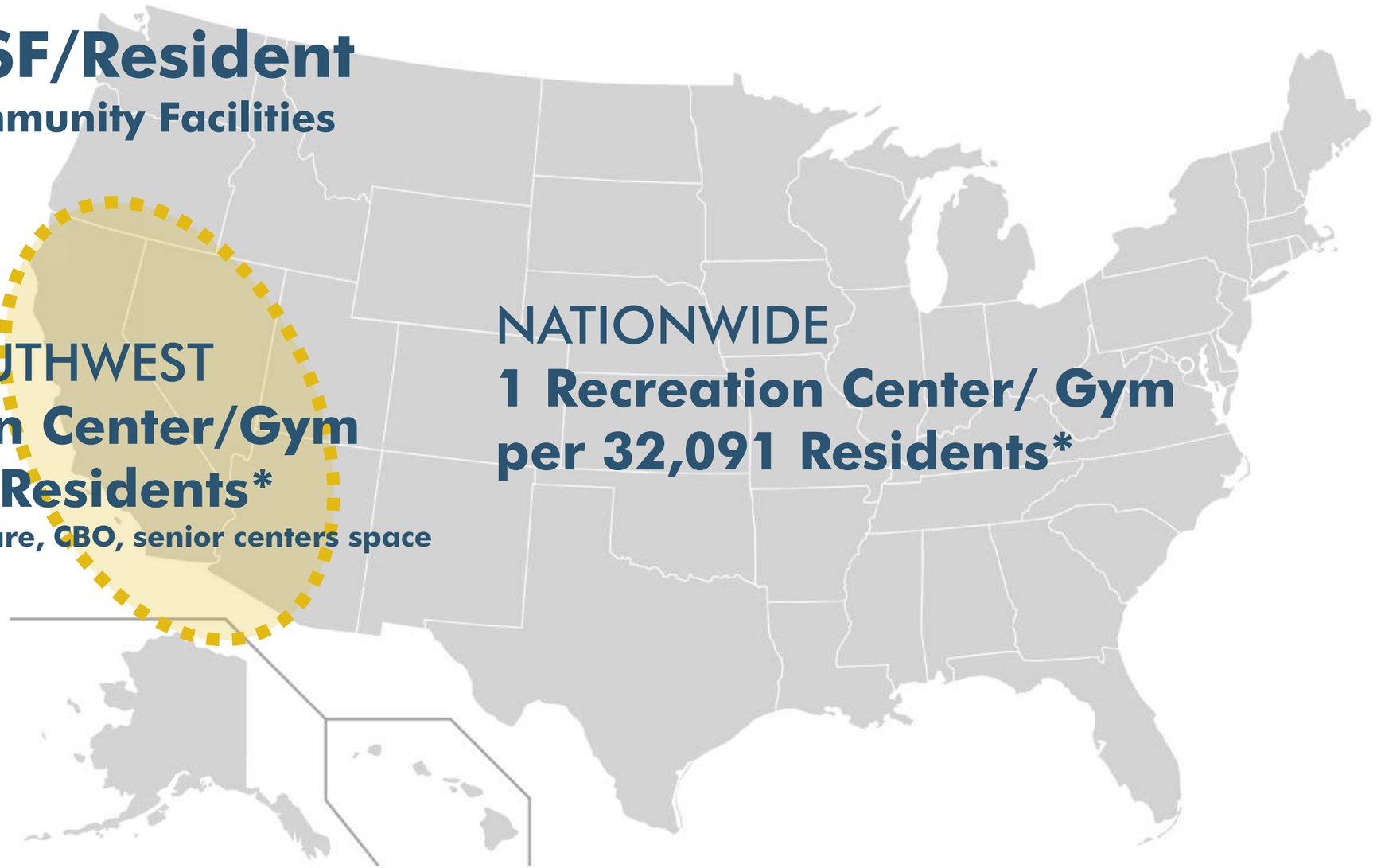
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PLANNING STANDARDS

~0.75-2 SF/Resident
for Indoor Community Facilities



PACIFIC SOUTHWEST
1 Recreation Center/Gym per 49,990 Residents*
Not including childcare, CBO, senior centers space

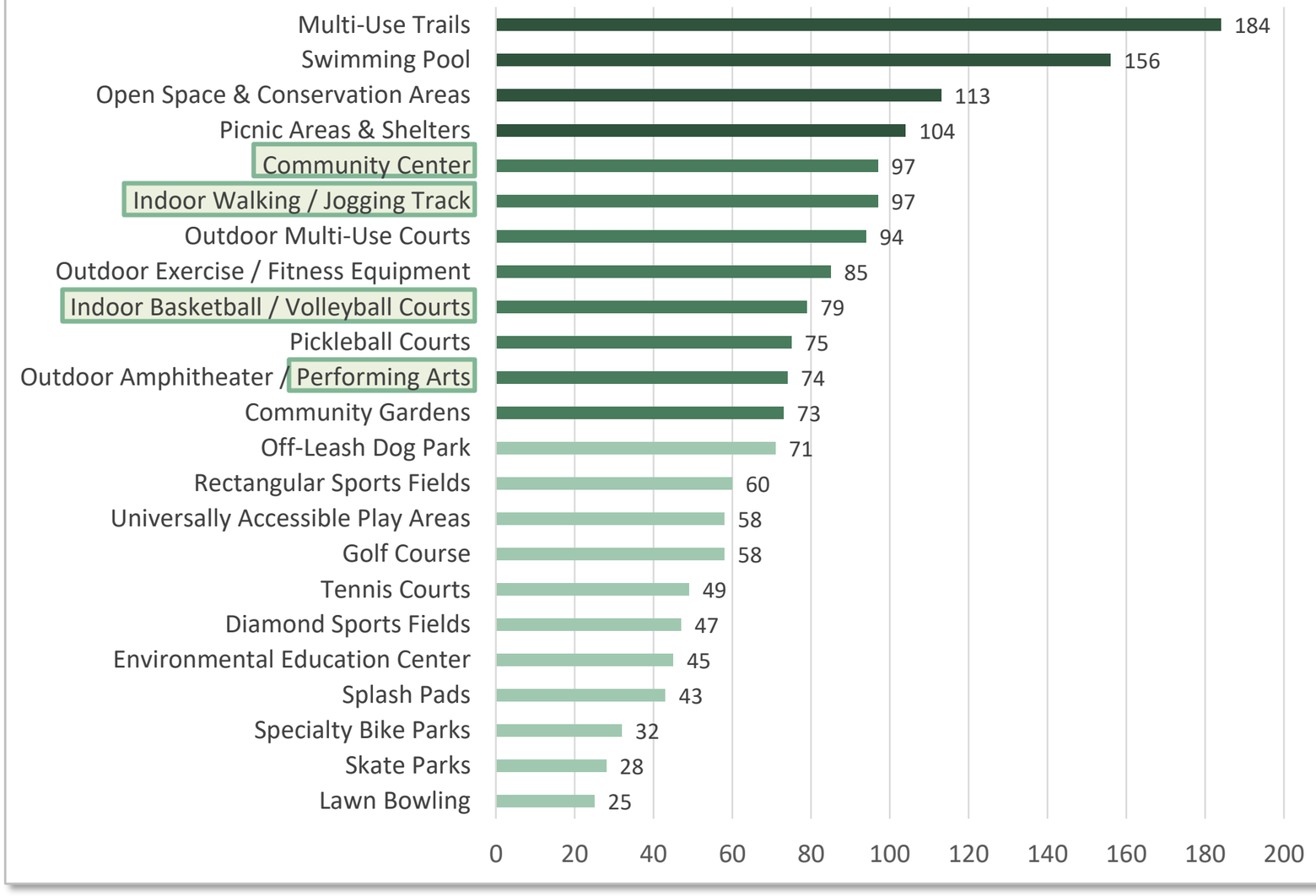
NATIONWIDE
1 Recreation Center/ Gym per 32,091 Residents*

*Based on NRPA's 2025 Agency Performance Review – Indoor Park Facilities

ADMINISTRATIVE DRAFT

CITY OF SANTA CLARA PARKS AND RECREATION NEEDS ASSESSMENT

Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



City of Santa Clara, California 2024 Parks and Recreation Needs Assessment Survey Findings Report, ETC Institute

Indoor Facility Priorities:





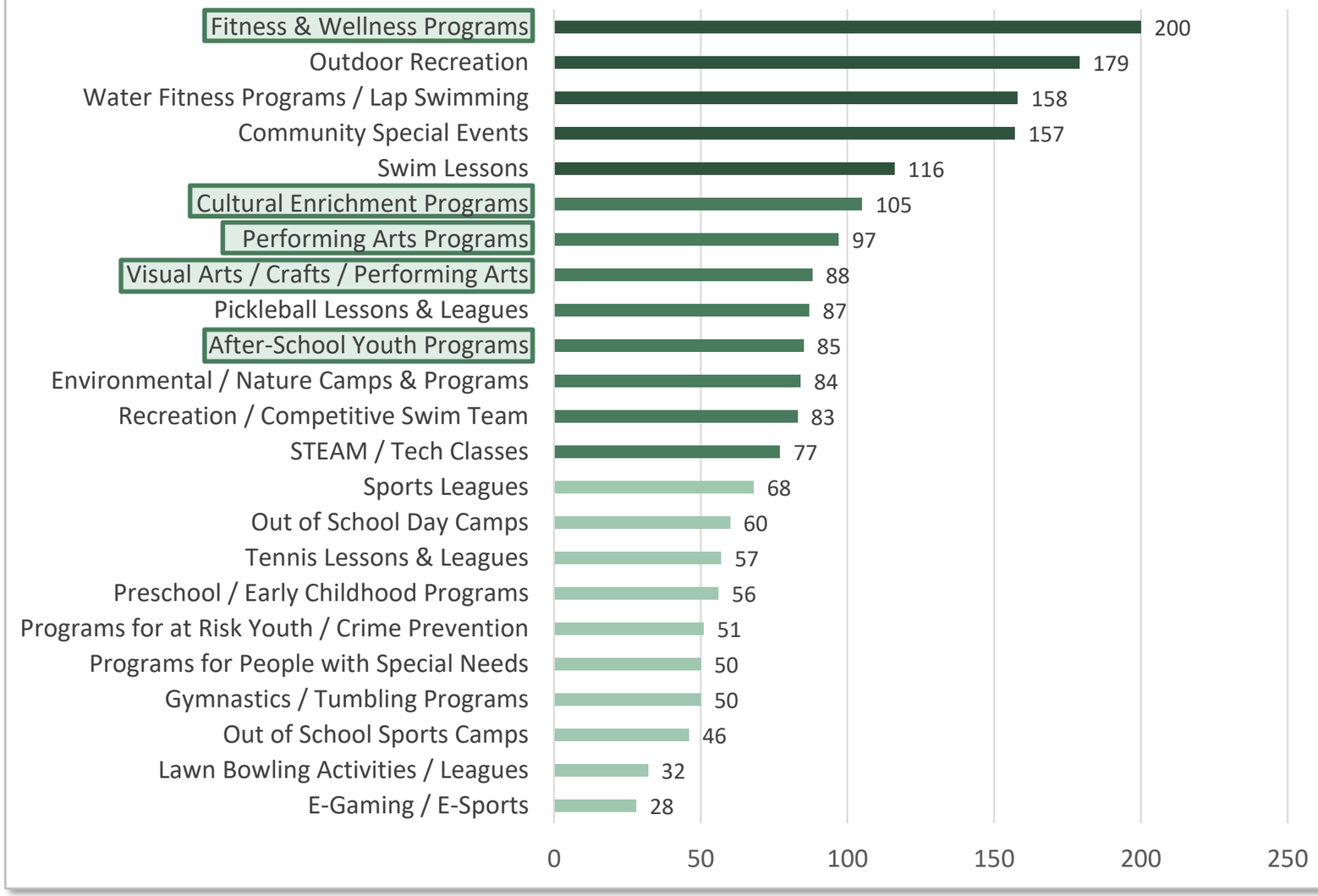




ADMINISTRATIVE DRAFT

CITY OF SANTA CLARA PARKS AND RECREATION NEEDS ASSESSMENT

Top Priorities for Investment for Programs / Activities Based on Priority Investment Rating



City of Santa Clara, California 2024 Parks and Recreation Needs Assessment Survey Findings Report, ETC Institute

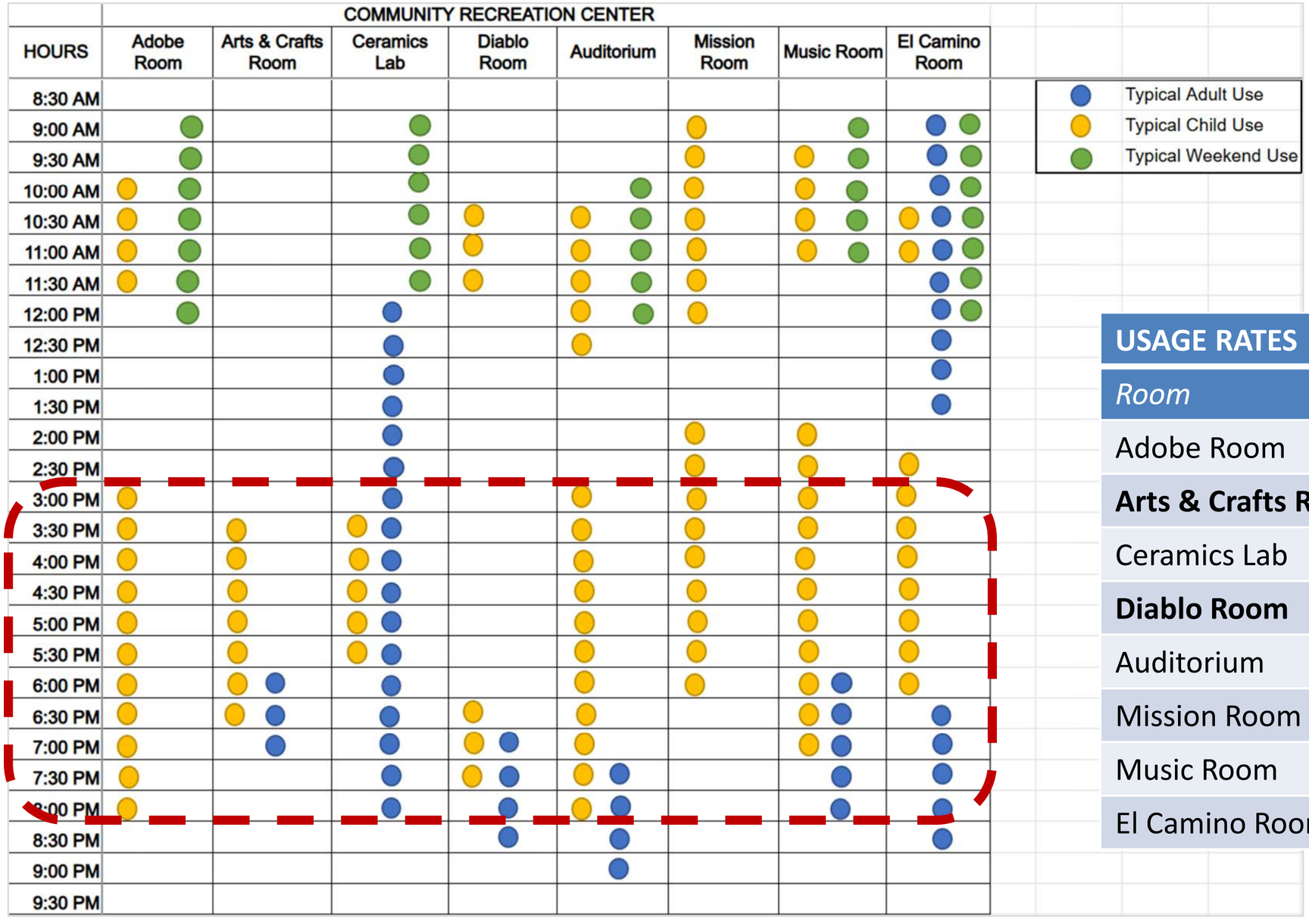
Indoor Program Priorities:



ADMINISTRATIVE DRAFT

SPACE USE/ACTIVITY MATRIX

COMMUNITY RECREATION CENTER



Programming spaces in the Community Recreation Center are programmed @ 85% of availability during peak use hours (3-8pm), with many of the program rooms being fully utilized during those hours.

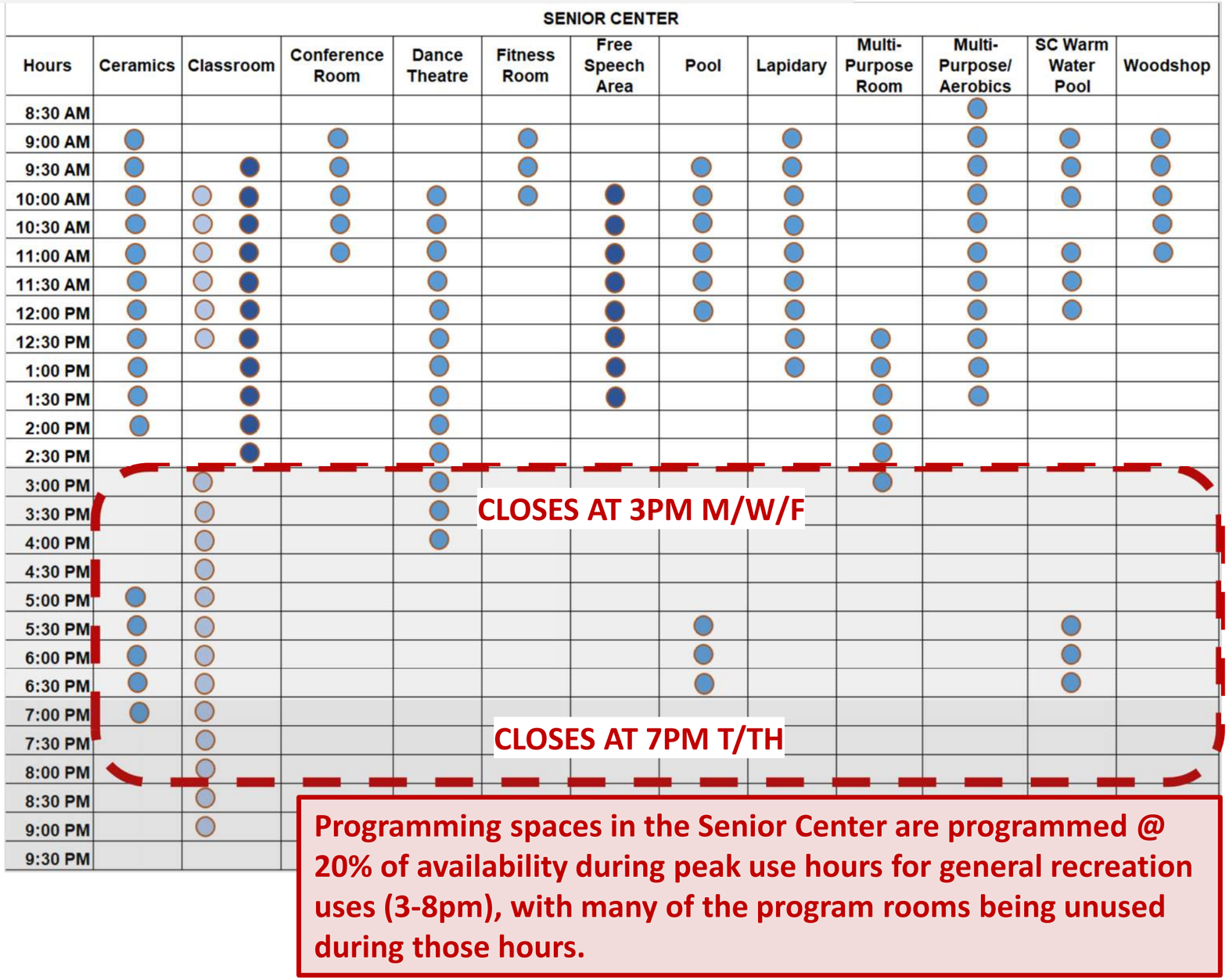
USAGE RATES

Room	*Approx. Size*	*% Occupied*
Adobe Room	950 SF	67%
Arts & Crafts Room	**800 SF**	**30%**
Ceramics Lab	800 SF	85%
Diablo Room	**600 SF**	**30%**
Auditorium	5000 SF	70%
Mission Room	1700 SF	59%
Music Room	600 SF	67%
El Camino Room	1900 SF	85%

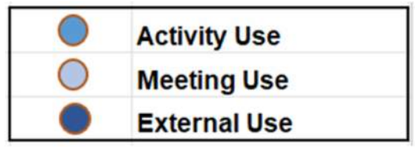
ADMINISTRATIVE DRAFT

SPACE USE/ACTIVITY MATRIX

SANTA CLARA SENIOR CENTER



Programming spaces in the Senior Center are programmed @ 20% of availability during peak use hours for general recreation uses (3-8pm), with many of the program rooms being unused during those hours.





USAGE RATES

Room	*Approx. Size*	*% Occupied*
Ceramics	715 SF	59%
Classroom	890	89%
Conference Room	**320**	**19%**
Dance Theater		48%
Fitness Room	**4800 SF**	**11%**
Free Speech Area		30%
Pool	5000 SF	33%
Lapidary	400	33%
Multi-Purpose Room	3000 SF	22%
Multi-Purpose / Aerobics	1635 SF	41%
SC Warm Water Pool	2500 SF	33%
Woodshop	**700 SF**	**19%**

ADMINISTRATIVE DRAFT

INDOOR RECREATION FACILITIES OVERVIEW

1. Community Rec Center



2. Reed & Grant Sports Park



3. Youth Soccer Park



4. Senior Center



Santa Clara Recreation Facilities

BUILDING	SF	2017 FCA RATING	RENO.	EXPANS.	NEW	NOTES:
1. Community/Recreation Center[1]	29,630	4 / Good	✓	✓		Deferred maintenance, operational, and functional improvements needed.
2. Reed & Grant Sports Park	3,800	N/A*				*Project opened Oct. 28, 2020 – after the 2017 FCA.
3. Youth Soccer Park[1]	7,000	3 / Good				Large multipurpose room and small conference room – used sporadically for meetings.
Total SF	**85,430** *(**This includes **Senior Center SF below**, with the recommendation to expand programming to include multi-generational)*					

SPECIAL USE						
1. Teen Center	7,535	1 / Good	✓			Deferred maintenance, operational, and functional improvements needed.
2. Senior Center[1]	45,000**	2 / Good	✓			Deferred maintenance, operational, and functional improvements needed. **Recommendation** is to expand programming to include multigenerational programs

[1] See previous slides 16-18 for SF breakdown of each room in these facilities.

COMPARABLE COMMUNITY FACILITIES

CITY	2020 Population[1]	2035 Population	Current Total SF of Indoor Facilities	Total SF / 2020 Current Population	Total SF / 2035 Projected Population	General Purpose Facilities (Community/Recreation Centers) (SF)	Special Purpose Facilities (Youth/Senior/Early Childhood Recreation/Childcare)/ Sports Center (SF)	Planned Facilities
Santa Clara	**127,647**	**154,825[2]**	**85,430**	**0.67**	**0.55**	**29,630 | 3,800**	**45,000 | 7,000**	**21,620[6]**
Sunnyvale	155,805	184,300[3]	**106,995**	**0.68**	**0.58**	24,982 | 23,000 | 6,900	10,872 | 28,229 | 19,912	
Mountain View	82,376	90,600[4]	**101,575**	**1.23**	**1.12**	27,000	25,000 | 8,775 | 12,000 | 28,800	
San Mateo	104,490	121,500[5]	**64,700***	**0.62***	**0.53***	24,500[7] | 15,600 | 2,000	14,100 | 4,800 | 3,700	*The city is currently in the process of developing an FMP to 1) address aging, undersized facilities and 2) plan for new facility (facilities) to meet the unmet community need.
Daly City	104,901	136,900[5]	**111,800**	**1.07**	**0.81**	7,000 | 40,000 | 26,000 | 4,800 | 3,700	30,300	

List includes comparable nearby communities that are classified as Class III cities per the NRPA in their National Gold Medal Awards program.**

**Class III = population 75,001 to 150,000

THE CURRENT SQUARE FEET / POPULATION IS BELOW THE NATIONAL STANDARD AND WELL BELOW COMPARABLE COMMUNITIES.

Notes:
All indoor facilities noted here are City-owned

[1] Source: Population: Census, April 2020
[2] Based on City of Santa Clara 2010-2035 General Plan
[3] Source: LAFCO of Santa Clara County
[4] Source: ABAG Population Projections
[5] Source: ABAG 2009
[6] Proposed SF for recreation space in North Santa Clara library and recreation center
[7] Total SF includes Seasonal Aquatic Center

ADMINISTRATIVE DRAFT

AGENDA

1) Facilities Overview
   - Summary Existing + Planned Facilities
2) Community Needs and Priorities
   - National Standards + Benchmark Cities
   - Community Priorities
   - Space Use Matrix

3) System Strategies + Improvement Options

- **SF Facility Recommendation & Map**
- **Existing Facilities**
  - **Renovation, Improvements, Expansion**
    - **Community Recreation Center**
    - **Senior Center**
    - **Teen Center**
- Planned + Future Facilities
- Proposed Program at Future Facilities



PLANNING STANDARDS RECOMMENDATION

~0.75-2 SF/Resident
for Indoor Community Facilities



PACIFIC SOUTHWEST
1 Recreation Center/Gym per 49,990 Residents*
Not including childcare, CBO, senior centers space

NATIONWIDE
1 Recreation Center/ Gym per 30,709 Residents*

Recommendation for Santa Clara: ~1 SF/Resident. Facilities to include all major program spaces.

*Based on NRPA's 2021 Agency Performance Review – Indoor Park Facilities

ADMINISTRATIVE DRAFT

COMMUNITY / RECREATION SPACE: PROJECTED NEEDS 2035

*1.0 sf/cap = **69,570 SF** of additional Indoor Facility space for 2035 projected Citywide Need*

SANTA CLARA CURRENT CONDITIONS				
Santa Clara Population 2020	**Current Total SF of Indoor Facilities**	**SF/Cap 2020**	**Santa Clara Population 2035** *(Projected)*	**SF/Cap 2035** *(if no increased Indoor Facilities SF)*
127,647	85,430 SF	0.67	154,825	0.55
SANTA CLARA RECOMMENDATIONS				
	Recommended Total SF of Indoor Facilities		**Santa Clara Population 2035** *(Projected)*	**Recommended SF/Cap 2035**
	155,000 SF *(rounded)*		154,825	1.0

*155,000 SF - 85,430 SF = **69,570 SF projected need***

STRATEGY TO MEET COMMUNITY / RECREATION SPACE ADDITIONAL NEED			
FACILITY	**PLANNED SQ. FT.**	**LOCATION**	**NOTES**
1. Expansion of CRC	5-10,000 SF	CRC	Add community hall, enclose courtyard, and expand program spaces
2. New North Santa Clara Library & Rec Center	21,620 SF *of Recreation Space*	North of Highway 101	Co-located with new library, multi-purpose community/recreation center
3. New Recreation Facility With Multicourt Gym	40,000 - 60,000 SF	TBD	Recreation Center with multi-court gymnasium with athletic, health and wellness focus
	TOTAL 66,620 - 86,620		

COMMUNITY / RECREATION FACILITIES: RECOMMENDATION

1. Community Rec Center



2. Reed & Grant Sports Park



3. Youth Soccer Park



4. Senior Center



Santa Clara Recreation Facilities

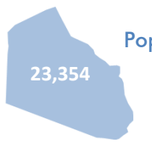
EXISTING	EXIST. SF	NEW SF	RENO	EXPANS.	NEW	NOTES:
1. Community/Recreation Center	29,630	40,000	✓	✓		Deferred maintenance, operational, and functional improvements needed.
2. Reed & Grant Sports Park	3,800	3,800				
3. Youth Soccer Park	7,000	7,000*		✓		*Consider possible expansion of facility.
4. Senior Center*	45,000	45,000	✓			Deferred maintenance, operational, and functional improvements needed. **Recommendation** is to expand programming to include multigenerational programs.
Total SF	**85,430**	**95,800**				
FUTURE / PROPOSED						
1. ***Proposed*** North Santa Clara Library & Rec Center		21,620*			✓	*Planned recreation SF from 2021 study. The full proposed building is 47,000 SF.
2. ***Proposed*** Recreation Facility		40,000 - 60,000 SF			✓	
Total Planned SF	**157,420 - 177,420**					
SPECIAL USE						
1. Teen Center	7,535	7,535	✓			Deferred maintenance, operational, and functional improvements needed.

SANTA CLARA RECREATION FACILITIES RECOMMENDATIONS

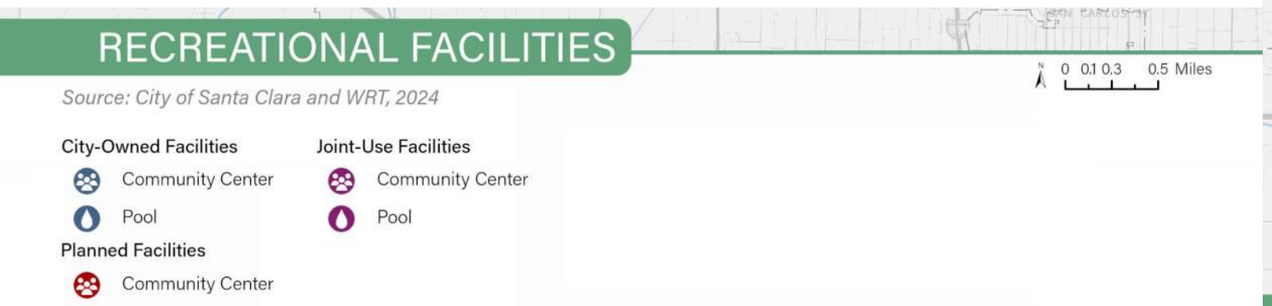
- Mission City Center for Performing Arts
- Montague Swim Center
- International Swim Center
- Mary Gomez Pool
- Warburton Pool
- **Community Recreation Center (Renovated + Expanded)**
- **Santa Clara Senior Center (Renovated + Increased Programming)**
- **Youth + Teen Center (Renovated)**
- **Youth Soccer Park (Possible Expansion TBD)**
- **Reed & Grant Sports Park**
- ***Proposed*** **–** *1.* Future Library / Recreation Center in North SC
- ***Proposed*** **–** 2. Future Recreation Facility at ***either***
  - A. Station Area Specific Plan, or
  - B. Mission College

Legend

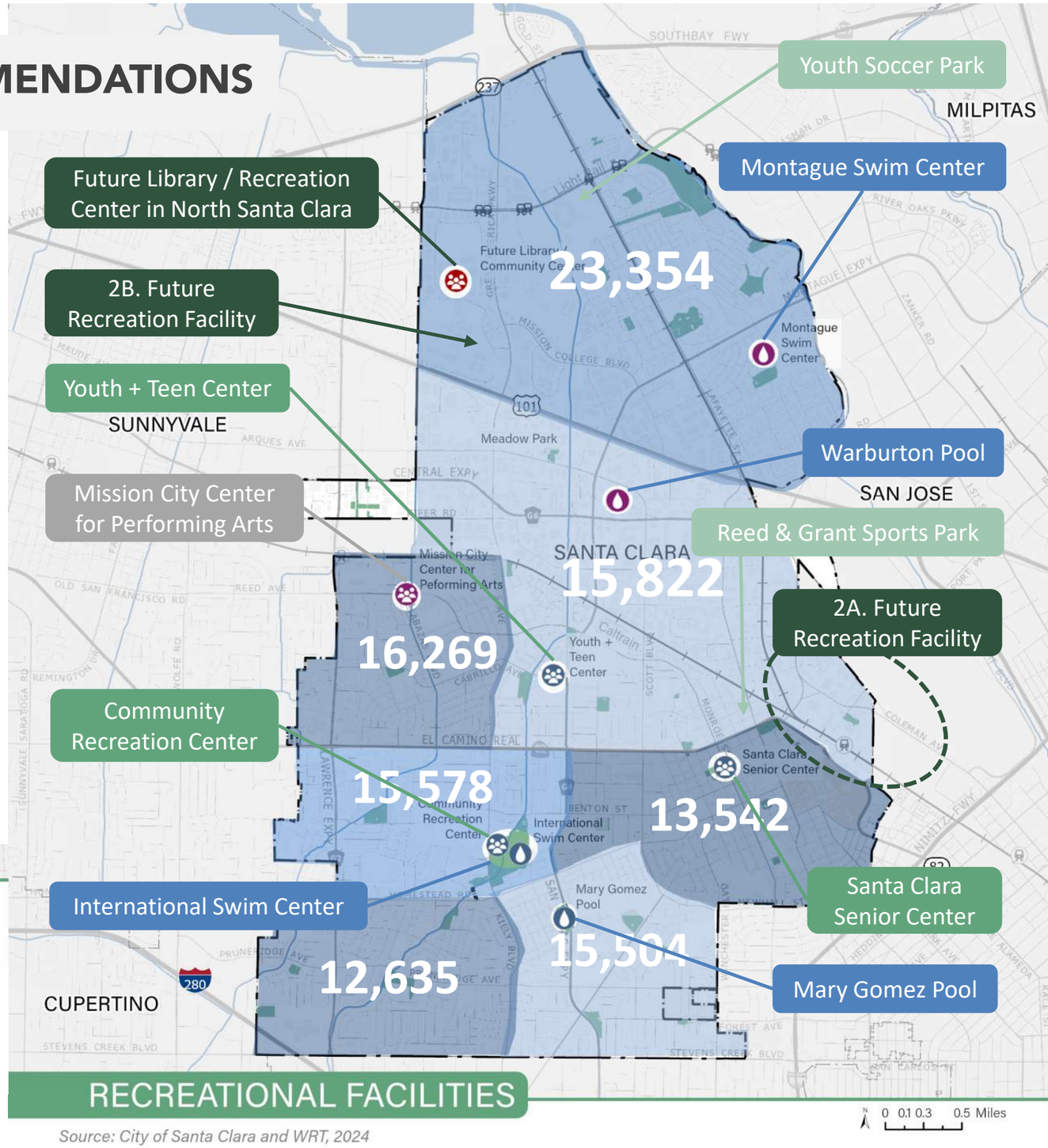
- Existing Recreation Facility included in City Facility SF
- Proposed Future Facilities
- Aquatics (NOT included in City Facility SF)
- Performing Arts (NOT included in City Facility SF)



Population per Neighborhood



ADMINISTRATIVE DRAFT



PROPOSED FUTURE FACILITIES

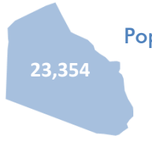






- ***Proposed*** – *1.* Future Library / Recreation Center in North Santa Clara
- ***Proposed*** – 2. Future Recreation Facility at ***<u>either</u>***
  - A. Station Area Specific Plan, or
  - B. Mission College

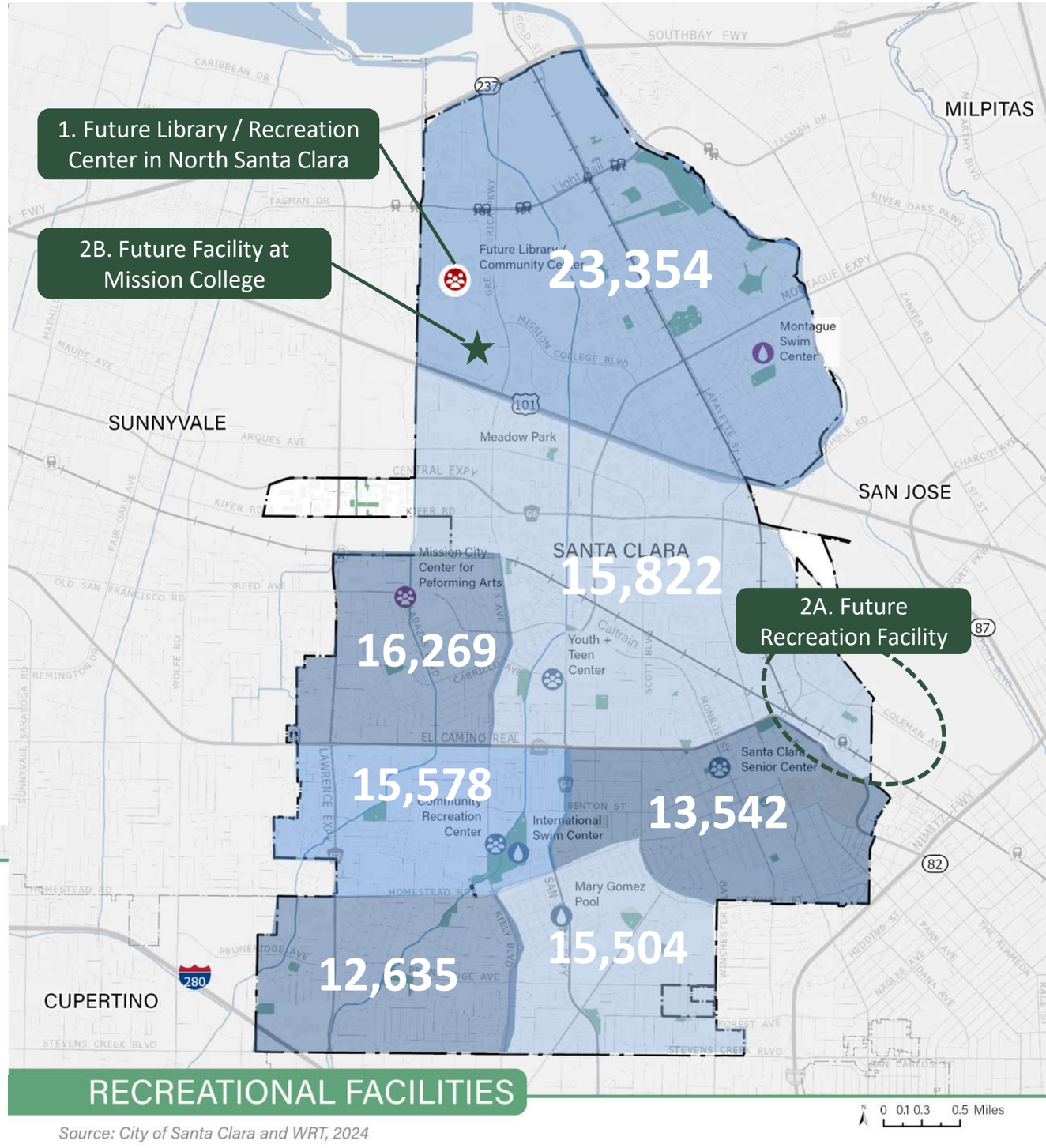
<u>Legend</u>
- Existing Recreation Facility included in City Facility SF
- Proposed Future Facilities
- Aquatics (NOT included in City Facility SF)
- Performing Arts (NOT included in City Facility SF)



Population per Neighborhood



ADMINISTRATIVE DRAFT



COMMUNITY RECREATION CENTER

FACILITY OVERVIEW

Address: 969 Kiely Boulevard
Year Built: 1962
Square footage: 29,630

BUILDING IMPROVEMENT RECOMMENDATIONS:

Functional + Operational Improvements:

- Renovate interior finishes, furniture, and lighting and update mechanical and electrical systems
- Enclose or protect courtyard to provide more program space
- Create "community living room" space in lobby
- Expand the building footprint where possible

Deferred Maintenance Items needed w/in 10 years*:

- Priority 1 (Year 1): Exterior doors + grilles, horizontal openings, overhead exterior enclosures, interior doors, domestic water distribution, fixed furnishings, pedestrian plazas, playgrounds
- Priority 2 (Year 2): Exterior walls + windows, wall finishes, flooring, site development
- Priority 3 (Year 3): Roofing, heating + cooling systems, HVAC, electrical, parking lot, landscaping





** Based on Kitchell Report 2017 Facility Condition Assessment, expect increased costs and possible changes to the listed condition rating*

ADMINISTRATIVE DRAFT

COMMUNITY RECREATION CENTER

ANALYSIS

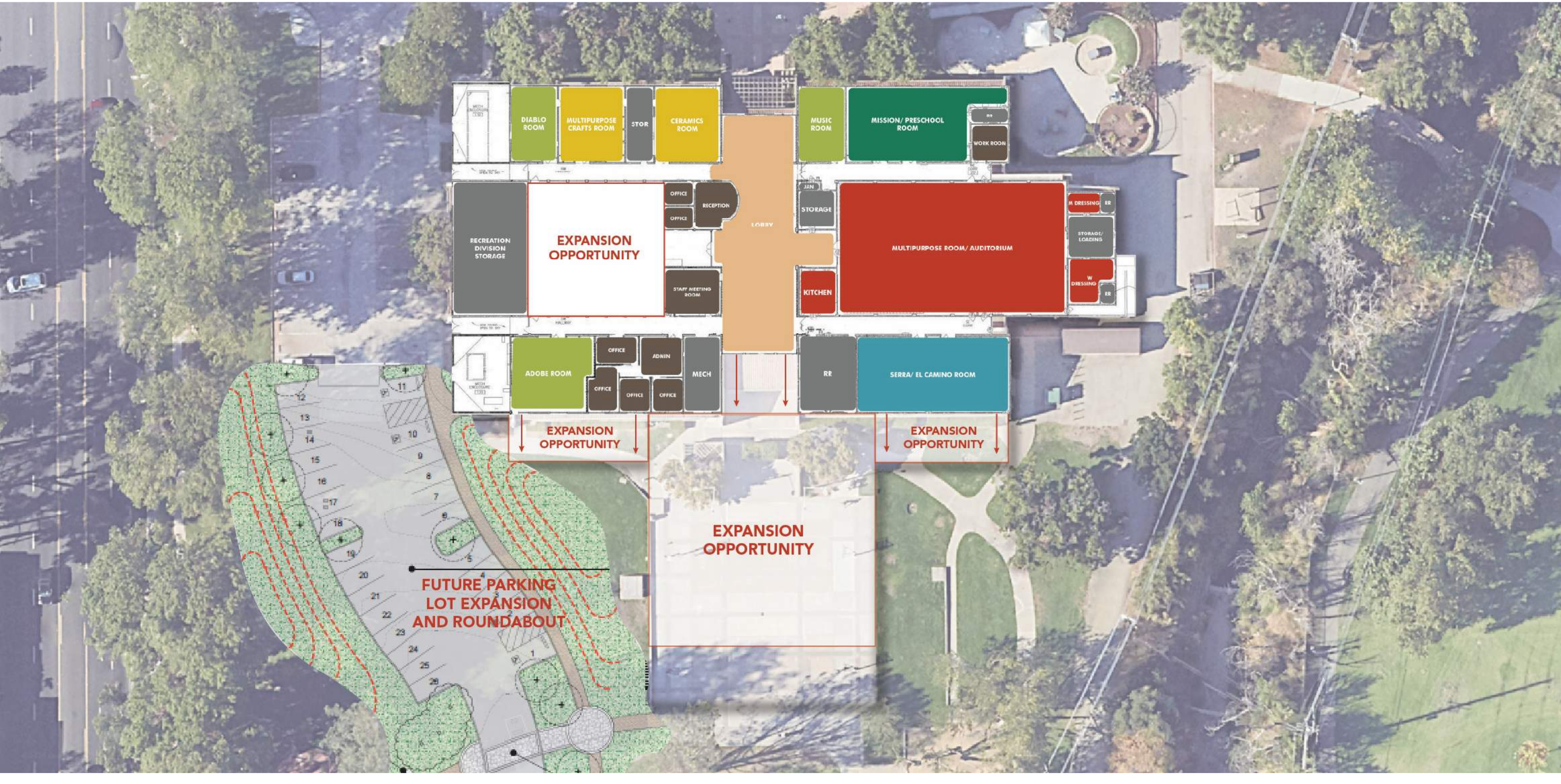
- Reconfigure or expand
- Repair water damage
- Revise flooring for program flexibility
- Add fencing for privacy
- Backstage restrooms and floors need to be rebuilt
- Enclose/cover for additional program space
- Reconfigure to relate better to adjacent spaces
- Complete deferred maintenance items
- Expand to be 900 SF
- Renovate lobby to incorporate "community living room" concept



ADMINISTRATIVE DRAFT

COMMUNITY RECREATION CENTER

PRELIMINARY SITE OPPORTUNITIES

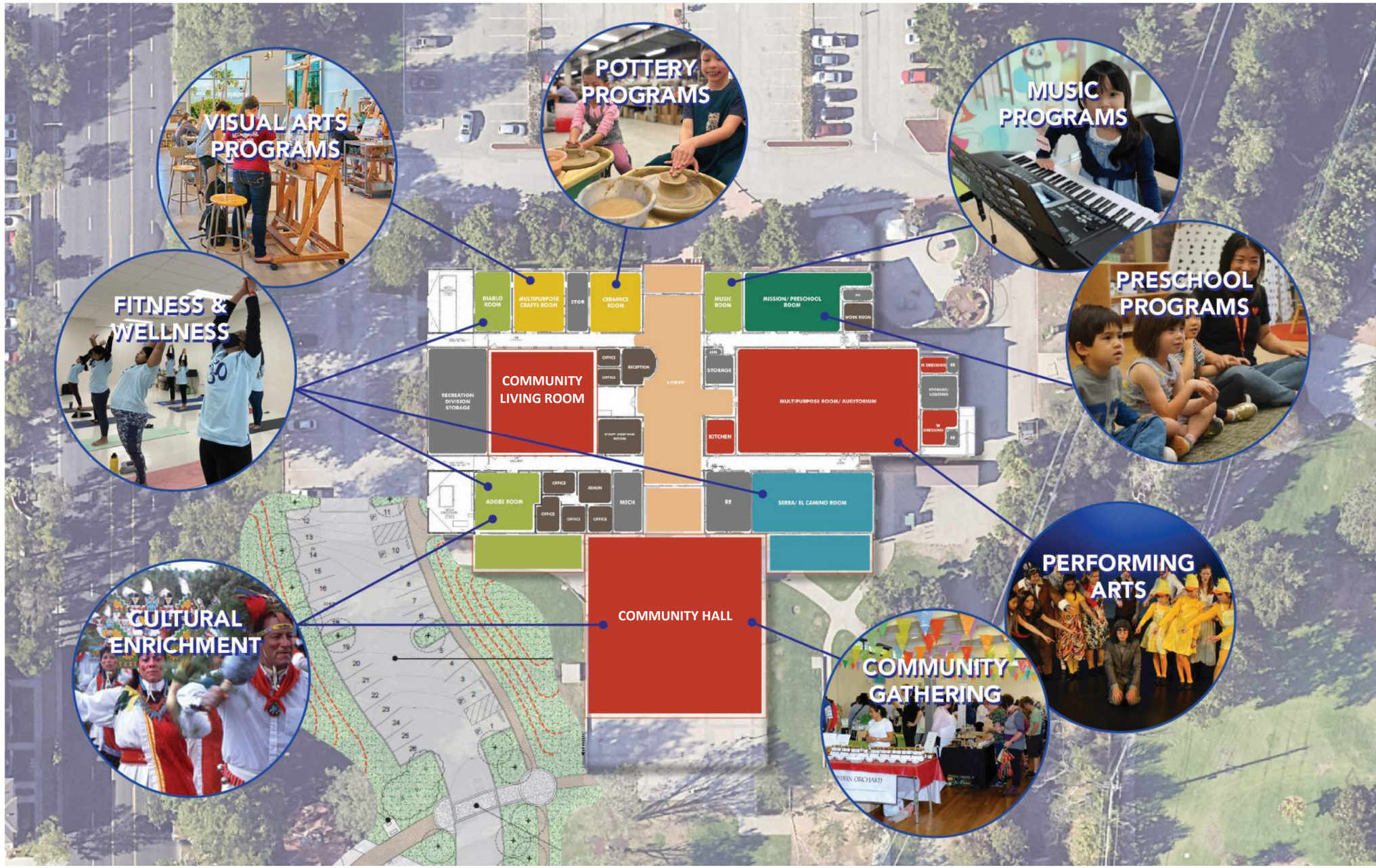


COMMUNITY RECREATION CENTER

FACILITY RECOMMENDATIONS

RECOMMENDATIONS:
Renovate and expand facility to meet current best practices for 21st century recreation/community center design

- Update finishes, lighting, A/V, furniture, and address deferred maintenance items
- Expand facility to include a new multi-purpose community hall to support multi purpose programming, community events and celebrations, and facility rentals
- Enclose the existing courtyard to support additional programming needs, and to create a warm and inviting people space for people to connect.



SANTA CLARA SENIOR CENTER

FACILITY OVERVIEW

Address: 1303 Fremont Street
Year Built: 1973 original building, 2007 renovation
Square footage: 45,000 (2 stories)

BUILDING IMPROVEMENT RECOMMENDATIONS:

Functional + Operational Improvements:

- Re-envision layout and re-program rooms for efficiency, flexibility, and *multi-generational programming for expanded capacity?*
- Update finishes, furniture, and lighting
- Upgrade HVAC system to be able to function as a warming / cooling center and create separate system for the aquatics

Deferred Maintenance Items needed w/in 10 years*:

- Priority 1 (Year 1): Domestic water distribution
- Priority 2 (Year 2): Lighting
- Priority 3 (Year 3): Exterior doors + grilles, interior partitions, sanitary drainage, fixed furnishings
- Priority 4 (Year 4): Roof construction, AV Communication
- Priority 5 (Year 5): Horizontal openings, interior doors, wall and ceiling finishes



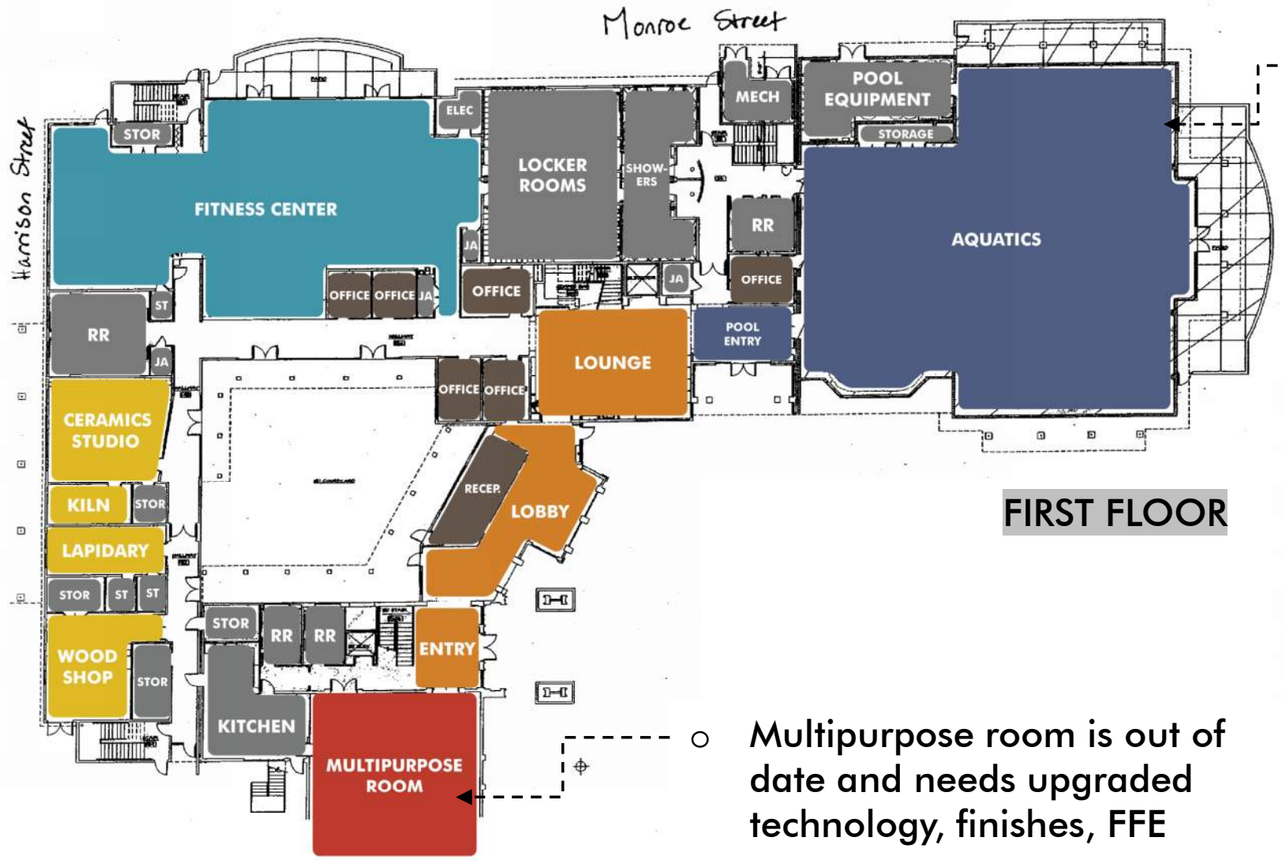


** Based on Kitchell Report 2017 Facility Condition Assessment, expect increased costs and possible changes to the listed condition rating*

ADMINISTRATIVE DRAFT

SANTA CLARA SENIOR CENTER

FACILITY ANALYSIS

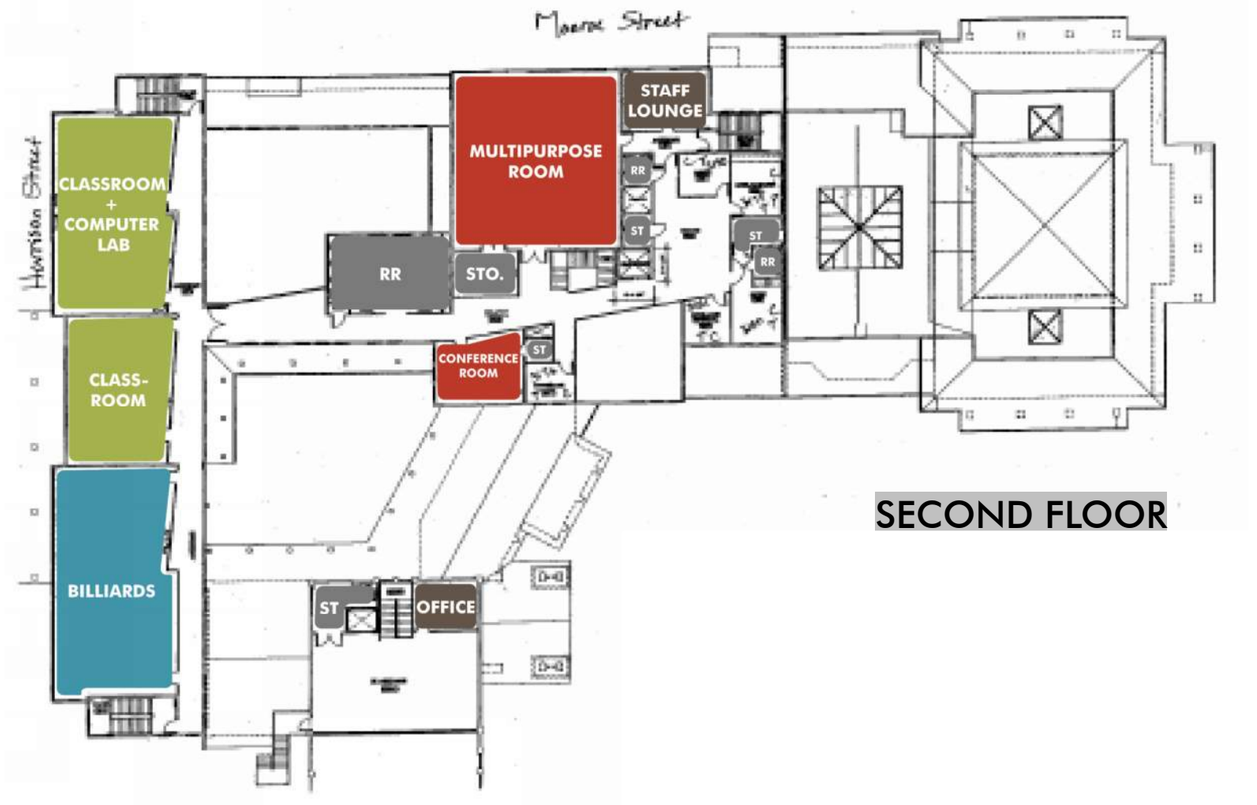


FIRST FLOOR

- Multipurpose room is out of date and needs upgraded technology, finishes, FFE

- Finishes, flooring, cabinetry, technology, lighting, space layout upgrades throughout
- Senior Center functions as a warming and cooling center and needs updates to reflect that use
- Facility has a backup generator

- Replace HVAC/ dehumidifier in aquatics room
- Need separate system from rest of facility for dehumidifying and HVAC
- General upgrades recommended throughout: finishes, flooring, etc.

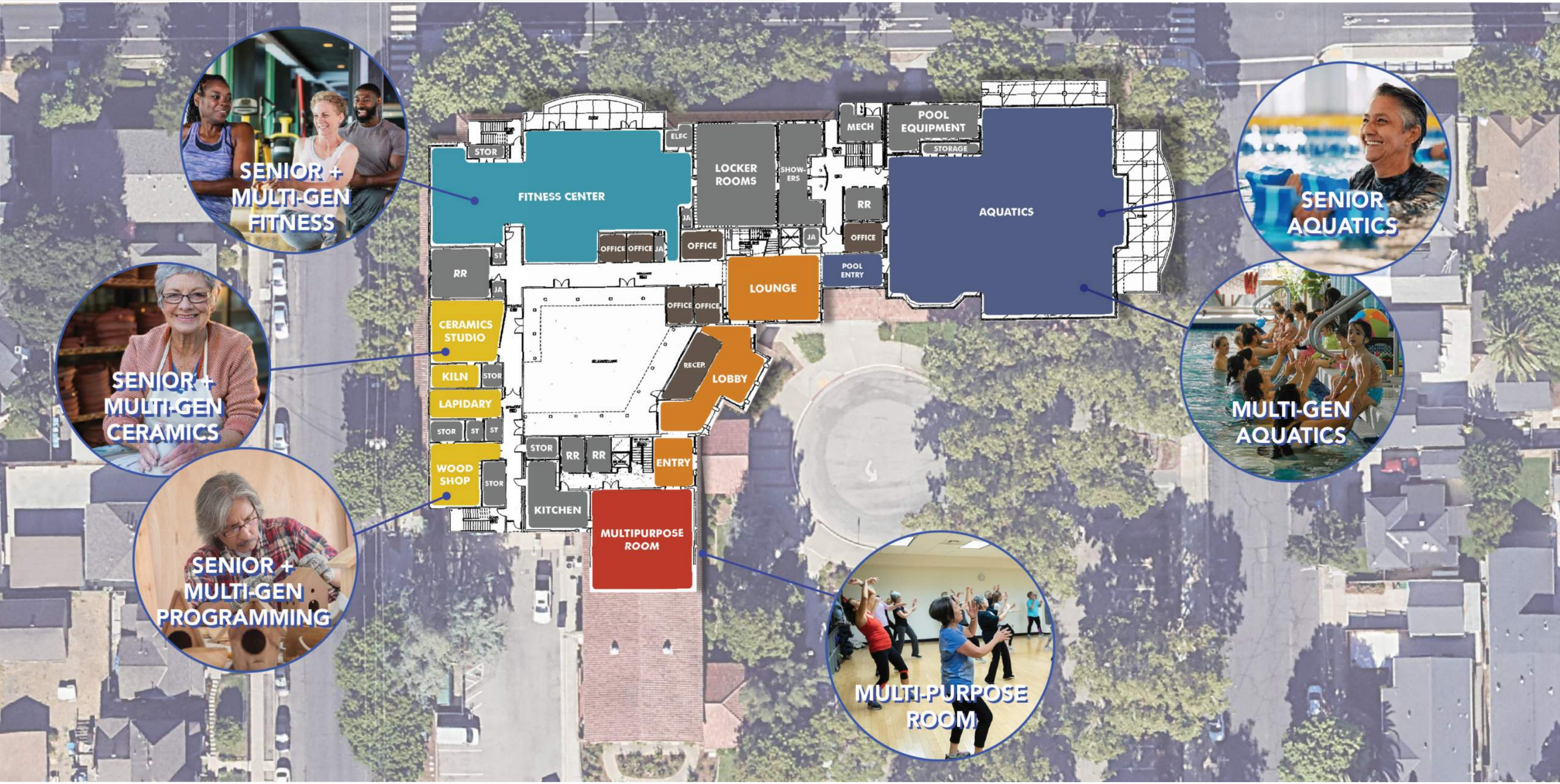


SECOND FLOOR

ADMINISTRATIVE DRAFT

SANTA CLARA SENIOR CENTER

FACILITY RECOMMENDATIONS



SANTA CLARA SENIOR CENTER

FACILITY RECOMMENDATIONS

RECOMMENDATIONS:
Renovate facility to meet current best practices for 21st century senior center design

- Update finishes, lighting, A/V, furniture, and address deferred maintenance items
- Update facility to properly function as a warming / cooling center
- Replace HVAC / dehumidifier in aquatics room

Expand programming offerings to be more accessible to all generations

- Retain dedicated senior spaces to support major senior programming that is provided on a daily basis
- Add special hours for seniors vs. other populations for shared use spaces for swim classes, pool use, and other use of multipurpose spaces

Convert special-use rooms to be multi-purpose rooms to provide more spaces for diverse programming & increase use



YOUTH & TEEN CENTER

Address: 2446 Cabrillo Ave
Year Built: 2003
Square footage: 7,535

BUILDING IMPROVEMENT RECOMMENDATIONS:

Functional + Operational Improvements:

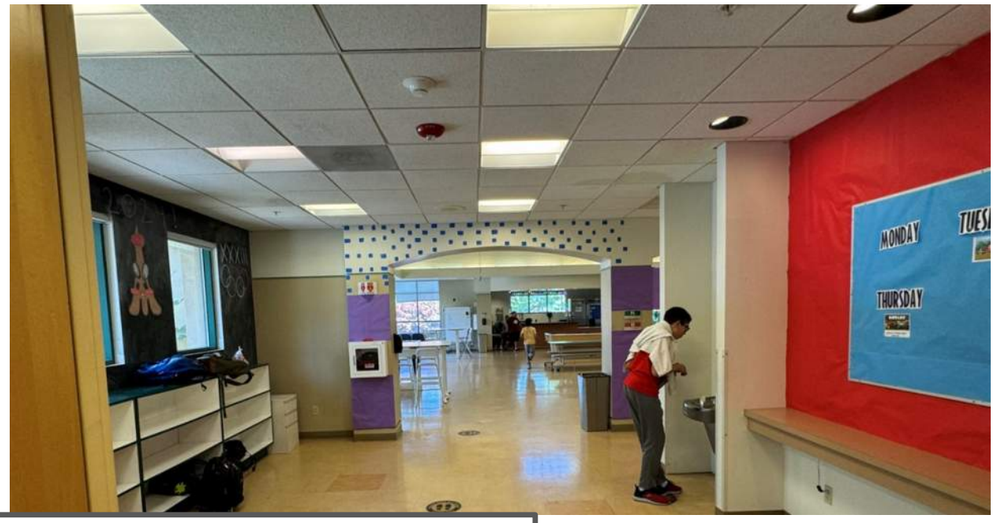
- Add acoustic separation and new dividers in programming spaces
- Re-envision layout for efficiency and flexibility
- Update finishes, furniture, and lighting
- Update security technology

Deferred Maintenance Items needed w/in 10 years*:

- Priority 1 (Year 1): Domestic water distribution
- Priority 2 (Year 2): Exterior doors + grilles, cooling systems
- Priority 3 (Year 3): Domestic water distribution
- Priority 4 (Year 4): Interior partitions, lighting
- Priority 5 (Year 5): Roof appurtenances, flooring

FACILITY OVERVIEW





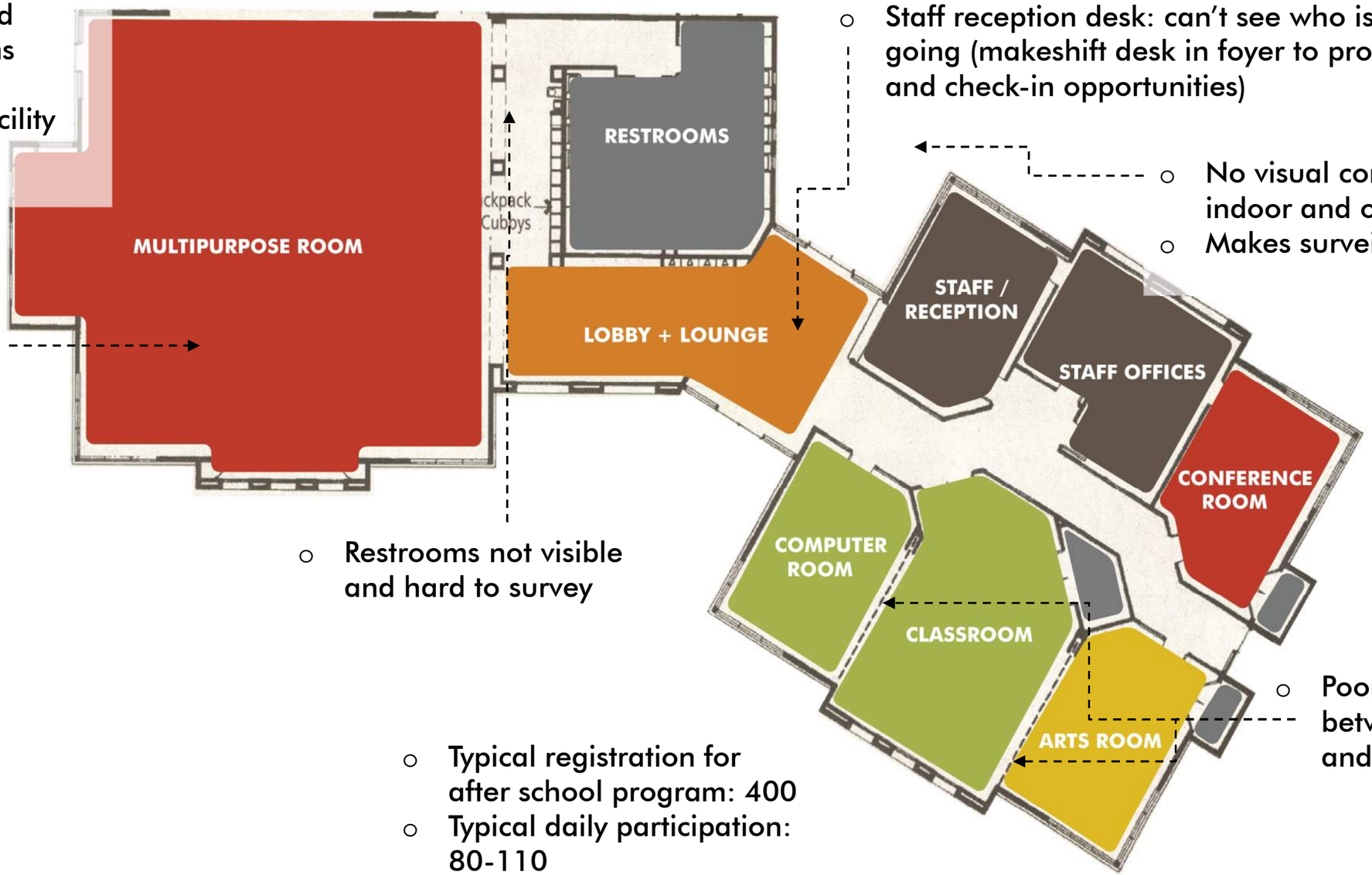
** Based on Kitchell Report 2017 Facility Condition Assessment, expect increased costs and possible changes to the listed condition rating*

ADMINISTRATIVE DRAFT

YOUTH & TEEN CENTER

FUNCTIONAL ASSESSMENT

- No storage
- Complete deferred maintenance items
- Update finishes throughout the facility
- Lack of acoustic separation between activities: pool table / noisier activities interspersed with quieter activities
- High volume results in poor acoustics



- Front desk: entry sequence is dysfunctional
- Staff reception desk: can't see who is coming and going (makeshift desk in foyer to provide surveillance and check-in opportunities)
- No visual connection between indoor and outdoor space
- Makes surveillance challenging
- Restrooms not visible and hard to survey
- Poor quality dividers between classroom and arts room
- Typical registration for after school program: 400
- Typical daily participation: 80-110

VE DRAFT

YOUTH & TEEN CENTER

FACILITY RECOMMENDATIONS

RECOMMENDATIONS:
Renovate facility to meet current best practices for 21st century teen center design

- Update finishes, lighting, A/V, furniture, and address deferred maintenance items
- Add acoustic separation between activities in the multipurpose room
- Reconfigure entrance and front desk layout for more visibility access
- Add visual connections between indoor and outdoor spaces
- New dividers in the computer room, classroom, and arts room
- Consider reorganizing the layout of the spaces for increased

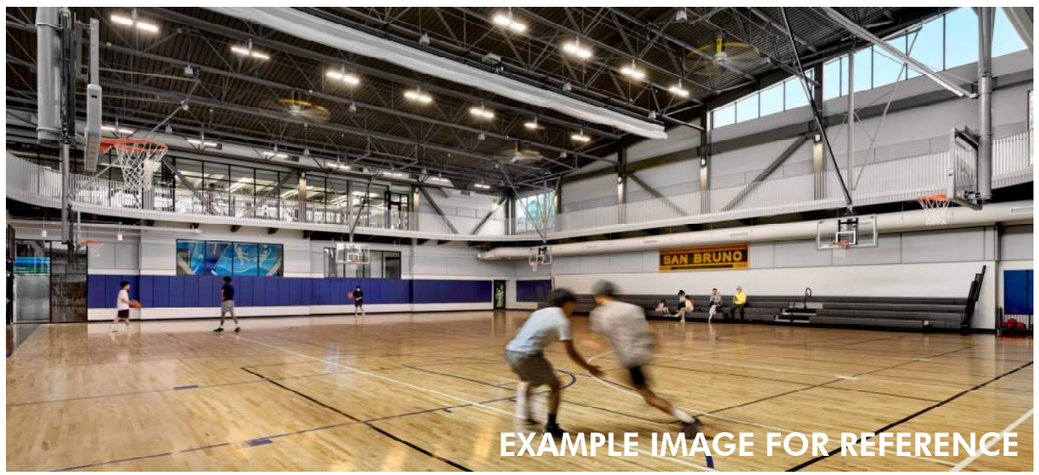


AGENDA

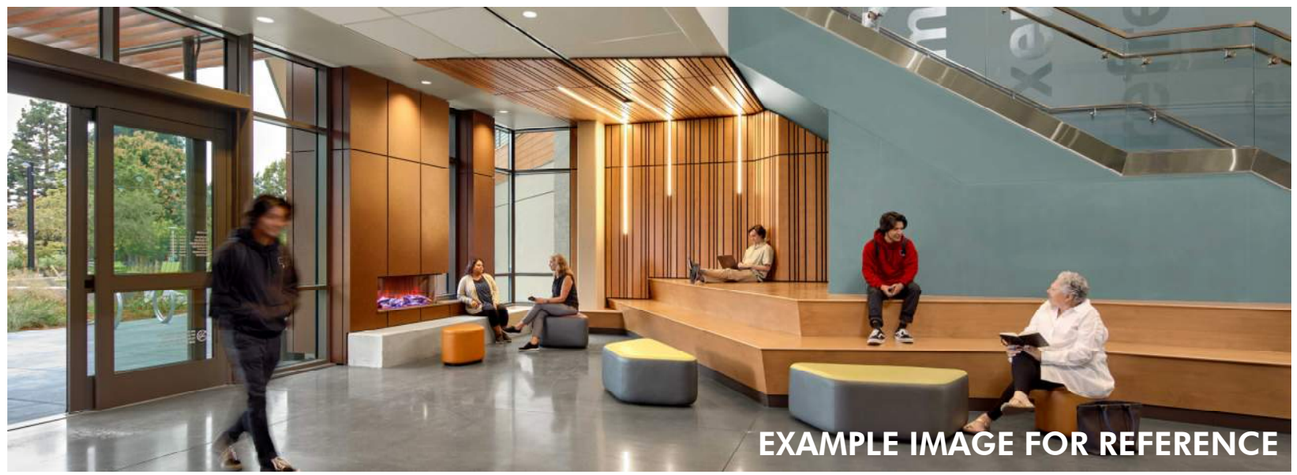
1) Facilities Overview
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2) Community Needs and Priorities
    - National Standards + Benchmark Cities
    - Community Priorities
    - Space Use Matrix
3) System Strategies + Improvement Options
    - SF Facility Recommendation & Map
    - Existing Facilities
    - **Planned + Future Facilities**
        - **New North Santa Clara Plan Community/Recreation Center collocated with Library**
        - **New Recreation Facility w/ Gymnasium in Station Area**
        - **Partnership with Mission College**
    - **Proposed Program at Future Facilities**



RECOMMENDATION FOR 2 NEW RECREATION FACILITIES



EXAMPLE IMAGE FOR REFERENCE


EXAMPLE IMAGE FOR REFERENCE

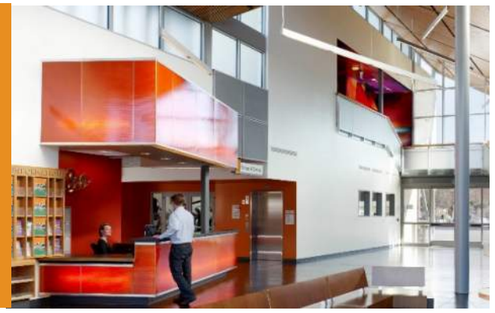
	Proposed Future Recreation Center	GSF	Proposed Future North Santa Clara Library & Recreation Center	GSF
	Gymnasium (3)		Library & Community Center	25,380
	Fitness / Dance Studio		Senior	6,110
	Fitness / Cardio		Gym / Fitness	7,520
	Lobby / Reception		Active Recreation	6,110
	Staff Offices		Common Entry	1,880
Total	**40,000-60,000**			**47,000**

ADMINISTRATIVE DRAFT

NEW RECREATION CENTERS EXAMPLE PROGRAMS

Proposed Future Recreation Center 40,000-60,000 SF

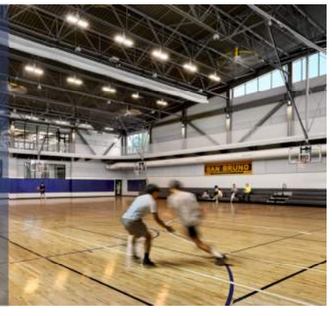
LOBBY / RECEPTION



DANCE STUDIO: 800 SF



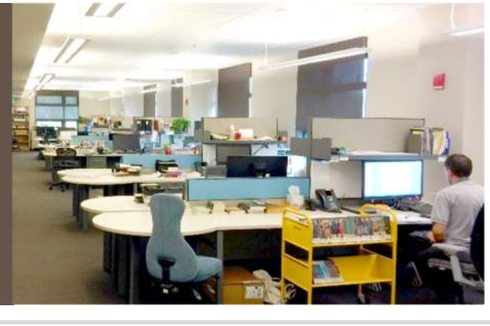
GYMNASIUMS (3)
SMALL: 8K SF
MEDIUM: 10K SF
LARGE: 12K SF



GROUP EXERCISE: 1000 SF



STAFF OFFICES: 800 SF



CARDIO / WEIGHTS: 400 SF



Proposed Future North Santa Clara Library & Recreation Center – 47,000 SF

LOBBY / RECEPTION: 1880 SF



LIBRARY & COMMUNITY CENTER: 25380 SF



SENIOR: 6110 SF



GYM / FITNESS: 7520 SF



ACTIVE RECREATION: 6110 SF



ADMINISTRATIVE DRAFT


THANK YOU
GROUP 4
ARCHITECTURE

Appendix F: Maintenance Assessment



GENERAL PARKS MAINTENANCE ASSESSMENT AND ANALYSIS

PARKS MAINTENANCE OVERVIEW

The City of Santa Clara's Parks & Recreation Department is responsible for managing and maintaining the city's extensive park system, recreation facilities, pools, and cemeteries. Their mission is to support a vibrant and active quality of life for all community members through excellent facilities, services, programs, and events.

The department's maintenance responsibilities encompass a wide range of tasks to ensure the safety, functionality, and aesthetic appeal of public spaces. Key areas of focus include:

- Grounds Maintenance: Regular upkeep of lawns, gardens, and open spaces to provide clean and inviting areas for public use.
- Facility Maintenance: Ensuring that recreation centers, pools, and other public facilities are in good working order and meet the community's needs.
- Playground and Equipment Upkeep: Routine inspections and maintenance of playgrounds and recreational equipment to ensure safety and compliance with current standards.
- Irrigation System: Managing and maintaining water systems to support the health of park landscapes.
- Tree and Plant Care: Preserving the health and appearance of trees and plants within parks and along public boulevards.
- Mission City Memorial Park, the city's only public cemetery: Providing burial services and ongoing upkeep of the grounds, including landscaping, irrigation, and monument care. This maintenance ensures a respectful and peaceful environment for visitors.
- Trail Maintenance: Maintaining trails to provide safe and enjoyable pathways for walking, jogging, and biking.
- Graffiti Removal: Promptly addressing vandalism to maintain the cleanliness and appearance of public spaces.
- Storm Drain Management: Keeping storm drains clear of debris, such as leaves, to prevent flooding and protect local creeks from pollution.

These efforts are coordinated in collaboration with the Public Works Department, which oversees the design, construction, and maintenance of public infrastructure, including streets, sidewalks, curbs, storm drains, street trees, medians, and traffic signs/markings.

Through these comprehensive maintenance activities, the City of Santa Clara ensures that its parks and recreational facilities remain safe, functional, and enjoyable for all residents and visitors.

MAINTENANCE MODES

Regular maintenance requires unit-based quantification for most major resource requirements and provides methods for projecting future resource needs. The City's maintenance efforts as detailed are expansive and address diverse aspects of maintaining high-quality parks, amenities, and infrastructure to preserve the integrity of public assets and their meaningful use. The prevailing objectives of a standards-based park maintenance program are presented below but not in order of importance:

- Maintain and improve the sites, grounds, facilities, and structures of the City's parks system to provide optimal and enjoyable use.
- Provide landscaping and general maintenance for a multitude of City amenities, including but not limited to, landscaped beds and turf, urban open spaces, urban forests, and selected park buildings and structures.
- Be responsive to maintenance needs of the City's open-space tracts. Particular attention must be paid to access points, trail repair, erosion control, and trash removal.
- Protect and preserve the value of City assets so that long-term maintenance costs are minimal due to extending the service life of those assets.

Many of the objectives assigned to the Park's maintenance teams go beyond the traditional responsibilities of park maintenance employees.

It is recommended that all park maintenance agencies adopt a system of park and ground maintenance levels wherein functions are organized into a tiered structure with three different levels of service. These levels are referred to as maintenance modes, and each has a unique standard that dictates routine maintenance tasks and their frequency. The appropriate maintenance mode is assigned to each park or site, which creates a framework for organizing and scheduling tasks and responsibilities at each location. A description of each of the maintenance modes utilized by the City of Santa Clara is provided below:

MAINTENANCE MODE/LEVEL A

Maintenance Mode/Level A (Mode/Level A) applies to parks or sites that require the highest maintenance standard in the system. These parks or sites are often revenue producing facilities, such as the athletic fields, where the quality and level of maintenance has a direct impact on the park facility's ability to maximize revenue generation.

MAINTENANCE MODE/LEVEL B

Maintenance Mode/Level B (Mode/Level B) applies to parks or sites that require a moderate level of effort and maintenance standards in the system. These include developed and undeveloped parks with amenities that are heavily used such as trails, community and pocket parks, and special-use facilities found in the City's parks system.

MAINTENANCE MODE/LEVEL C

Maintenance Mode/Level C (Mode/Level C) applies to parks or sites that require a nominal level of effort and maintenance standards in the system. These include undeveloped parks with minimal amenities.

PARKS MAINTENANCE DESIRED OUTCOMES

It's important to establish the outcomes of parks maintenance work for several key reasons:

- Clarity and Direction: Clearly defined outcomes provide staff with a clear understanding of their responsibilities and the goals they need to achieve. This helps in aligning their efforts with the overall objectives of the park maintenance program.
- Accountability: When outcomes are established, it becomes easier to hold staff accountable for their work. They know what is expected of them and can be evaluated based on these criteria.
- Efficiency and Productivity: Defined outcomes help in prioritizing tasks and managing time effectively. Staff can focus on what needs to be done first and allocate resources, accordingly, leading to increased productivity.
- Motivation and Engagement: Knowing the desired outcomes can boost morale and motivation. When staff understands the impact of their work on the community and the environment, they are more likely to be engaged and committed to their tasks.
- Quality Control: Establishing outcomes ensures that the maintenance work meets certain standards and quality benchmarks. This helps in maintaining the park's appearance, safety, and functionality.
- Training and Development: Clear outcomes can highlight areas where staff may need additional training or support. This allows supervisors to provide targeted training programs to enhance their skills and performance.

As a part of this study, the Consulting team and city staff have established the following outcomes for the maintenance of the Santa Clara parks system.

TURF ATHLETIC FIELDS

Turf Athletic Fields			
Maintenance Outcomes			
Sub-category	**A**	**B**	**C**
Color	85% of lawn is uniformly green, with less than 15% bare or brown.	75% of lawn is uniformly green, with less than 25% bare or brown.	65% of lawn is uniformly green, with less than 35% bare or brown.
Cleanliness	No large (greater than 1 inch by 1 inch) pieces of trash or debris is visible within 30 feet.	No large (greater than 3 inches by 3 inches) pieces of trash or debris is visible within 30 feet.	No large (greater than 6 inches by 6 inches) pieces of trash or debris is visible within 30 feet.
Height/Mowed	Lawn is uniform in height, 1-2 inches height, No areas of excess grass length	Lawn is uniform in height, 2-3 inches height, No areas of excess grass length	Lawn is uniform in height, 3-5 inches height
Drainage/Flooding	No standing water 1 hour after irrigation or 1 day after rain	No standing water 2 hours after irrigation or 2 days after rain	No standing water 6 hours after irrigation or 4 days after rain
Fencing	Fence, kickboards, and backstops are free of chips (larger than 2x2 inches), and not rotten, broken, cracked. Are fastened securely.	Fence, kickboards, and backstops are free of chips (larger than 4x4 inches), and not rotten, broken, cracked. Mostly fastened securely.	Fence, kickboards, and backstops are free of chips (larger than 6x6 inches), with some rotten, broken, cracked. Not fastened securely.
Functionality Fields	Turf is maintained to correct standards per sport.	Turf is maintained to broad standards for multiple sports, broadleaf and grassy weeds present over 10%	Turf is maintained to provide minimum safety standards, broadleaf and grassy weeds present over 30%
Infields	Infield smooth, free of large holes or mounds (not including pitcher's mound), edged lips, foul lines clear and delineated, warning track clear (where applicable) and free of weeds.	Infield smooth, free of large holes or mounds (not including pitcher's mound), lips 1" or less, foul lines clear and delineated, warning track (where applicable) with 10% weeds.	Infield hard with some holes or mounds (not including pitcher's mound), non-edged lips, foul lines absent, warning track (where applicable) with more than 10% of weeds.
Bleachers	90% seating is present and free of sharp edges of protrusions.	80% seating is present and free of sharp edges of protrusions.	70% seating is present and free of sharp edges of protrusions.
Graffiti	All areas (including backstop, kickboards, backstops) are free of graffiti.	All areas (including backstop, kickboards, backstops) are free of graffiti larger than 6" in length and 2" in height	All areas (including backstop, kickboards, backstops) are free of graffiti larger than one foot in length and six inches in height
Lighting	100% of lighting should be operational	90% of lighting should be operational	75% of lighting should be operational

NON-ATHLETIC FIELD TURF AREAS

Non-Athletic Field Park Areas			
Maintenance Outcomes			
Sub-category	**A**	**B**	**C**
Color	85% of lawn is uniformly green, with less than 15% bare or brown.	75% of lawn is uniformly green, with less than 25% bare or brown.	65% of lawn is uniformly green, with less than 35% bare or brown.
Cleanliness	No large (greater than 2 inches by 2 inches) pieces of trash or debris is visible within 30 feet.	No large (greater than 4 inches by 4 inches) pieces of trash or debris is visible within 30 feet.	No large (greater than 6 inches by 6 inches) pieces of trash or debris is visible within 30 feet.
Drainage/Flooding	No standing water 2 hours after irrigation or 2 days after rain	No standing water 3 hours after irrigation or 3 days after rain	No standing water 6 hours after irrigation or 4 days after rain
Height/Mowed	Lawn is uniform in height, 3- 5 inches height, No areas of excess grass length	Lawn is uniform in height, 3- 6 inches height, No areas of excess grass length	Lawn is uniform in height, 3- 7 inches height.
Fencing	Fences are not rotten, broken, cracked, and are fastened securely.	Fences are not rotten or broken. Some boards are cracked and are mostly fastened securely.	Fences may be rotten, broken and/or cracked, and are not fastened securely.
Trees	Tree canopy is free of dead limbs, and damage.	Tree canopy is free of dead limbs. May have damage to trunk or crown.	Tree canopy may have dead twigs and limbs, some damage to trunk or crown.
Hardscape	Trails and pathways are clearly defined, are even and are free of cracks	Trails and pathways are clearly defined, are mostly even and have some cracks	Trails and pathways are not clearly defined, are un-even with cracks
Edging	90% of edges clearly defined around trails, concrete paths, and between sections	80% of edges clearly defined around trails, concrete paths, and between sections	60% of edges clearly defined around trails, concrete paths, and between sections
Lighting	95% of lighting should be operational	75% of lighting should be operational	65% of lighting should be operational

OUTDOOR ATHLETIC COURTS

Outdoor Athletic Courts			
Maintenance Outcomes			
Sub-category	**A**	**B**	**C**
Cleanliness	Court is free of large trash (greater than 2x2x2) and debris within the court	Court is free of large trash (greater than 3x3x3) and debris within the court	Court is free of large trash (greater than 6x6x6) and debris within the court
Painting/Striping	95% of the courts are painted with clear lines that are not worn through	80% of the courts are painted with clear lines that are not worn through	60% of the courts are painted with clear lines that are not worn through
Surface Quality	Surface is free of cracks (No vertical separation greater than 1/4 inch (width of a pen) and free of tree root intrusions – a.k.a. a uniform flat surface.	Surface has some cracks (No vertical separation greater than 1/4 inch (width of a pen) and free of tree root intrusions. Some surface degradation.	Surface has cracks greater than 1/2". Much of the surface is degraded.
Functionality of Structures	95 % of sports related equipment is present and operational.	90 % of sports related equipment is present and operational.	80 % of sports related equipment is present and operational.
Tennis/Pickleball	Tennis/pickleball nets are present and free of holes, pulled tight, with posts are securely anchored	Tennis/pickleball nets are present and free of holes, mostly tight, with posts securely anchored	Tennis/pickleball nets are present, but with some holes. Posts and tensioners may be malfunctioning.
Basketball	All basketball backboards are anchored securely and are vertical, straight and painted. Basketball nets are acceptable.	All basketball backboards are anchored securely and are vertical and straight. Basketball nets may be tattered.	All basketball backboards are anchored securely and are vertical and straight. Missing basketball nets are acceptable.
Fence/Tennis wind-flaps	All fencing is free of holes, and secured to fencing. Tennis Windscreens shall have flaps or windows with reinforced edges.	Windscreens may have some holes, mostly secured to fencing.	Windscreens are tattered with holes, loosely secured to fencing. Windscreens have tattered edges.
Graffiti	Courts, backboards, and all other sports related equipment is free of graffiti.	Courts, backboards, and all other sports related equipment is free of graffiti one foot in length and 3 inches in height	Courts, backboards, and all other sports related equipment is free of graffiti one foot in length and 6 inches in height
Painting	95% of amenities are painted with no rust or rot.	80% of amenities are painted with no rust or rot.	60% of amenities are painted with no rust or rot.
Drainage/flooding	No standing water 1 day after rain	No standing water 2 days after rain	No standing water 3 days after rain
Lighting	95% of all lighting is operational and working.	75% of all lighting is operational and working.	65% of all lighting is operational and working.

PARK AMENITIES/FURNISHINGS

Park Amenities/Furnishings			
Maintenance Outcomes			
Sub-category	**A**	**B**	**C**
Cleanliness	Benches, grills, and picnic shelters are free of large debris, rust, food, and/or mildew Grills are clean with no grease and ash build-up	Benches, grills, and picnic shelters are free of large debris, rust, food, and/or mildew Grills are clean with less than 2 inches of grease and ash build-up	Benches, grills, and picnic shelters have some debris, rust, food, and/or mildew. Grills are infrequently cleaned. Less than 3 inches of grease and ash build-up
Structural integrity and functionality	99% of amenities are operational and structurally sound. Benches are anchored and do not have protrusions/large splinters, excess rust, or rot. Drinking fountains are operational and clean.	90% of amenities are operational and structurally sound. Benches are anchored and do not have protrusions/large splinters, excess rust, or rot. Drinking fountains are operational.	80% of amenities are operational and structurally sound. Benches are anchored but have splinters, rust, or rot. Drinking fountains may not be operational.
Painting	90% of amenities are painted with no rust or rot.	90% of amenities are painted with no rust or rot.	90% of amenities are painted with no rust or rot.
Graffiti	Bench, picnic tables, grills and other amenities are free of graffiti.	Bench, picnic tables, grills and other amenities are free of graffiti 6" in length and 2" high	Bench, picnic tables, grills and other amenities are free of graffiti one foot in length and 6 inches in height
Park Signage	Park signage is readable, clear, painted, free of large chips, secured and free of rot or rust.	Park signage is readable, clear, painted, may be chipped and peeling. Secured and free of rot or rust.	Park signage is faded, illegible, pealing. Secured and free of rot or rust.
Waste and Recycling Receptacles	90% of all receptacles are clean and 100% are free of graffiti. Immediate areas surrounding 90% of all waste receptacles are free of litter and debris. 99% of receptacles are not overflowing. Waste receptacles are painted with no large cracks or damage	90% of all receptacles are clean and 90% free of graffiti. Immediate areas surrounding 90% of all waste receptacles are free of litter and debris. 90% of receptacles are not overflowing.	80% of all receptacles are clean and 80% are free of graffiti. Immediate areas surrounding 80% of all waste receptacles are free of litter and debris. 90% of receptacles are not overflowing. Trash receptacles are free of graffiti one foot 6 x 12 inches.

PLAYGROUNDS

Playgrounds			
Maintenance Outcomes			
Sub-category	**A**	**B**	**C**
Cleanliness	Children Play Area is free of large debris larger than 2x2x2, and hazards such as animal feces, sharp protrusions, etc.	Children Play Area is free of large debris larger than 3x3x3, and hazards such as animal feces, sharp protrusions, etc. Some weeds p;resent.	Children Play Area is free of large debris larger than 4x4x4, and hazards such as animal feces, sharp protrusions, etc. Weeds present.
Functionality of equipment	99% of playground equipment is present and free from excessive wear, deterioration, and any potential hazards, broken equipment. Any broken equipment will be clearly marked with tape, swings are not ripped or damaged.	90% of playground equipment is present and free from excessive wear, deterioration, and any potential hazards, broken equipment. Any broken equipment will be clearly marked with tape, swings are not ripped or damaged.	70% of playground equipment is present and free from excessive wear, deterioration, and any potential hazards, broken equipment. Any broken equipment will be clearly marked with tape, swings are not ripped or damaged.
Integrity of equipment	99% of play structures are free of cracks larger than 1/2 inch (width of a pen), nets, rot, loose bolts, missing end caps, and other. No hazardous sharp edges, protrusions, or other things	90% of play structures are free of cracks larger than 1/2 inch (width of a pen), nets, rot, loose bolts, missing end caps, and other. No hazardous sharp edges, protrusions, or other things	85% of play structures are free of cracks larger than 1/2 inch (width of a pen), nets, rot, loose bolts, missing end caps, and other. No hazardous sharp edges, protrusions, or other things
Signage	Signs are painted, without peeling or chipped paint, free of rot and properly secured	Signs are painted, some peeling or chipped paint, free of rot and properly secured	Signs are painted, with some peeling or chipped paint, some deterioration, properly secured
Surface quality	100% of the surface is free of holes, flakes, buckling, or weeds. No areas showing black weed barrier.	95% of the surface is free of holes, flakes, buckling, or weeds. No areas showing black weed barrier.	90% of the surface is free of holes, flakes, buckling, or weeds. Some areas showing black weed barrier.
Fencing	Fence free of holes, protrusions, sharp edges, and is securely fastened	Fence free of holes, protrusions, sharp edges, and is mostly fastened	Fence free of holes, protrusions, sharp edges. Some loose elements.
Graffiti	All of children play structures are free of graffiti.	All of children play structures are free of large graffiti (greater than 6 inches by 3 inches) or any obscenities	All of children play structures are free of large graffiti (greater than 6 inches by 3 inches) or any obscenities
Painting	99% of play structures are painted.	90% of play structures are painted with no areas larger than 6 inches by 6 inches	70% of play structures are painted with no areas larger than 6 inches by 6 inches
Drainage	No pooling of water on rubber surface with depression or signs of standing water.	No pooling of waters, rubber surface with depression or signs of standing water.	Some pooling of water on rubber surface with depression and signs of standing water.

RESTROOMS

Restrooms			
Maintenance Outcomes			
Sub-category	**A**	**B**	**C**
Cleanliness	Bathroom ceilings, walls, partitions, toilets, urinals, sinks, mirrors, and floors are sanitary and free of dirt, debris, and cobwebs	Bathroom ceilings, walls, partitions, toilets, urinals, sinks, mirrors, and floors are sanitary. Restroom may have some dirt, debris, and cobwebs	NA
Functionality/Integrity of structures	All toilets, urinals, partitions, hand dryers, Soap dispensers, faucets, floor and sink drains, and mirrors are operational, have proper drainage (where applicable) and are free of leaks (where applicable)	All toilets, urinals, partitions, hand dryers, Soap dispensers, faucets, floor and sink drains are operational, have proper drainage (where applicable) Fixtures may have minor leaks.	NA
Lighting	All light fixtures are operational and have no cracks	All light fixtures are operational but may have cracks	NA
Graffiti	Restrooms are free of graffiti.	Restrooms are free of graffiti greater than foot in length and 6 inches in height	NA
Odor	Bathrooms are free of offensive odors	Bathrooms may have offensive odors	NA
Signage	Door signage is visible, and in clean working conditions	Door signage is visible. May have graffiti.	NA
Supply Inventory	Toilet paper, paper towels, and seat cover dispensers shall be stocked *where applicable)	Toilet paper replenished as needed. No paper towels. No seat cover dispensers.	NA
Waste receptacle	Are not overflowing and present	May be full or overflowing but present.	NA
Drainage	Drains are free of debris, and no standing water	Drains may have some debris. No standing water	NA

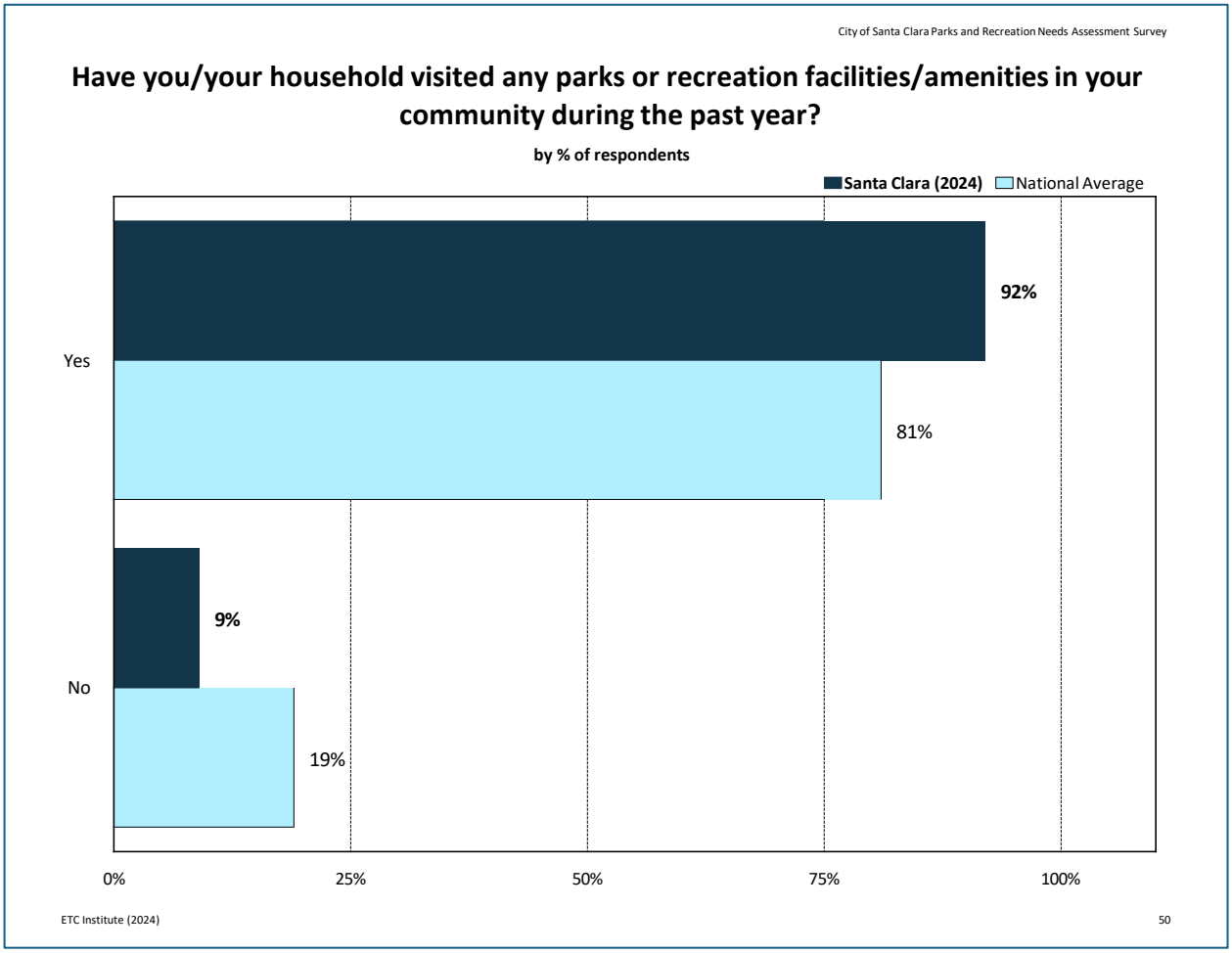
PARK MAINTENANCE – STATISTICALLY VALID SURVEY RESULTS

ETC Institute administered a needs assessment survey for Santa Clara during the winter of 2024-25. The survey was administered as part of the City's Parks and Recreation Master Plan. The survey results aid the City of Santa Clara in taking a resident-driven approach to making decisions that will enrich and positively affect the lives of residents.

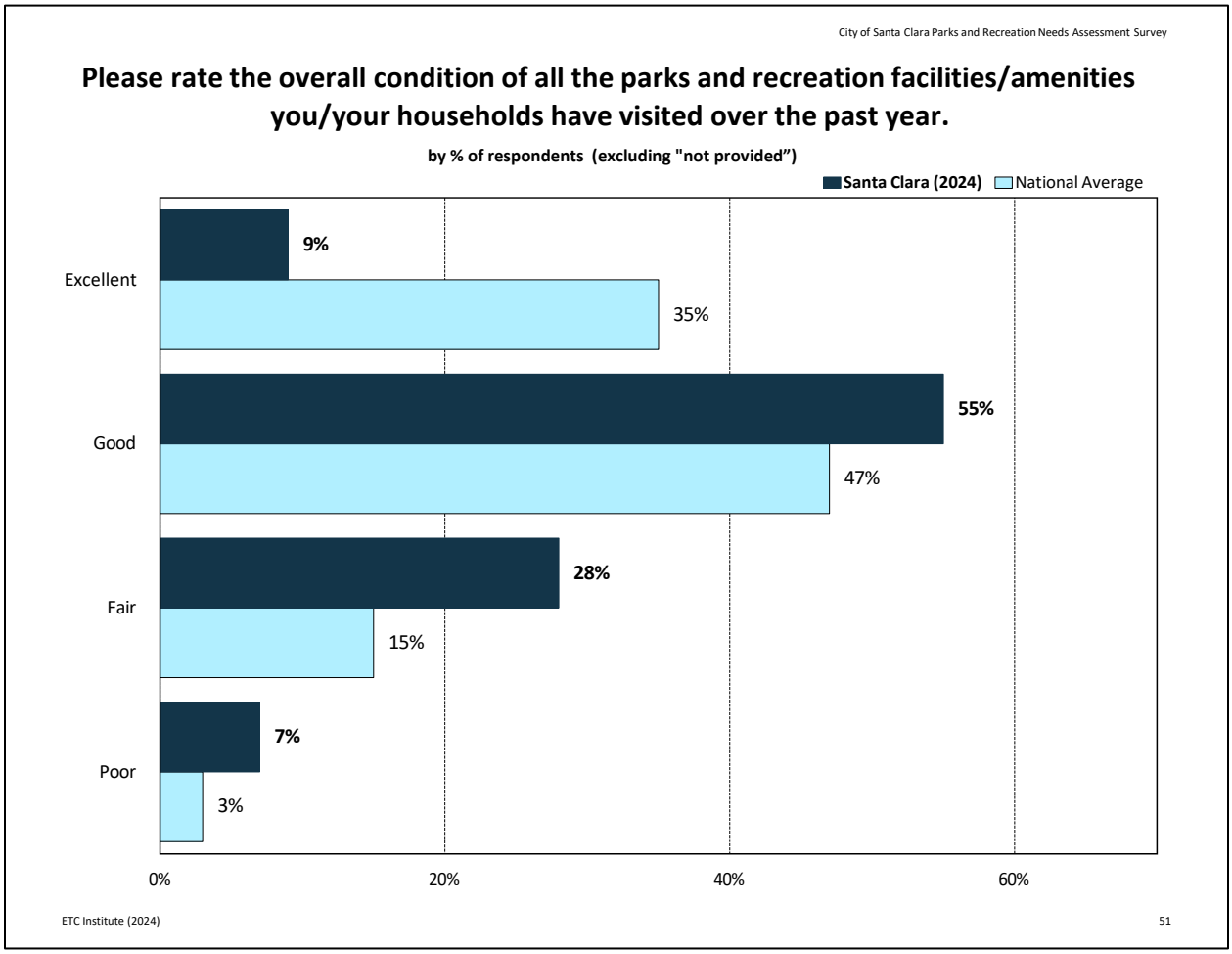
The parks maintenance findings of the survey are summarized on the following pages.

Park Visitation and Quality

- **Park Visitation**
  Ninety-two percent (92%) of households visited Santa Clara parks and facilities over the past 12 months which is above the national benchmark of 81%.



- **Condition**
  Of households that visited parks and facilities, 9% rated the condition of parks as “excellent” and 55% rated the quality as “good”. The combined excellent/good rating of 64% is below the national benchmark combined rating of 82%.

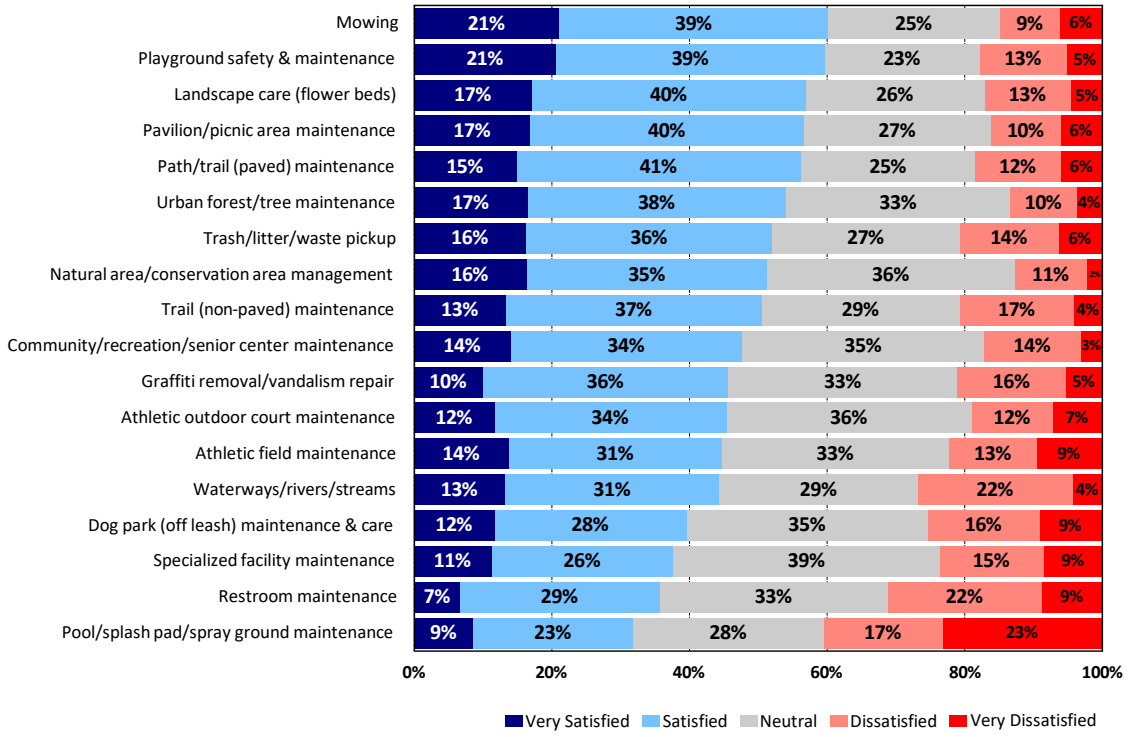


Maintenance Satisfaction and Importance

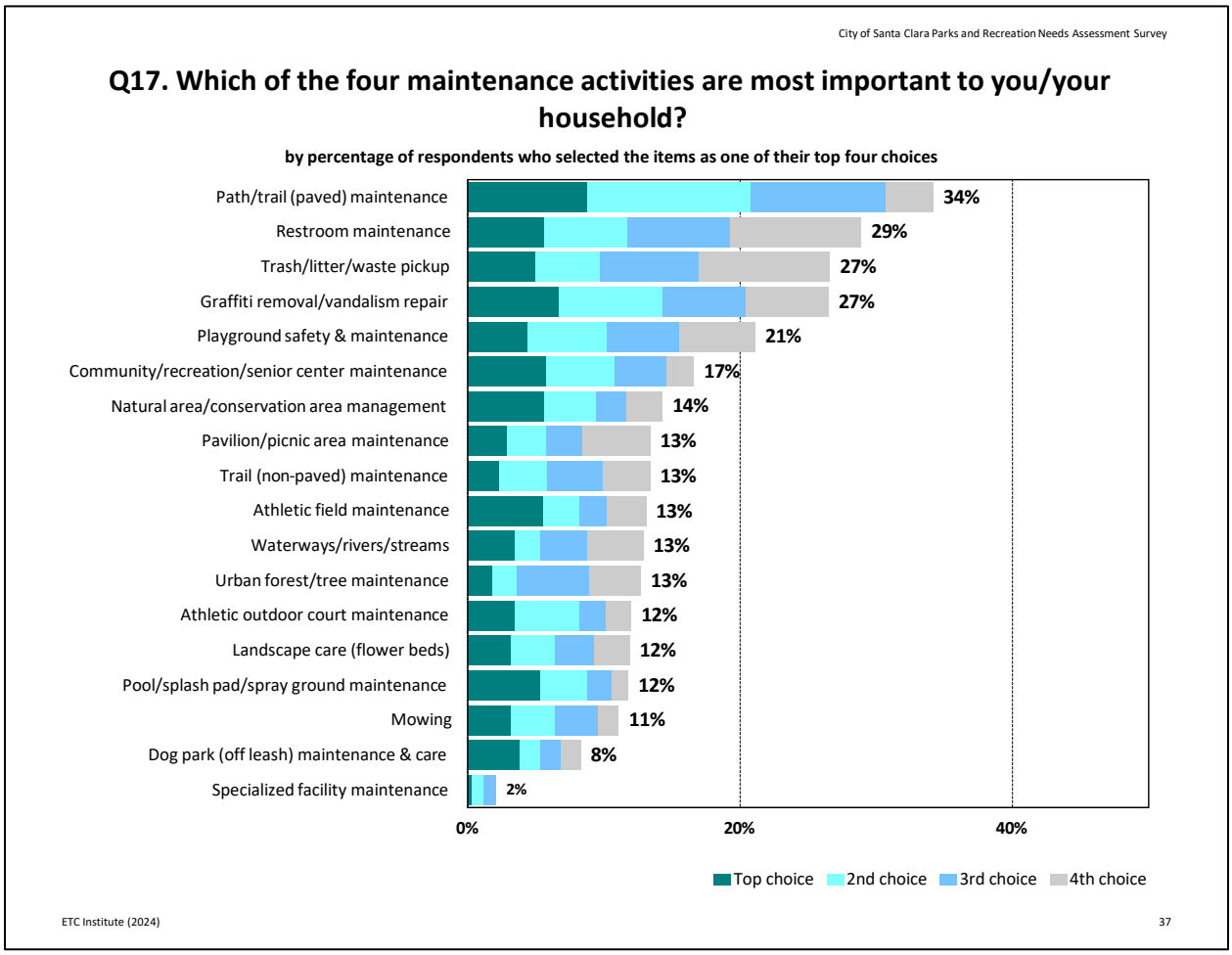
- **Maintenance Satisfaction**
  Approximately half of the maintenance activities performed by the Parks Maintenance division receive a combined very satisfied/satisfied rating of 50% or greater. Areas of the greatest improvement are
    - Graffiti removal/vandalism repair
    - Athletic field/court maintenance
    - Dog Park Maintenance
    - Restroom Maintenance

Q16. Please rate your satisfaction with each of the following maintenance activities provided in the Santa Clara parks and recreation system.

by percentage of respondents (excluding "don't know")



- **Importance:**
  The top five most important maintenance activities as expressed by Santa Clara residents are as follows
    - Path/trail (paved) maintenance – 56% combined very satisfied/satisfied rating
    - Restroom maintenance - 36% combined very satisfied/satisfied rating
    - Trash/litter/waste pickup - 52% combined very satisfied/satisfied rating
    - Graffiti removal/vandalism repair - 46% combined very satisfied/satisfied rating
    - Playground safety & maintenance - 60% combined very satisfied/satisfied rating



GENERAL OPERATION KEY FINDINGS AND RECOMMENDATIONS

MAINTENANCE MANAGEMENT PLAN

Findings: Through the review of data and workshops with staff, the PROS Consulting team determined that the Parks Division does try to operate within the maintenance modes identified above. Parks maintenance also generally follows a written set of routine park and grounds maintenance standards. However, a formalized, documented, detailed maintenance management plan does not exist. A formalized maintenance management plan includes not only maintenance modes and standards for each park but also tracks the performance of the work against a set of defined outcomes as well as the costs expended to achieve each outcome. A maintenance management plan is typically memorialized within an asset-based work order management system.

Recommendation: Develop a comprehensive maintenance management plan with defined outcomes and maintenance standards for each park in the system utilizing this study as a resource for doing so.

Recommendation: Align work plans to not only increase levels of satisfaction but also with how the levels of importance the community places on the various maintenance activities performed by the division.

GIS-BASED ASSET MANAGEMENT WORK ORDER SYSTEM

Findings: Parks maintenance in the City of Santa Clara does not currently utilize a GIS-based asset management work order system. This inhibits the city's ability to easily document maintenance work (including time and resources required to perform the work) and manage asset replacement schedules.

Recommendation: Implement a GIS-based asset management work order system to track lifecycle maintenance requirements that are tied to weekly and monthly work orders. This will help the staff to stay ahead of preventative maintenance and limit breakdowns. Further, utilizing the system will provide staff with the necessary "actual cost" data for work being performed. The typical components of a work order management system are as follows:

- Schedule Work Activities
    - Detailed framework for asset management by incorporating GIS into the asset repository. Allows for grouping of assets by location, type, age, or other key parameters. These groupings can then be used to create maintenance activities such as preventive work, reactive work, tests, or inspections.
- Mapping Tools
    - ArcGIS maps are an integral part of the work management process. This allows for the creation of map visualizations of database queries including open work orders, service requests, or work orders of a specific type and assignment. These tools empower both management and staff to interact with asset data.
- Data Mobility
    - A variety of tools to help maintenance staff access and update valuable information while in the field.
- Asset Management

- Track work performed on any asset at any given time throughout its lifecycle. Users can easily search for active work orders and view them dynamically on the GIS map. Track overdue work orders and monitor work associated with a specific task, contractor, or project.

- Track Unproductive Time
    - A key component of creating an efficient parks maintenance operation is to minimize unproductive time, such as travel time between parks. Travel time on average should not exceed the maximum threshold of 2.2 hours for every 8-hour day.

ROLE AND RESPONSIBILITY OF PARKS MAINTENANCE BY PARK TYPE

Findings:

- **General Fund Parks**: The day to day maintenance city "general-funded" parks and athletic complexes is solely the responsibility of the City of Santa Clara.
- **Community Facility District (CFD) Parks:**
    - The City of Santa Clara is responsible for irrigation maintenance, general parks maintenance, and playground maintenance in LMD Parks.
    - The City of Santa Clara contracts with a third party service provider for the turf maintenance, landscape maintenance (shrubs, bushes, plants, etc.), and weed abatement at all city-owned parks within the LMDS. The City of Santa Clara does supplement as needed the work performed by the third party service provider on as needed basis.

Recommendation: A functional, efficient and effective irrigation system is critical for the health of turf, plants and shrubs in Northern California, especially given the region's climate and water availability.

- Seasonal Watering Needs: Northern California experiences extended dry periods, particularly in the summer. During these times, an irrigation system ensures that green infrastructure receive the necessary water to survive and thrive.
- Native Plants: Many native plants and grasses have adapted to the local climate and can survive with minimal irrigation. However, even these plants benefit from supplemental watering during prolonged dry spells or drought conditions.
- New Plantings: Newly installed turf and planted shrubs and trees require consistent moisture to establish their root systems. An irrigation system helps maintain the right moisture levels, especially during the critical first few months after planting.
- Efficient Water Use: Modern irrigation systems can be programmed to deliver water efficiently, reducing waste and ensuring that plants get the right amount of water at the right time.

Given the critical relationship between the irrigation systems and the quality and health of turf, shrubs and plants, it is recommended that the city shift the responsibility of maintaining the irrigation system to the third party service provider.

VEHICLES AND EQUIPMENT

Finding: The Department does not lack the necessary equipment to perform tasks.

Recommendation: Continue to invest in new equipment as the park system grows while continually reinvesting in existing vehicles and equipment to ensure consistent delivery of parks maintenance.

COMMUNITY VOLUNTEER SUPPORT PROGRAMS

Finding: The City of Santa Clara does not currently have formalized community volunteer programs to help support general park maintenance and upkeep.

Recommendation: Maintenance operations are typically budgeted within a Parks and Recreation Division that does not have direct revenue sources that can offset expenditures. There are opportunities, however, to reduce expenditure through the following strategies.

- **Adopt-a-Trail Programs:** These programs are like the popular "adopt-a-mile" highway programs most states utilize. Adopt-a-trail programs can also take the form of cash contributions in the range of $12,000 to $16,000 per mile to cover operational costs.
- **Adopt-a-Park Programs:** These are small-grant programs that fund new construction and provide maintenance support. Adopt-A-Park programs can also take the form of cash contributions in the range of $1,000 to $5,000 per acre to cover operational costs.
- **Operational Partnerships:** Partnerships are operational funding sources formed from two separate agencies, such as two government entities, a non-profit and a public agency, or a private business and a public agency. Two partners jointly share risk, operational costs, responsibilities, and asset management based on the strengths of each partner.

PARK CONSTRUCTION PROJECT MANAGEMENT STAFFING

Finding: The City of Santa Clara does not currently have staffing capacity dedicated to the management and oversight of construction projects occurring withing parks.

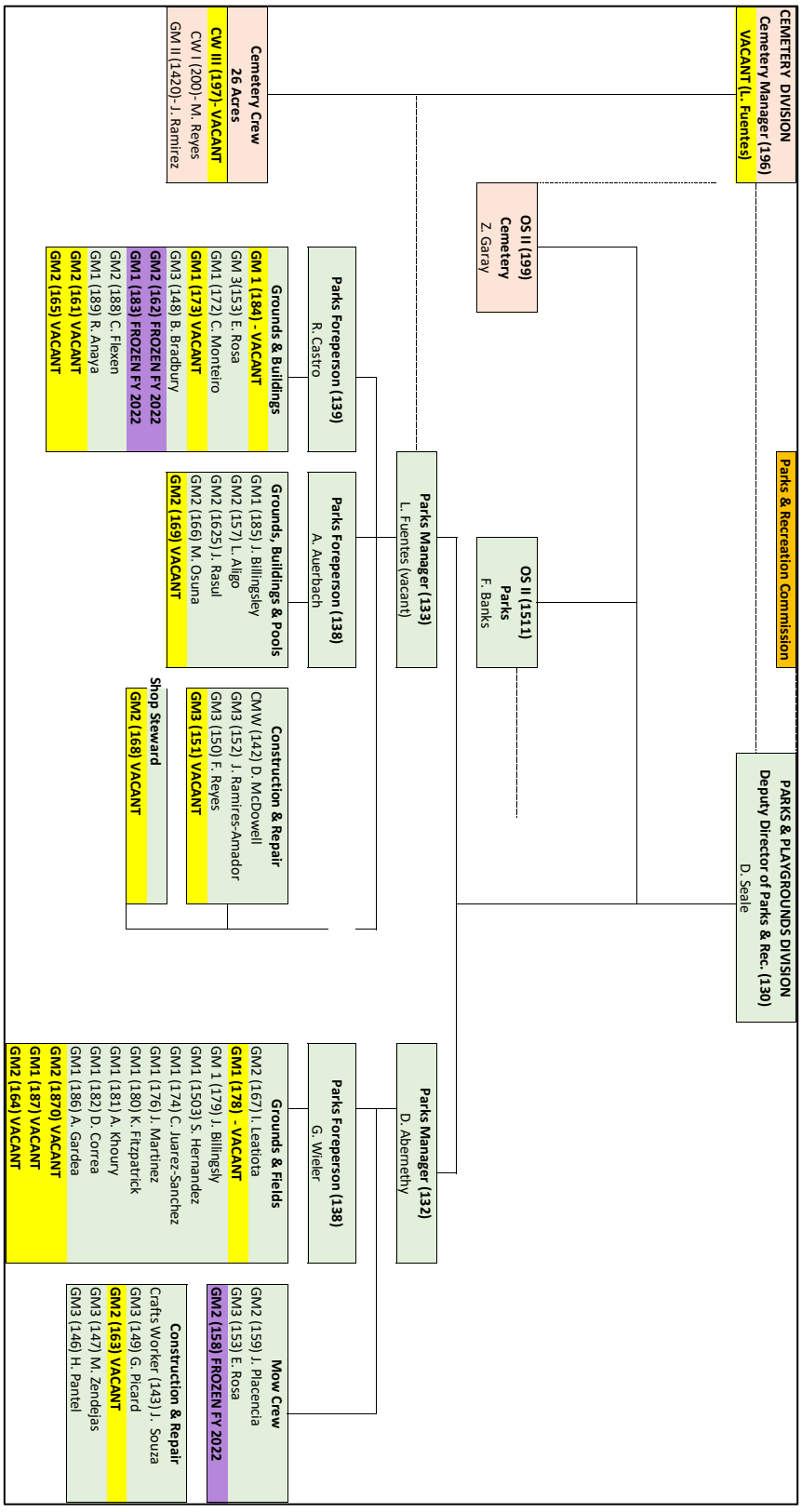
Recommendation: Capacity will be needed (two to three construction project managers) to oversee construction projects tied to the $106MM allocation of the Measure I Bond approved by voters in November 2024 for park projects. This capacity will also be needed to oversee and manage smaller ongoing lifecycle replacement projects completed by the Parks Maintenance construction crew.

PARK MAINTENANCE STAFFING

Finding: The Department struggles with the hiring and retention of full-time staff, which greatly impacts the quality and continuity of park maintenance. As of November 2024, the division had vacancies for 16 full-time positions (or 32% of full-time staffing capacity). The following section provide further analysis on the staffing capacity of the Parks Maintenance Division.

PARKS MAINTENANCE STAFFING AND FINANCIAL ANALYSIS

PARKS MAINTENANCE DIVISION ORGANIZATIONAL CHART



PARKS MAINTENANCE STAFFING ANALYSES

For the following analyses, please note that 1,760 annual work hours = 1 full-time employee (FTE) equivalent.

PARKS MAINTENANCE STAFFING LEVELS

The Parks Maintenance Division is comprised of approximately 50 full-time equivalents (FTES) dedicated to maintaining the parks and recreation system.

BEST PRACTICE STAFFING LEVELS PARKS, POOLS AND FACILITIES

Parks and Recreation Maintenance Staffing Summary		
MAINTENANCE FUNCTION	ANNUAL BEST PRACTICE STAFFING LEVEL (FTES)	ANNUAL BEST PRACTICE STAFFING LEVEL (LABOR HOURS)
Open Space Maintenance	1.3	2,346.67
Cemetery	2.6	4,576.00
Developed Parks Maintenance	24.1	42,460.00
Athletic Fields	8.7	15,253.33
Pool Maintenance Services	2.5	4,400.00
Recreation Center Custodial Services	6.8	11,963.89
Recreation Center Maintenance Services	4.1	7,178.34
TOTALS	36.73	88,178.23

CURRENT TOTAL ANNUAL LABOR HOURS	88,000.00
TOTAL ANNUAL LABOR HOURS NEEDED	88,178.23
TOTAL ANNUAL LABOR HOUR GAP	178.23
ANNUAL FTES NEEDED	0.10

The current staffing capacity, when fully staffed, is sufficient to meet the maintenance needs of the current parks and recreation system.

ANNUAL PARK OPERATION AND MAINTENANCE FUNDING

Based on analysis conducted by the project team as summarized in the table below, the proposed annual operational funding for parks, pools and facilities maintenance is approximately $12.8 Million which is in-line with the recommended funding level as detailed below.

Average Maintenance Cost Calculations						
Park / Facility Classification	**Unit**	**Direct Costs**	**Indirect Costs**	**Total Costs**	**Inventory**	**Unit Cost**
Developed Parks	**Acres**	$4,053,000	$1,737,000	$5,790,000	193.00	**$30,000**
Cemetery	**Acres**	$364,000	$156,000	$520,000	26.00	**$20,000**
Open Space	**Acres**	$140,000	$60,000	$200,000	40.00	**$5,000**
Athletic Fields	**Fields**	$273,000	$117,000	$390,000	13.00	**$30,000**
Swimming Pools	**Number**	$262,500	$112,500	$375,000	5.00	**$75,000**
Recreation Centers	**Square Feet**	$3,568,775	$1,529,475	$5,098,250	101,965.00	**$50**
TOTALS		**$8,661,275**	**$3,711,975**	**$12,373,250**		

Appendix G: Community Engagement Summary





COMMUNITY ENGAGEMENT SUMMARY

CITY OF SANTA CLARA PARKS & RECREATION MASTER PLAN

WRT



CONTENTS

01 PARKS + REC COMMISSION

02 POP UPS + ONLINE SURVEY 1

03 FOCUS GROUPS

04 STATISTICALLY-VALID SURVEY

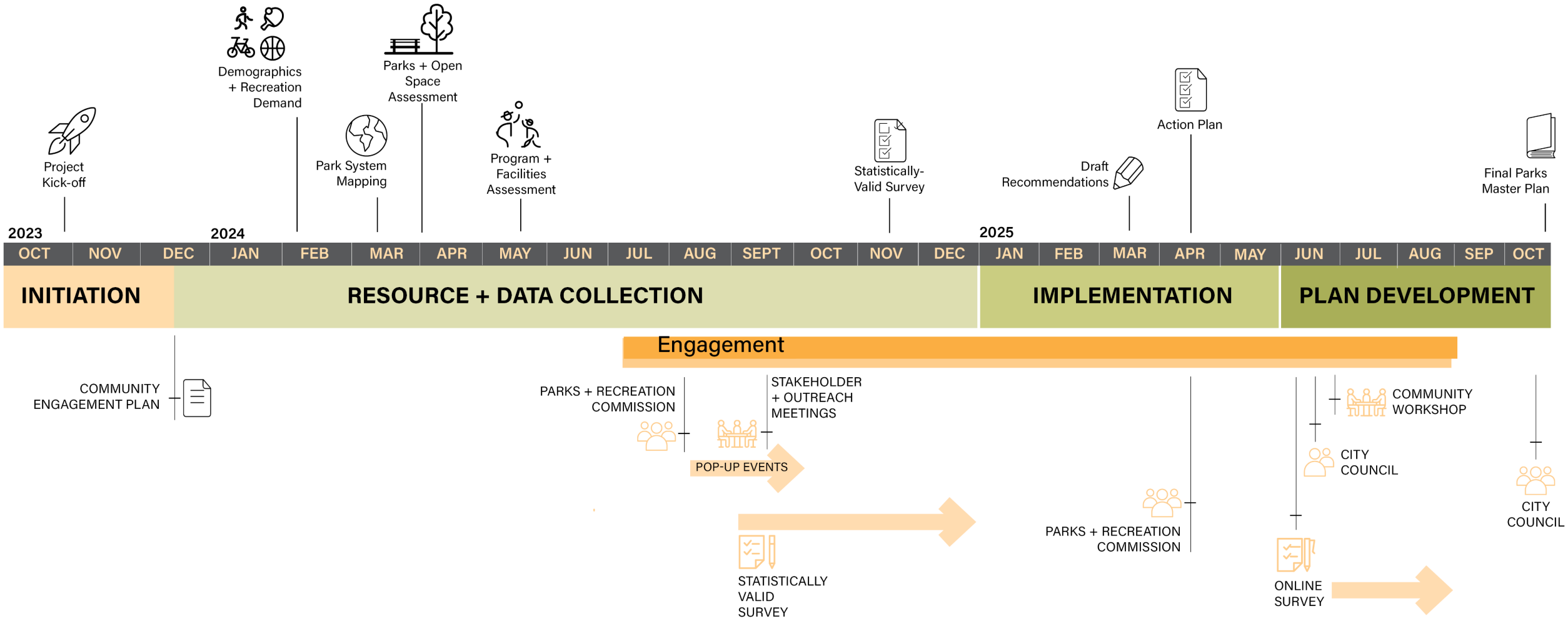
05 KEY FINDINGS + GUIDING THEMES

06 WORKSHOP + ONLINE SURVEY 2

CITY OF SANTA CLARA PARKS & RECREATION MASTER PLAN

WRT

PROJECT OVERVIEW + TIMELINE



01

PARKS + RECREATION COMMSSION

PARKS + RECREATION COMMISSION

AUGUST 12, 2024

SUSTAINABLE PARKS VISION: Focus on maintenance and funding to ensure quality parks and recreation.

EFFECTIVE MASTER PLAN: Establish clear priorities and a course of action for park and program improvements.

FUNDING STRATEGIES: Explore partnerships, grants, and corporate contributions.

RECREATION EMPHASIS: Increase offerings to meet community needs locally.

COMMUNITY ENGAGEMENT: Broaden input through diverse, accessible outreach methods.



02

POP-UPS + ONLINE SURVEY 1

POP-UPS + ONLINE SURVEY OVERVIEW

Concert in the Park
- Aug. 16, 2024
- ~60 people engaged

Art & Wine Festival
- Sept. 14, 2024
- ~216 people engaged

Northside Library + Pruneridge Shopping Center
- Sept. 28, 2024
- ~77 people engaged

Parade of Champions
- Oct. 5, 2024
- ~48 people engaged

Online Pop-up Survey
- Sept. 9 – Oct. 28, 2024
- 300 responses (including 10 in Spanish/Mandarin)

700+

PEOPLE ENGAGED!

POP UP BOARDS

CITY OF SANTA CLARA
PARKS & RECREATION
MASTER PLAN

WHY DO A PARKS MASTER PLAN?
¿Por qué hacer un plan maestro de parques?

- Get community feedback on priorities. *Obtenga comentarios de la comunidad sobre las prioridades.*
- Identify improvements to parks. *Identificar mejoras a los parques.*
- Identify improvements to recreation and programming. *Identificar mejoras a la recreación y programación.*
- Build partnerships. *Construir alianzas.*
- Phasing and funding strategy for the next 10 years. *Estrategia de fases y financiación para los próximos 10 años.*

Visit our project website to learn more!

SantaClaraCA.gov/ParkSandRecMP

Which park is your favorite?
Place a dot.
¿Cuál de los parques es tu favorito? Coloque un punto.

Which park needs improvements the most?
Place a dot.
¿Cuál de los parques necesita mejoras? Coloque un punto.


Thamien Park


Ulistac Natural Area


Warburton Park & Swim Center


Central Park


San Tomas Trail

CITY OF SANTA CLARA: PARK SYSTEM

CITY OF SANTA CLARA
PARKS & RECREATION
MASTER PLAN

WHAT WOULD YOU LIKE TO SEE MORE OF IN SANTA CLARA PARKS?
Place a dot.

¿Qué te gustaría ver más en los parques de Santa Clara? Coloque un punto.



Anything else?
¿Algo más?

CITY OF SANTA CLARA
PARKS & RECREATION
MASTER PLAN

TELL US MORE!
The key issues and desired outcomes we hear from the community will help shape the Santa Clara Parks & Recreation Master Plan.

¡Cuéntanos más!
Los problemas clave y los resultados deseados que escuchamos de la comunidad ayudarán a dar forma al Plan Maestro de Parques y Recreación de Santa Clara.

WHAT'S YOUR VISION FOR PARKS & RECREATION IN SANTA CLARA?
¿CUÁL ES SU VISIÓN PARA EL SISTEMA DE PARQUES Y RECREACIÓN DE SANTA CLARA?

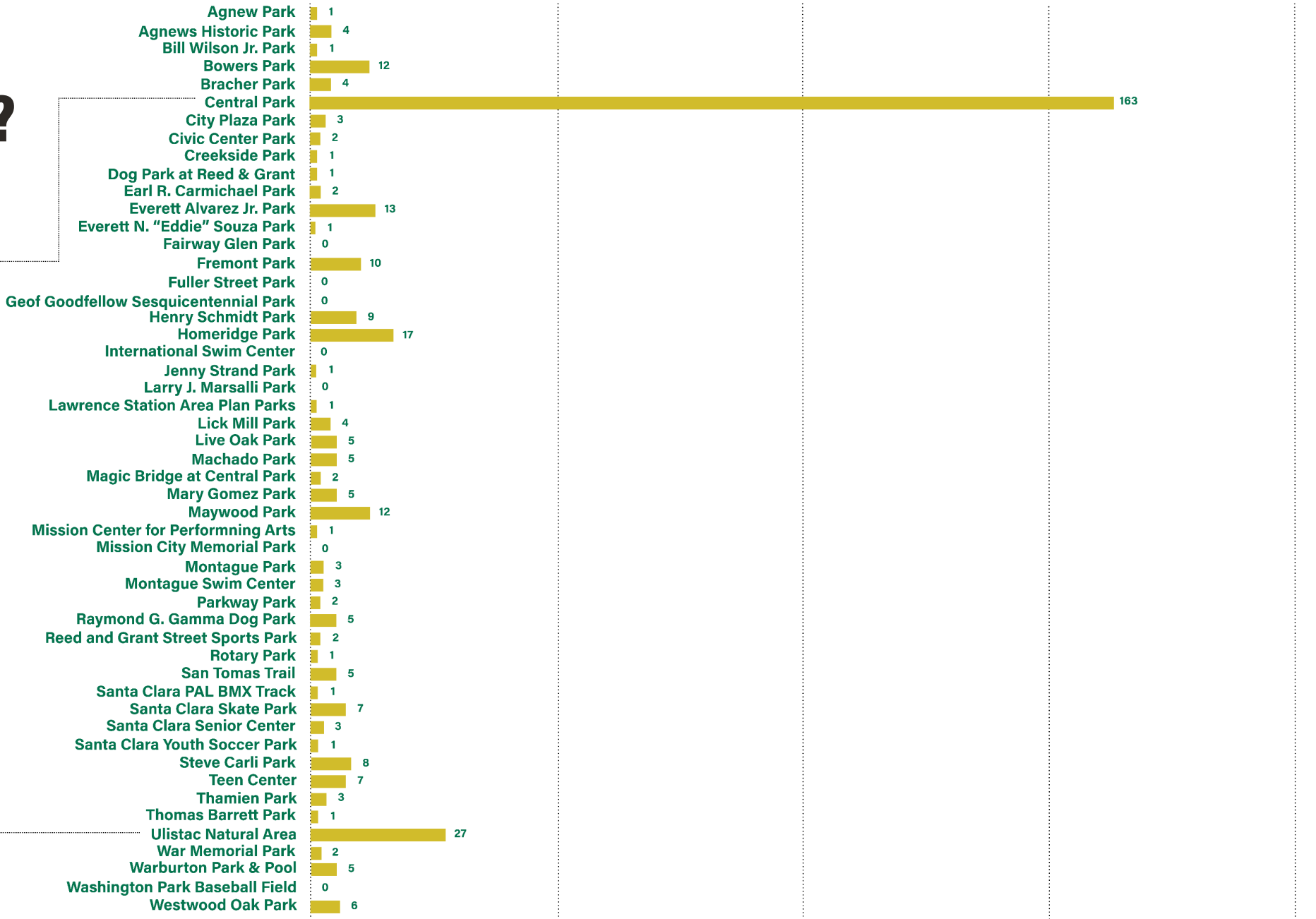
WHAT DO YOU LIKE ABOUT PARKS & RECREATION IN SANTA CLARA?
¿QUÉ LE GUSTA DEL SISTEMA DE PARQUES Y RECREACIÓN DE SANTA CLARA?

WHAT SHOULD BE IMPROVED IN SANTA CLARA PARKS & RECREATION FACILITIES & PROGRAMS?
¿QUÉ SE DEBE MEJORAR EN LOS PARQUES, INSTALACIONES Y PROGRAMAS DE RECREACIÓN DE SANTA CLARA?

WHICH PARK IS YOUR FAVORITE?

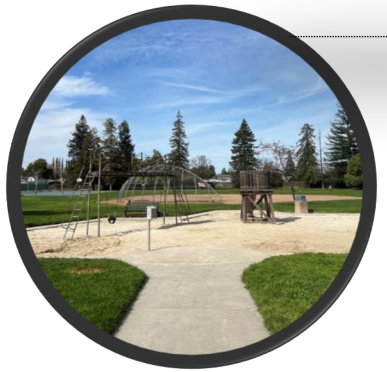


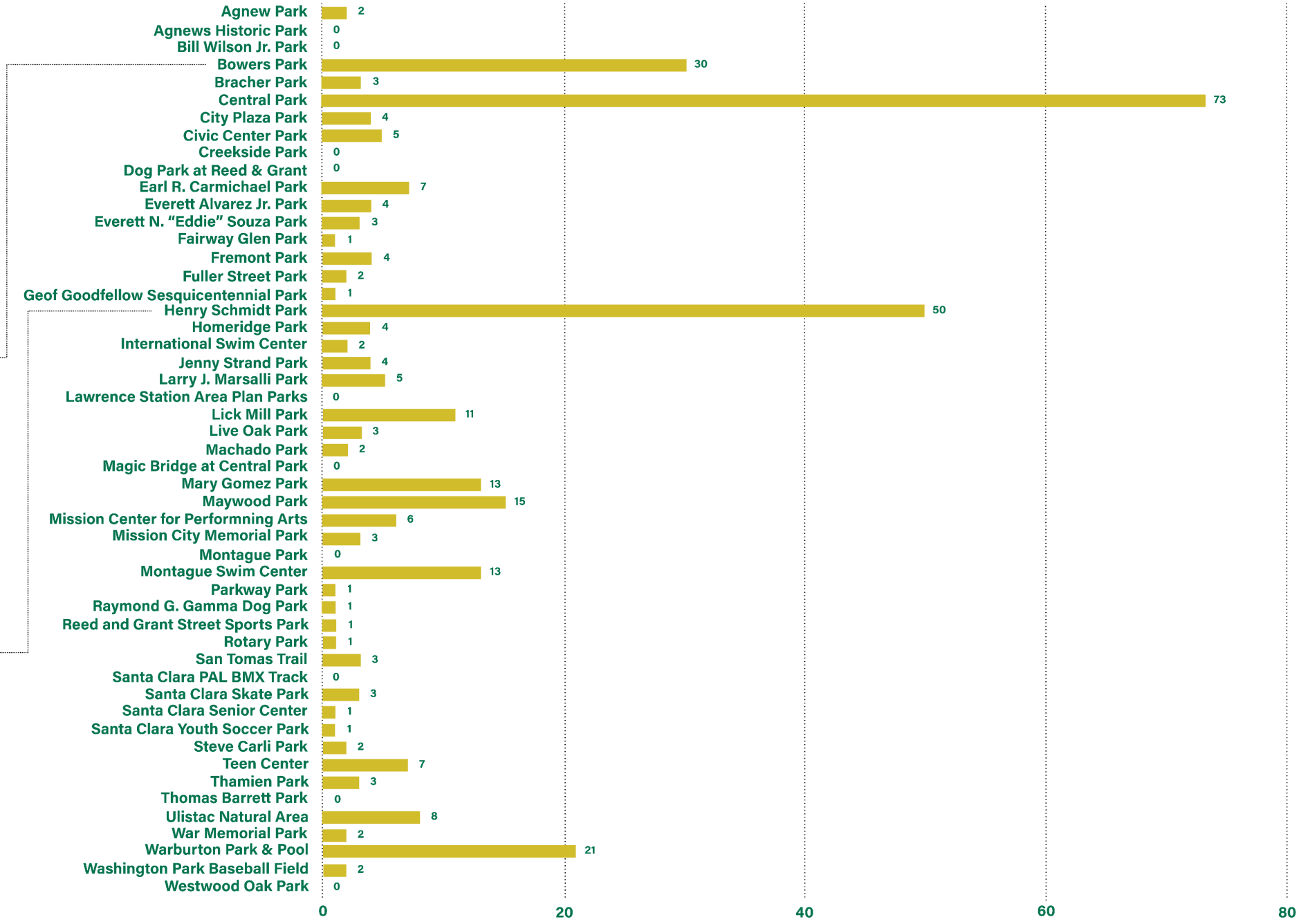




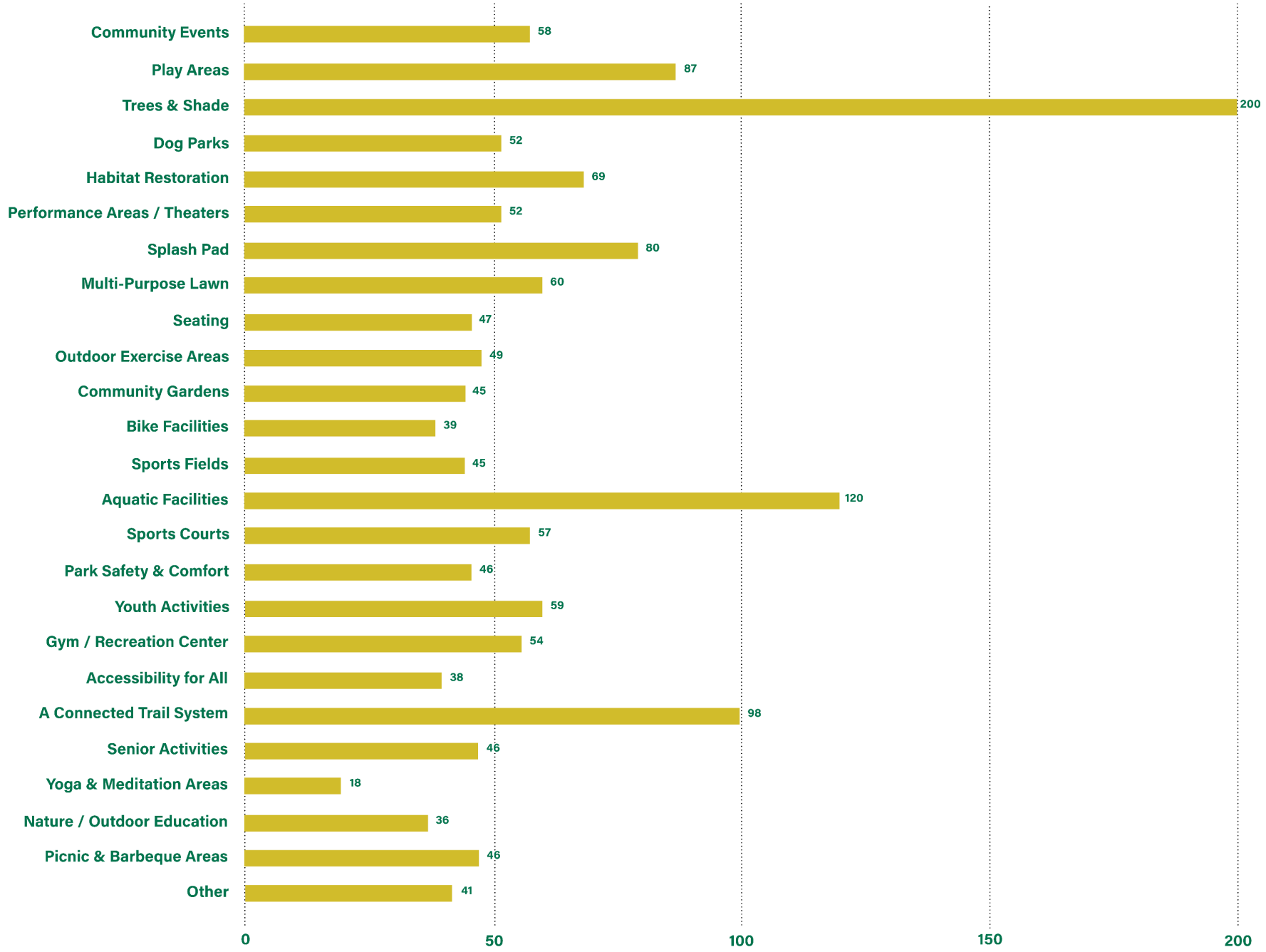
WHICH PARK NEEDS IMPROVEMENT THE MOST?







WHAT WOULD YOU LIKE TO SEE MORE OF IN SANTA CLARA PARKS?



OPEN-ENDED RESPONSES

EVENTS, PROGRAMS, AND INCLUSIVITY

Strong demand for parks to be **community gathering places**, with more **affordable and inclusive programs** for all ages, especially youth and seniors.

GREEN SPACES AND ENVIRONMENTAL SUSTAINABILITY

Emphasis on **expanding shaded green spaces**, using **native plants**, and maintaining parks as **resilient and eco-friendly havens**.

SAFETY, MAINTENANCE, AND CONNECTIVITY

Focus on **clean, well-maintained, and safe parks**, along with better **connectivity** through walking/biking paths and **accessible infrastructure**



03

FOCUS GROUPS

FOCUS GROUPS

SEPTEMBER 26, 2024

Groups

- Sports and Athletics (3 participants)
  - Santa Clara Activities League
  - Santa Clara Westside Little League
  - Swim team
- Community Connectors (4)
  - Historical Landmarks Commission
  - Discover Santa Clara
  - Mission College
  - Parks and Rec department
- Senior Advocates (4)
  - Santa Clara Senior Advisory Commission
  - Senior Center members
- Planning and Development (5)
  - Water and Sewer Utilities
  - Parks and Recreation Department
  - Economic Development Director
  - Edgecore Digital Infrastructure
  - Hunter Properties
- Specialized Users (11)
  - Youth and Teen Center
  - Senior Advisory Commission
  - Santa Clara Lawn Bowling Club
  - Women’s League
  - Ulitstac Natural Area
  - Recreation Center Performing Arts programs

FOCUS GROUP TAKEAWAYS

Key Takeaways

FACILITY & MAINTENANCE NEEDS: There is strong demand for improved and expanded recreational facilities, **better maintenance of parks**, and the addition of **amenities like pickleball courts, indoor gyms, and multiuse sports fields.**

ACCESS, INCLUSION & CONNECTIVITY: Expanding **inclusive and accessible recreational opportunities**, improving **trail connections**, and ensuring parks and programs **accommodate diverse age groups and interests**.

FUNDING & STAFFING CHALLENGES: **Addressing insufficient funding and understaffing** is essential to **maintaining facilities, improving programming**, and ensuring parks and recreation services meet community needs.



#1 SPORTS + ATHLETICS

Key Takeaways

INSUFFICIENT FUNDING: **Funding** is a significant barrier to maintaining and improving facilities.

FACILITY IMPROVEMENTS: There is a demand for **additional multiuse sports fields** to accommodate various sports (soccer, softball, flag football games and practices), especially as community sports programs grow.

AQUATIC PROGRAM CHALLENGES: Aquatic programs are struggling due to **limited availability of pools** and **outdated facilities**, highlighting the need for modernized infrastructure and dedicated spaces for **community and competitive swimming**.



#2 COMMUNITY CONNECTORS

Key Takeaways

COMMUNITY & USE OF PARKS: Enhance **park facilities and event offering** to engage different demographics, such as young and older adults.

FUNDING & MAINTENANCE CHALLENGES: A need for **additional revenue streams** to address **deferred maintenance** and infrastructure needs, as well as a **plan** to ensure parks remain safe and enjoyable.

EMPHASIZING LOCAL IDENTITY & HISTORY: Highlight Santa Clara's unique history and character through **public art** and **community events**.



Central Park
Santa Clara, CA

#3 SENIOR ADVOCATES

Key Takeaways

COMMUNITY & INCLUSIVITY: **Community spaces** such as the senior center foster social connections among diverse groups.

PARKS & RECREATION NEEDS: Parks should serve a wider range of activities, including **pickleball** and **bocce**, and need public **restrooms.**

TRAIL CONNECTIONS: There is a need for **improved trail connections** between parks.

DEVELOPMENT & FUNDING CHALLENGES: Concerns about development pressures and the provision of **adequate park space**. The **funding** for parks and recreation is seen as a challenge.



Santa Clara Senior Center
Santa Clara, CA

#4 PLANNING + DEVELOPMENT

Key Takeaways

INTEGRATION OF PARKS IN URBAN DEVELOPMENT: Need for **better planning tools** to ensure that new developments incorporate **adequate park spaces that are functional and accessible**.

ADAPTATION TO CHANGING DEMOGRAPHICS: **Park development standards should be reevaluated** to ensure they are realistic and beneficial for the community as the city's demographics shift.

INNOVATIVE LAND USE OPPORTUNITIES: There are potential opportunities to **repurpose vacant office spaces for recreational uses**, like indoor sports and community centers, which could help address recreational needs while also leveraging available resources.



Creekside Park
Santa Clara, CA

#5 SPECIALIZED USERS

Key Takeaways

RECREATION FACILITY NEEDS: Demand for more/improved recreational facilities, including dedicated **pickleball** and **volleyball** courts, **indoor gym**, and a **restored ISC**.

MAINTENANCE: Need for **better maintenance** of existing parks and recreation facilities.

ACCESS & INCLUSIVITY: Desire for more **inclusive and accessible recreational opportunities** for various age groups and interests, including **more events for adults** and **outdoor activities for seniors**.

STAFFING & MANAGEMENT ISSUES: Concern regarding **understaffing** in parks and recreation, leading to **inadequate services and programming**.



Warburton Park
Santa Clara, CA

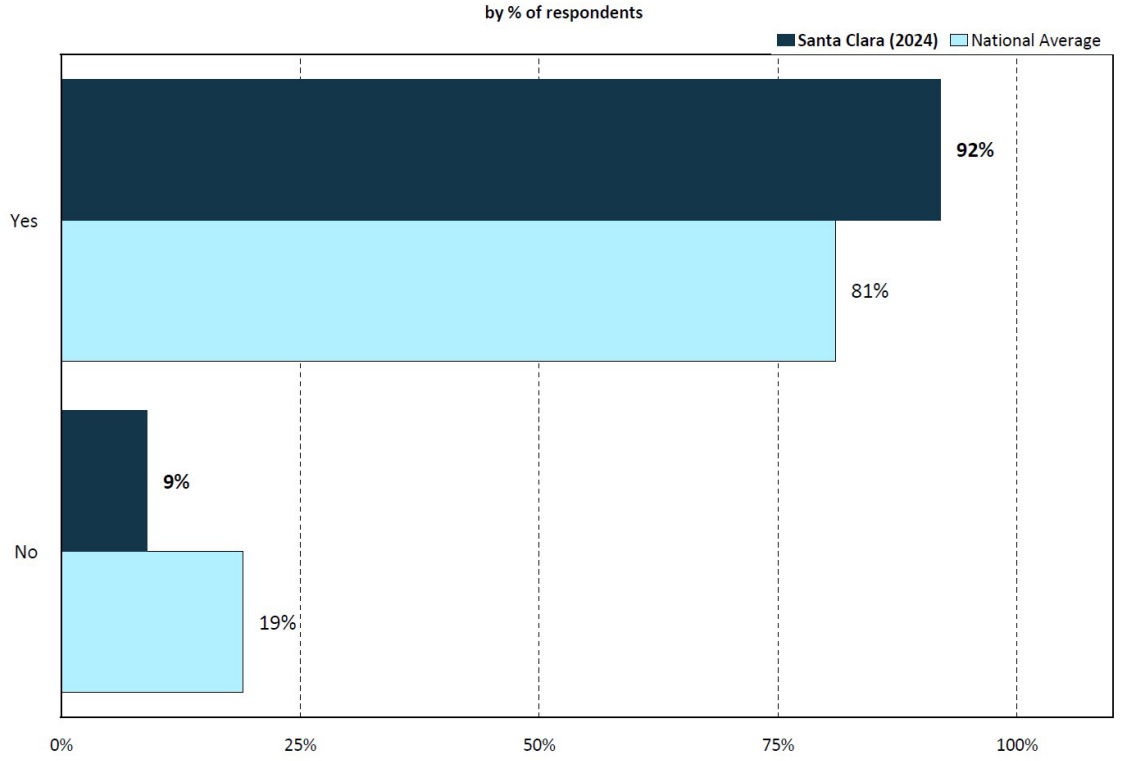
04

STATISTICALLY VALID SURVEY

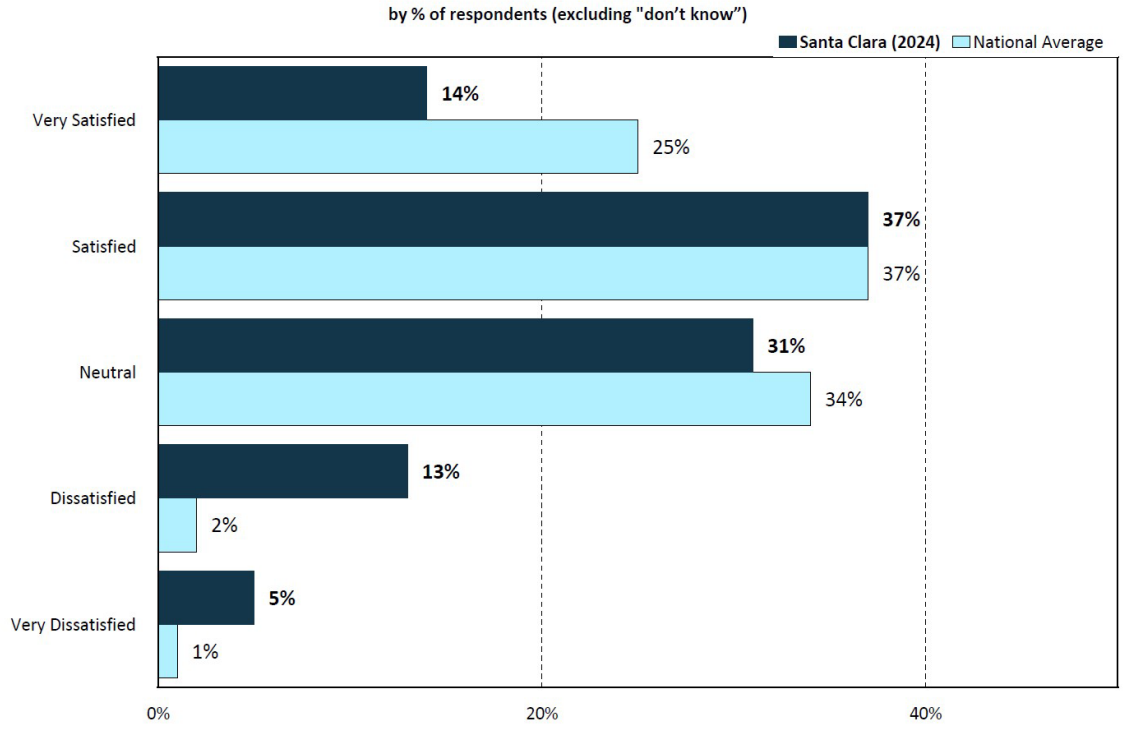
STATISTICALLY VALID SURVEY

A survey was sent to a random sample of residents in early November 2024 to gain a clear understanding of residents' parks and recreation needs and priorities. A total of 342 households completed the survey, translating to a statistically-valid sample.

Have you/your household visited any parks or recreation facilities/amenities in your community during the past year?



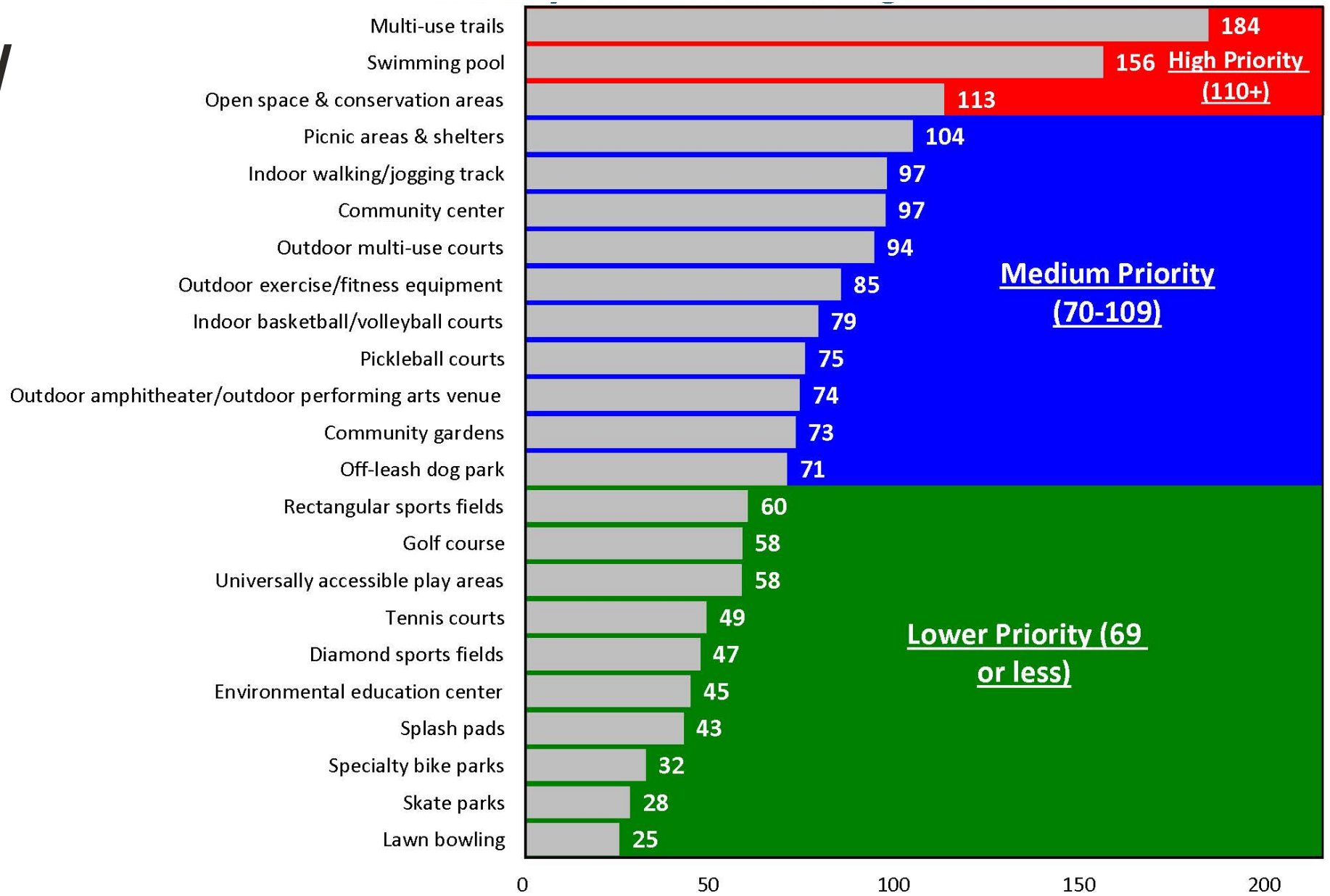
Please rate your overall level of satisfaction with the value your household receives from the parks and recreation programs, activities, and events offered in your community.



TOP PRIORITIES FOR FACILITIES/ AMENITIES

Multi-use trails and swimming pool scored both high levels of unmet need and level of importance.

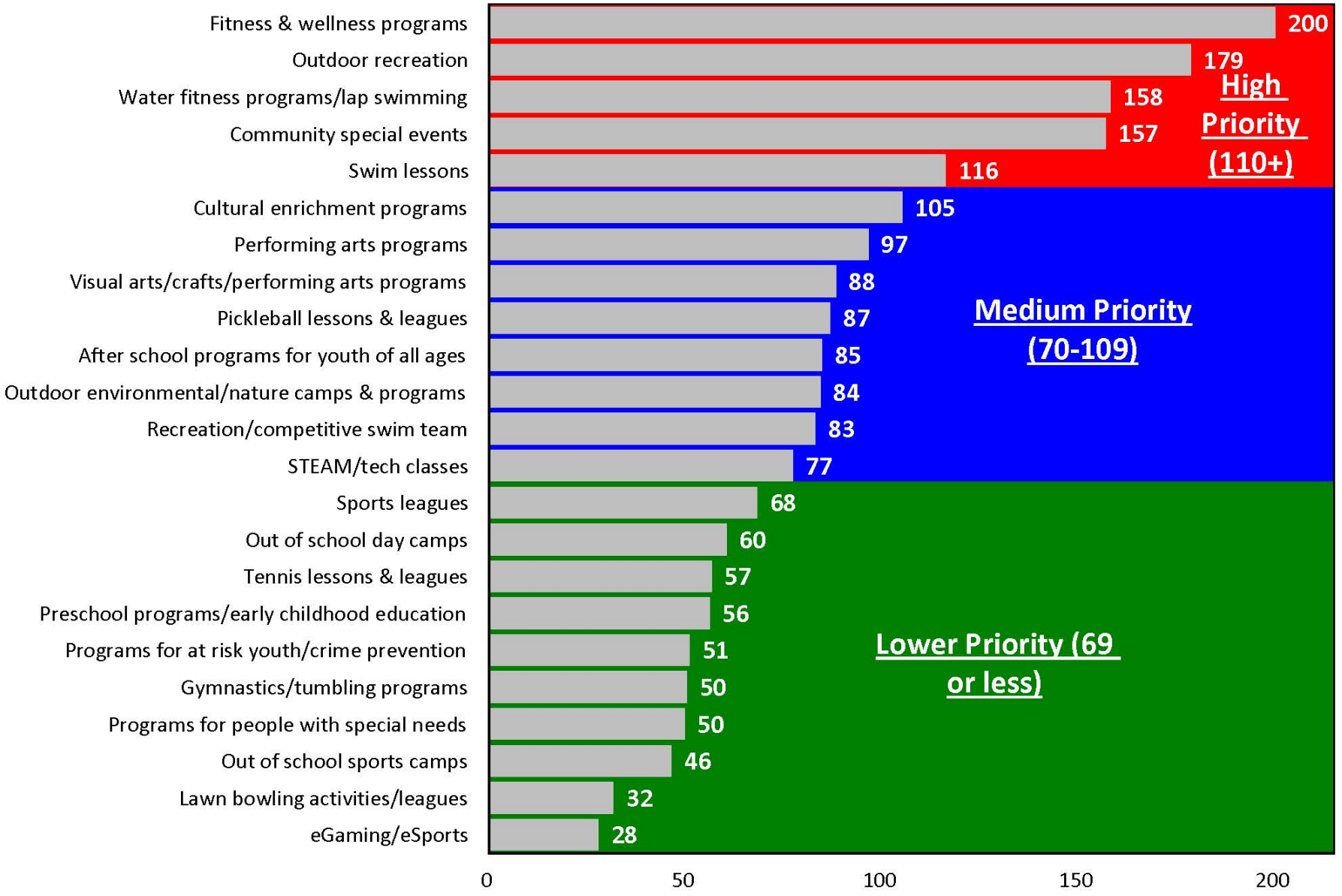
Open space & conservation areas scored lower on levels of unmet need, but high on importance.



TOP PRIORITIES FOR PROGRAMS/ ACTIVITIES

All 5 program/activities deemed High Priority were in the top five on both the unmet needs ranking and importance ranking.

Fitness & wellness programs scored the highest level of unmet need and level of importance with a “perfect” score of 200—the maximum unmet need and importance.



SURVEY & POP-UP COMPARISON: AMENITIES

We did not ask about exactly the same items in the survey and the pop-ups, but there is overlap in the feedback from both.

STATISTICALLY-VALID SURVEY

1. Multi-use Trails
2. Swimming Pool
3. Open Space and Conservation Areas
4. Picnic Areas and Shelters
5. Indoor Walking/Jogging Track
6. Community Center
7. Outdoor Multi-use Courts
8. Outdoor Exercise/Fitness Equipment
9. Indoor Basketball/Volleyball Courts
10. Pickleball Courts
11. Outdoor Amphitheater/Outdoor Performing Arts Venue
12. Community Gardens
13. Off-leash Dog Park
14. Rectangular Sports Fields
15. Golf Course
16. Universally Accessible Play Areas
17. Tennis Courts
18. Diamond Sports Fields
19. Environmental Education Center
20. Splash Pads
21. Specialty Bike Parks
22. Skate Parks
23. Lawn Bowling

POP-UPS

1. Trees and Shade
2. Aquatic Facilities
3. A Connected Trail System
4. Play Areas
5. Splash Pads
6. Habitat Restoration
7. Multi-purpose Lawn
8. Youth Activities
9. Community Events
10. Sport Courts
11. Gym/Recreation Center
12. Dog Parks
13. Performance Areas/Theaters
14. Outdoor Exercise Areas
15. Seating
16. Park Safety & Comfort
17. Senior Activities
18. Picnic & Barbecue Areas
19. Community Gardens
20. Sport Fields
21. Bike Facilities
22. Accessibility for All
23. Nature/Outdoor Education
24. Yoga and Meditation Areas

SURVEY & POP-UP COMPARISON: PROGRAMS

We did not ask about exactly the same items in the survey and the pop-ups, but there is overlap in the feedback from both.

STATISTICALLY-VALID SURVEY

1. Fitness and Wellness Programs
2. Outdoor Recreation
3. Water Fitness Programs/Lap Swimming
4. Community Special Events
5. Swim Lessons
6. Cultural Enrichment Programs
7. Performing Arts Programs
8. Visual Arts/Crafts/Performing Arts Programs
9. Pickleball Lessons and Leagues
10. After School Programs for Youth of All Ages
11. Outdoor Environmental/Nature Camps and Programs
12. Recreation/Competitive Swim Team
13. STEAM/Tech Classes
14. Sports Leagues
15. Out of School Day Camps
16. Tennis Lesson and Leagues
17. Preschool Programs/Early Childhood Education
18. Programs for At Risk Youth/Crime Prevention
19. Gymnastics/Tumbling Programs
20. Programs for People with Special Needs
21. Out of School Sports Camps
22. Lawn Bowling Activities/Leagues
23. eGaming/eSports

POP-UPS

1. Trees and Shade
2. Aquatic Facilities
3. A Connected Trail System
4. Play Areas
5. Splash Pads
6. Habitat Restoration
7. Multi-purpose Lawn
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19. Community Gardens
20. Sport Fields
21. Bike Facilities
22. Accessibility for All
23. Nature/Outdoor Education
24. Yoga and Meditation Areas

05

KEY FINDINGS & GUIDING THEMES

GUIDING THEMES



TRAILS

A **connected trail system** is a key priority for community members—in both the pop ups and survey.



COMMUNITY EVENTS

New and expanded community events would be welcomed in the community and could highlight Santa Clara's park spaces and unique character.



FUNDING & MAINTENANCE

Funding for parks, programming, and maintenance is a big issue. It is difficult to maintain parks and facilities to the desired standard, and provide adequate staffing, with the current funding.



AQUATICS

Aquatic facilities and water fitness/swimming lessons and programs are high priority for community members. Limited and **outdated facilities are causing a strain** on aquatic programming and community swimming.

GUIDING THEMES



SPACES & ACTIVITIES FOR ALL

Prioritizing inclusivity and accessibility for all ages and abilities was stated as a key priority.



OPEN SPACE & CONSERVATION AREAS

Green spaces, native plants, and resiliency are important to the community. Parks and open spaces can provide recreation opportunities and well as conservation opportunities.



SPORTS FACILITIES

There is demand for **new and additional sports facilities**, like pickleball, volleyball, and bocce courts. Multiuse fields are also needed. Soccer, softball, baseball, and flag football requires practice and game space, especially as community sports programs continue to grow.



COMFORT AMENITIES

Comfort amenities in parks are important. **More and better-maintained restrooms, trees and shade, and picnic areas and seating** are desired by the community and improve accessibility.

GUIDING THEMES



FITNESS & WELLNESS PROGRAMS

The community ranked **fitness & wellness programs** as the most important program/activity, as well as reporting that there it is the program/activity with the highest level of unmet need in the survey. This is a **clear priority** for the community.



INDOOR RECREATION FACILITIES

An indoor track, a community center, and indoor basketball and volleyball courts all ranked relatively high on the survey. **An indoor gymnasium** facility could address this demand.

06

WORKSHOP

WORKSHOP

- June 26, 2025
- **~20 people** in attendance
- Small groups discussion and open house formats
- No specific feedback received about aquatics or future parks

Key Takeaways – Overall

- **Restroom upgrades**, **pickleball courts**, **Senior Center** improvements and **extended hours**, **sports fields and courts**, **walking trails**, and **comfort amenities** were the **most frequently mentioned** topics in all workshop responses
- There is openness to interagency collaboration, especially with schools, to **expand community use and programming**







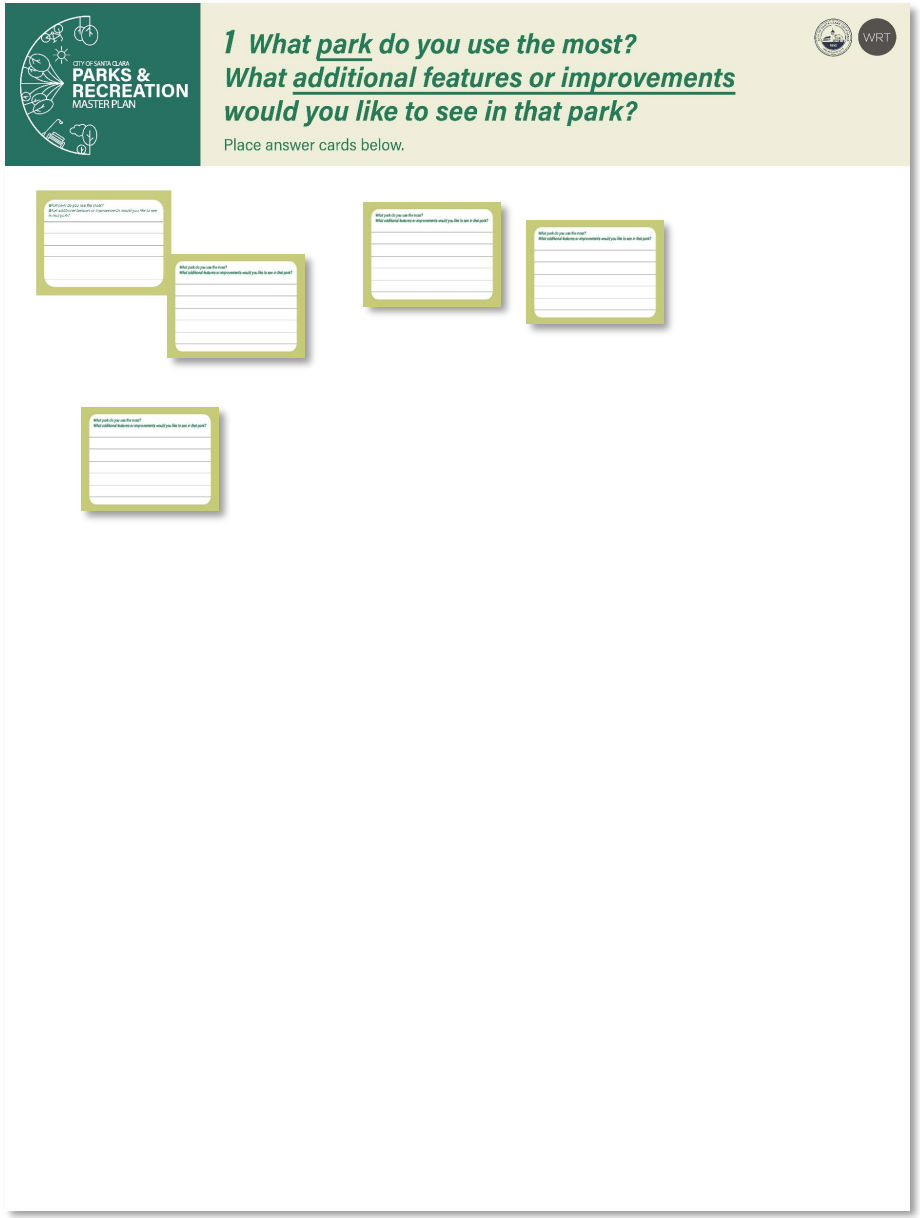
SMALL GROUP ACTIVITY

Idea Exchange – *Pairs*

- Divide into pairs/trios and take turns answering the four provided prompts
- As each person shares, the other group member(s) will record their response on the provided cards.

Table Discussion – *Small groups*

- Discuss the answers written on the cards and work together to identify common ideas and themes.
- Once you're done, bring all the cards up to the open house boards and place them on the corresponding poster.



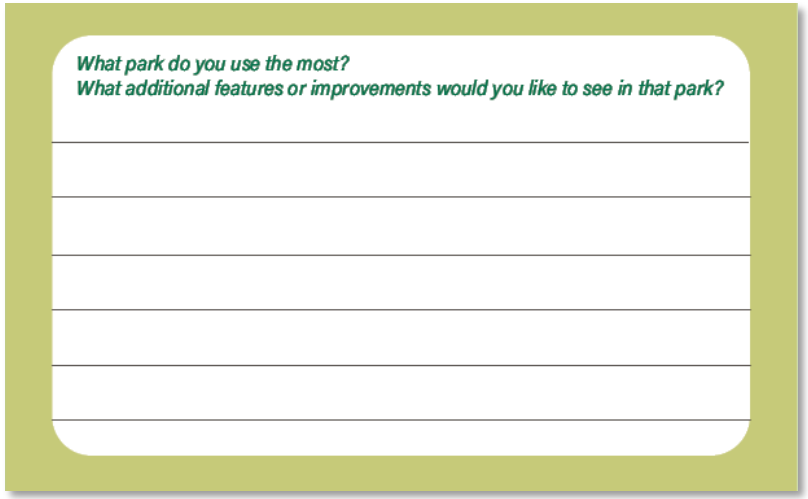
OPEN HOUSE

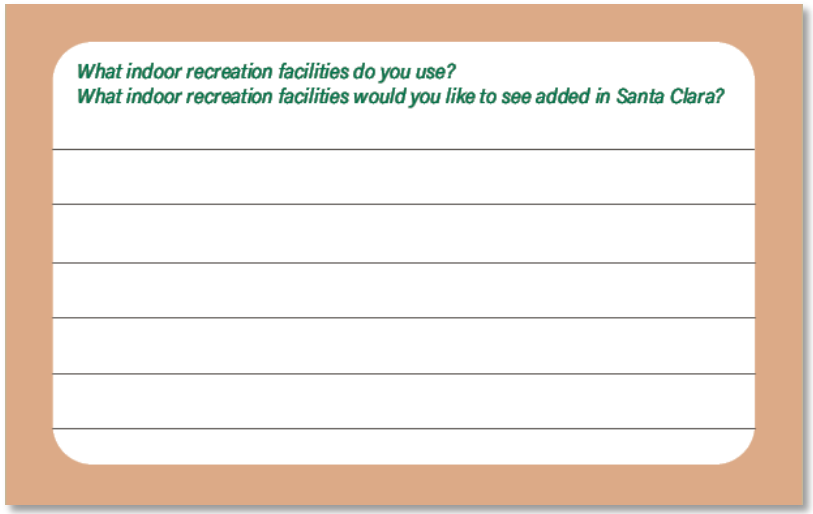
In the open house gallery, boards highlighted key ideas for Santa Clara's future and invited attendees to leave feedback.

- **Goals** – Big-picture priorities to guide improvements
- **Park Improvements** – Common upgrades needed at existing parks
- **Future Parks** – Planned parks, gaps in access, and ideas for new parks
- **Outdoor Amenities** – What outdoor features are most needed
- **Indoor Recreation** – Upgrades and potential new centers/gyms
- **Aquatics** – Vision for better aquatic facilities and a new center



DISCUSSION QUESTIONS



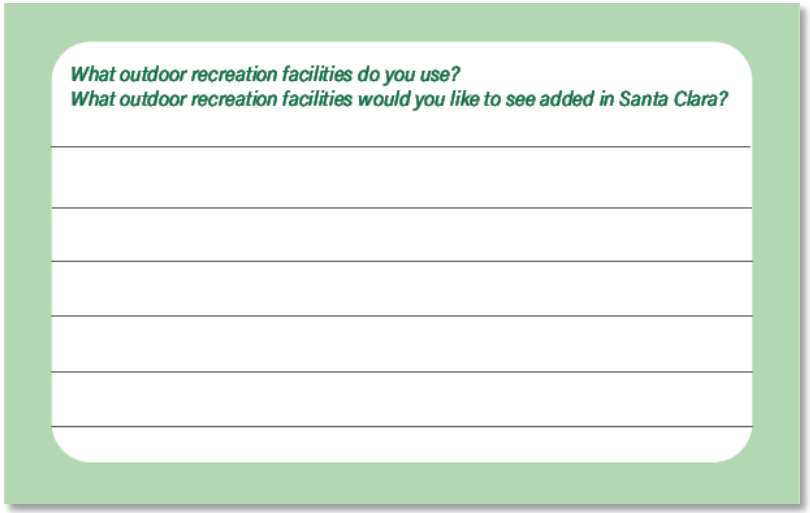


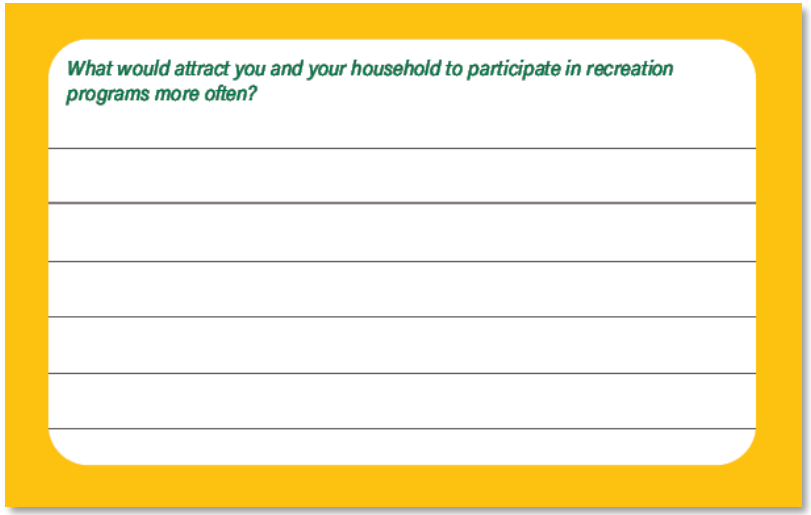
Key Takeaways

- **Central Park** was, by far, reported as the most used
  - **Henry Schmidt Park**, **Steve Carli Park**, and **Live Oak Park** were also mentioned multiple times

- The **Senior Center** was the only indoor facility that workshop participants reported using

DISCUSSION QUESTIONS





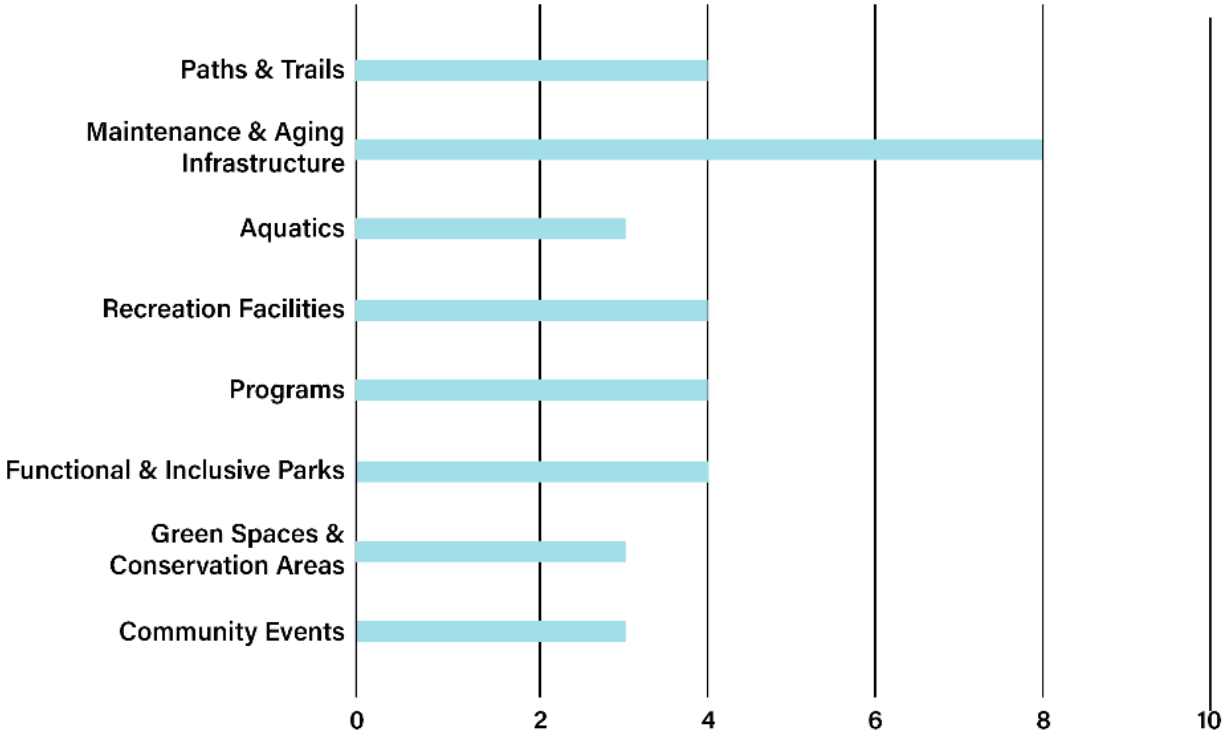
Key Takeaways

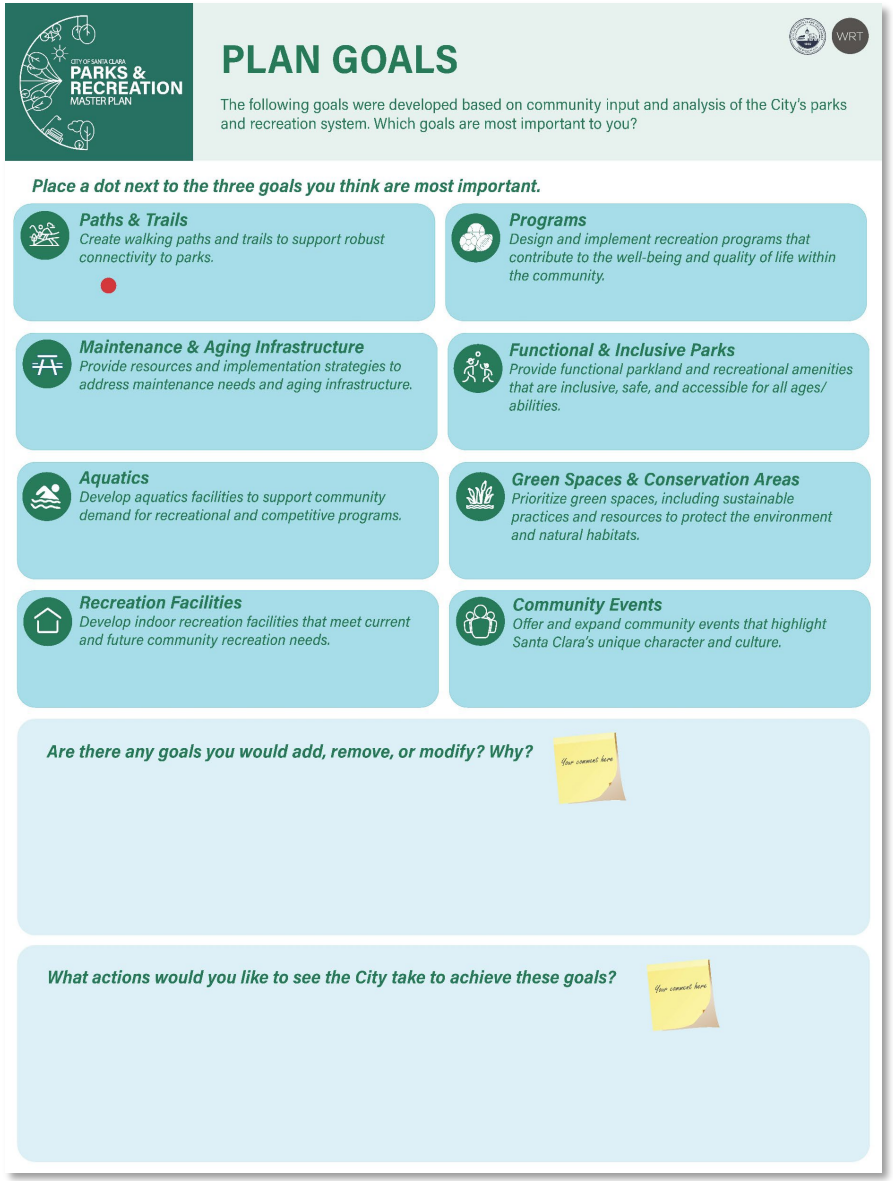
- **Lawn bowling**, **trails**, **tennis courts**, and **pickleball courts** were reported as the **most frequented outdoor recreation** facilities

- Workshop participants reported that the following changes would attract them to **engage in recreation programs more often**:
  - **Longer hours**
  - Easier **reservation system**
  - Better **promotion** of programs
  - More **walking trails**
  - Multigenerational **programs** (e.g. music in the park, all-family games, arts and crafts fair)
  - Improved/increased **senior programs** (e.g. field trips)
  - More accessible and plentiful **parking**
  - Specific **amenities** (pickleball and mahjong were noted)

PLAN GOALS

Place a dot next to the goals you think are most important.

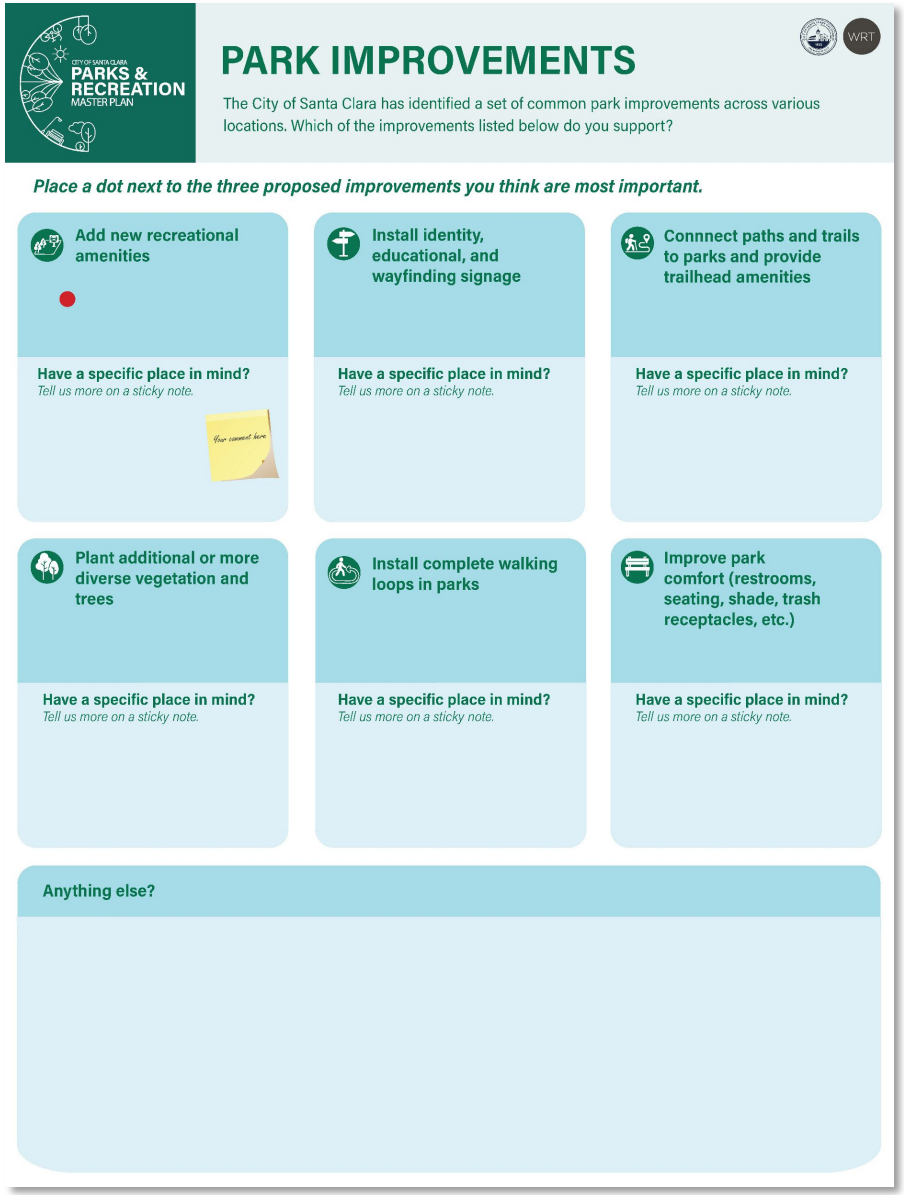




PARK IMPROVEMENTS

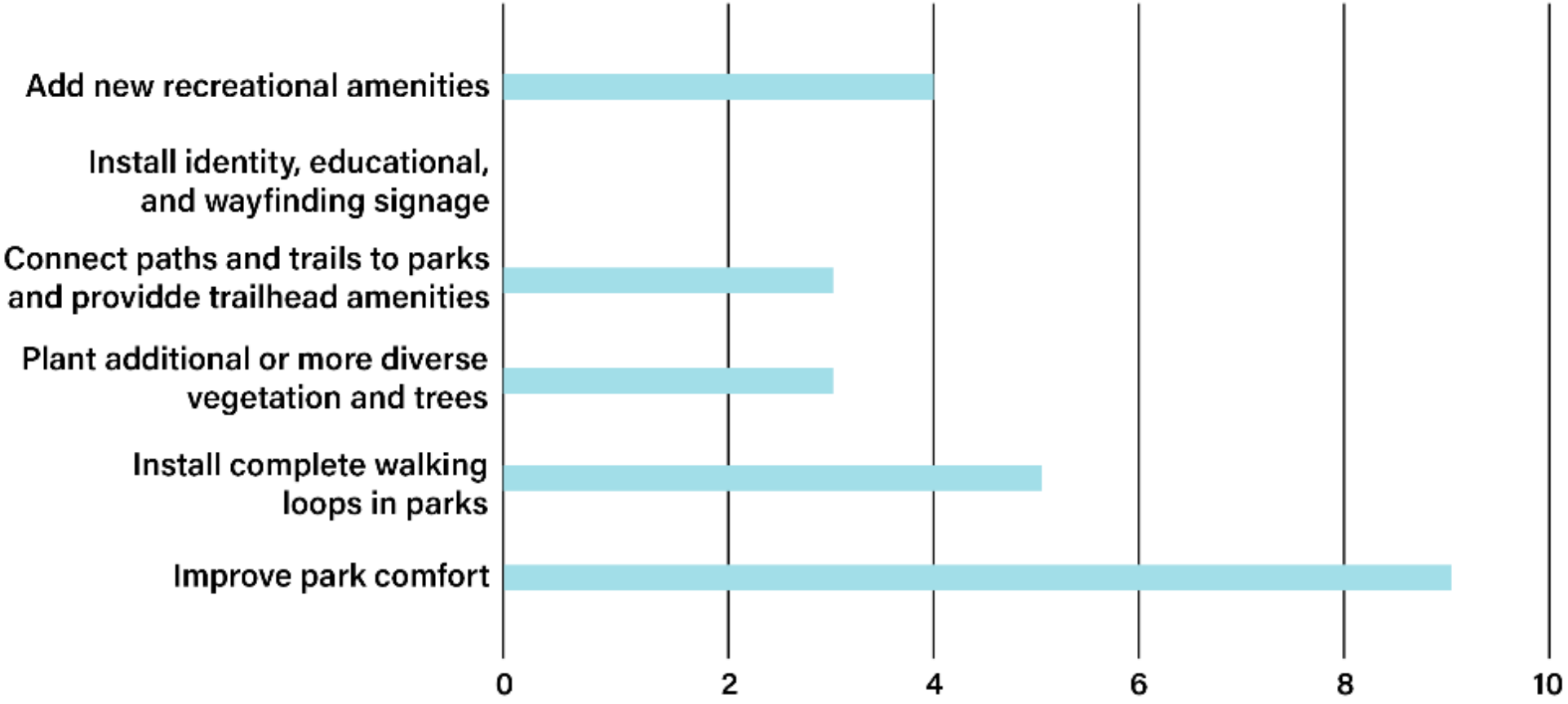
Key Takeaways

- More **restrooms**
- **Repair pavement** on walking trails
- Additional amenities needed, specifically **diamond fields** and **pickleball courts**
- More **plantings** and **gardens**
- **Additional lighting** in parks
- Improve **parking accessibility**



PARK IMPROVEMENTS

Place a dot next to the three proposed improvements you think are most important.



OUTDOOR RECREATION

Key Takeaways

- Need more **diamond fields**
- **Pickleball courts** are desired
- Strong support for the **ISC to reopen**
- **Passive recreation features**, like game tables and relaxation spaces, are desired
- Update and/or relocated the **BMX track**



CITY OF SANTA CLARA PARKS & RECREATION MASTER PLAN

OUTDOOR RECREATION

Active and passive recreation amenities are central to good-functioning parks. Which amenities do you think Santa Clara needs more of?

PLANNING FOR THE FUTURE

The map and table below show the current park amenities by location and amenity count. As the population grows and changes, and planned upgrades and additions are completed, the amount of each park amenity needs to adequately serve the community changes.

The Santa Clara Parks and Recreation Master Plan will establish what park amenities are needed over the next ten years. We want to hear from you what is needed!

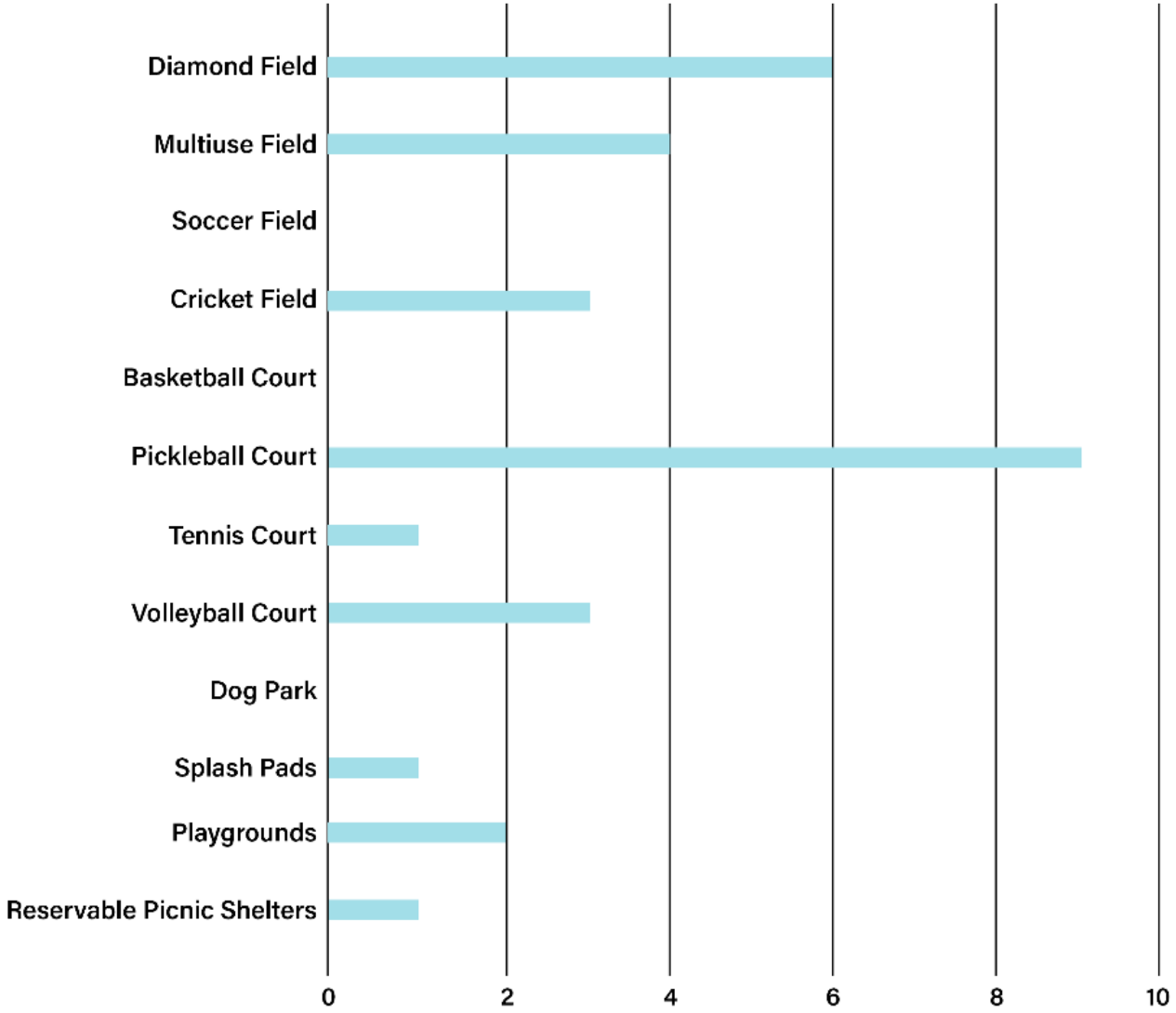
Place a dot next to the amenities you would like to see more of:

Santa Clara currently has...	In 2035, Santa Clara could have...
2 Diamond Field	
15 Multiuse Field	
11 Soccer Field	
0 Cricket Field	
19 Basketball Court	
2 Pickleball Court	
35 Tennis Court	
9 Volleyball Court	
3 Dog park	
0 Splash Pads	
33 Playgrounds	
88 Reservable Picnic Shelters	

Do you have any feedback about park amenities?

OUTDOOR RECREATION

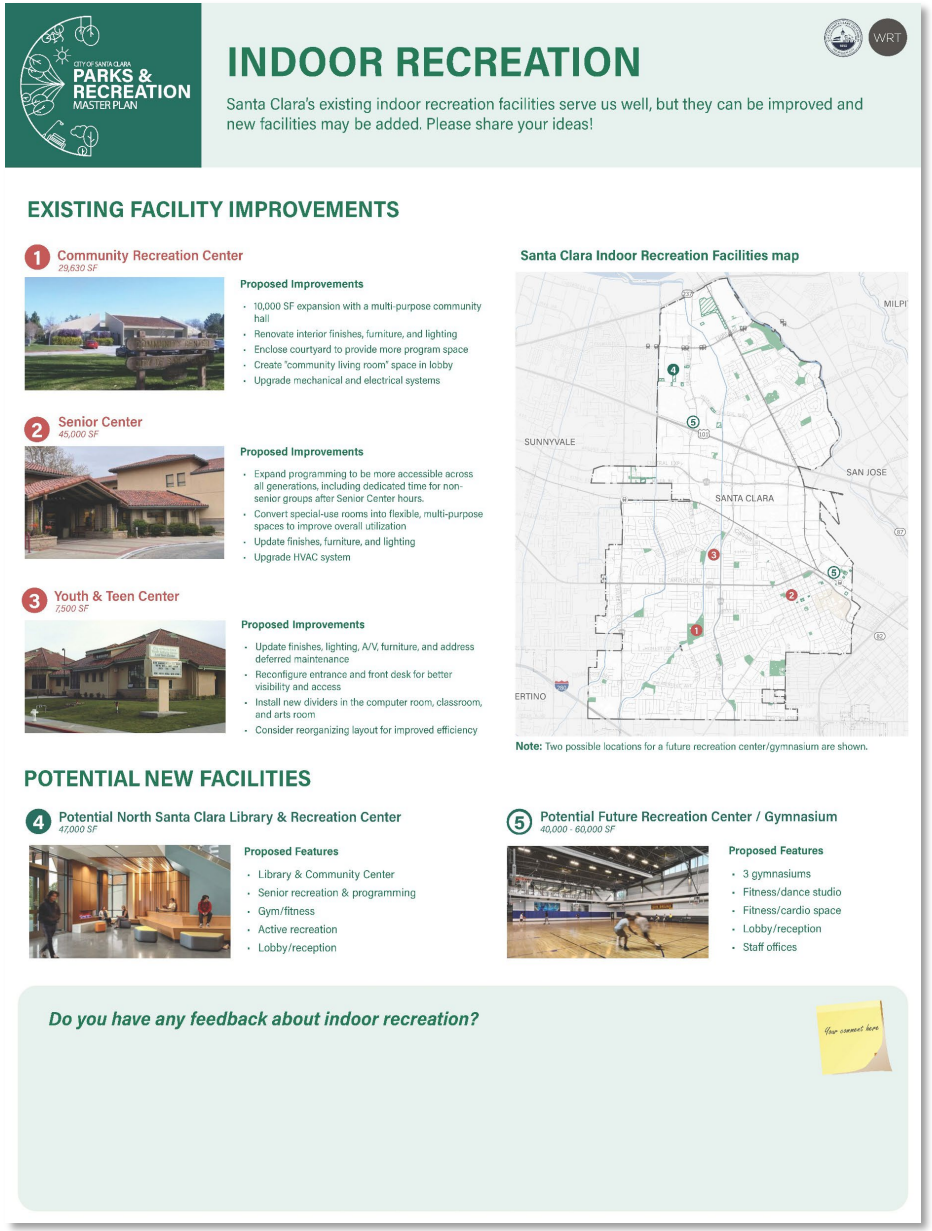
Place a dot next to the amenities you would like to see more of.



INDOOR RECREATION

Key Takeaways

- **Update systems** (mechanical, electrical, etc.)
- A **sports complex** or **indoor gymnasium** is desired, and could be rented out to generate revenue
- Desire for **community rooms** and space for parties, meetings, etc.
- **Indoor pickleball courts** are desired

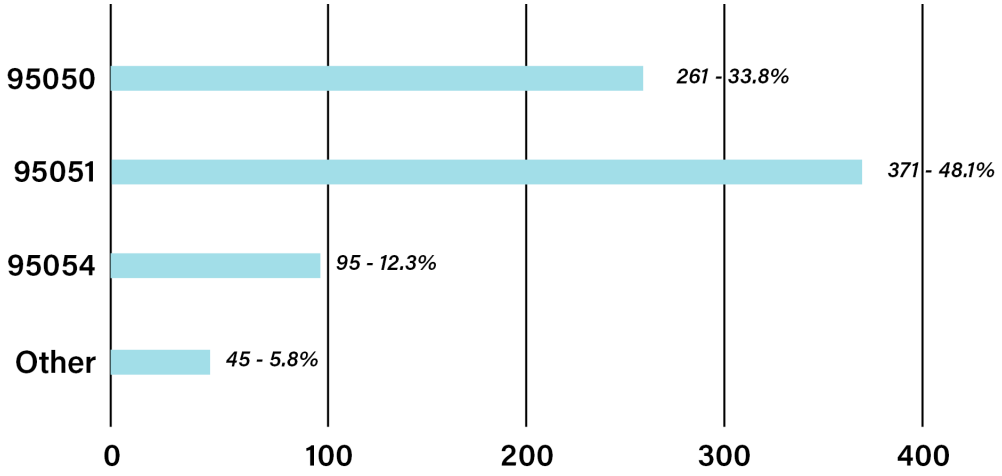


07

ONLINE SURVEY 2

DEMOGRAPHICS

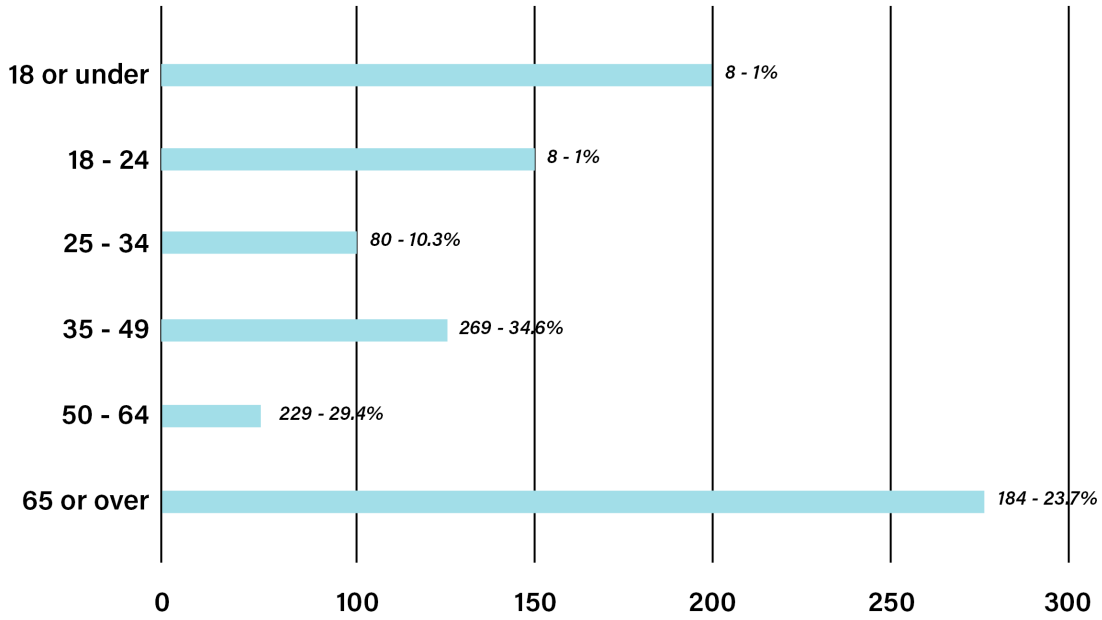
What is your zip code?



803

RESPONSES!

What age group are you in?



PROPOSED GOALS

Which goals are most important to you? Arrange the goals to indicate their importance level, from highest to lowest.

Respondents ranked the goals in the following order:

1. Create **walking paths and trails** to support robust connectivity to parks.
2. Provide resources and implement strategies to address **maintenance needs and aging infrastructure**.
3. Provide functional **parkland and recreational amenities** that are inclusive, safe, and accessible for all ages/abilities.
4. Prioritize **green spaces**, including **sustainable practices** and resources to protect the environment and natural habitats.
5. Design and implement **recreation programs** that contribute to the well-being and quality of life within the community.
6. Develop **aquatics facilities** to support community demand for recreational and competitive programs.
7. Develop **indoor recreation facilities** that meet current and future community recreation needs.
8. Offer and expand **community events** that highlight Santa Clara's unique character and culture.

PROPOSED IMPROVEMENTS

Consider the proposed improvements and arrange them by importance, from highest to lowest.

Respondents ranked the improvements in the following order:

1. **Repurpose underused areas** for recreational amenities.
2. Enhance and modernize **restrooms**.
3. Provide **additional seating, trash receptacles, and shade**.
4. Install **complete walking loops** in parks.
5. Connect **paths and trails** to parks.
6. Plant **additional or more diverse vegetation**, trees, and plants.
7. Upgrade vehicular and bicycle **parking**.
8. Provide **screening from major streets** or noise-producing uses.
9. Install informational, educational, and wayfinding **signage**.

PRIORITY PARK IMPROVEMENTS

What outdoor recreation amenities would you like to see added in Santa Clara?

- **Sports Facilities** (~428)
  - Requests include basketball courts, tennis and pickleball courts, and open grass fields.
- **Playgrounds and Kid-Friendly Spaces** (~397)
  - Multiple mentions of modernized, inclusive, or nature-based playgrounds.
- **Trails and Walking Paths** (~191)
  - Many participants asked for walking paths, loop trails, trail connections, or places to walk safely.
- **Water Features** (~165)
  - A consistent theme includes splash pads, water play areas, or interactive fountains, especially for children.
- **Picnic & Gathering Areas** (~161)
  - Residents want picnic tables, shaded seating, and BBQ areas.
- **Nature and Quiet Spaces** (~134)
  - A few comments focus on nature preserves, quiet gardens, or butterfly/pollinator zones.
- **Dog Parks** (~86)
  - Several residents want more dog parks or expanded off-leash areas.

PRIORITY PARK IMPROVEMENTS

What indoor recreation facilities would you like to see added in Santa Clara?

- **Indoor Sports Facilities** (~80)
  - Indoor courts for activities such as:
    - Sports leagues
    - After-school programs
    - Summer camps
    - Enrichment classes
- **Aquatics Facilities** (~60)
  - Indoor swimming pools for:
    - Lap swimming
    - Water aerobics
    - Family swim
    - Swim lessons
- **Fitness and Wellness Spaces** (~45)
  - Spaces for fitness, group exercise, and mental wellness:
    - Gyms or fitness studios
    - Yoga/meditation rooms
    - Weight training and cardio rooms
- **Youth and Teen Spaces** (~30)
  - Dedicated indoor spaces for children and teens:
    - Recreation centers
    - Teen lounges
    - Game rooms (ping pong, foosball, etc.)
- **Multipurpose and Community Rooms** (~25)
  - Flexible indoor spaces for:
    - Classes and events
    - Meetings and rentals
    - Cultural programs
- **Inclusive and Accessible Amenities** (~15)
    - ADA-accessible
    - Senior-friendly
    - Culturally inclusive

PRIORITY PARK IMPROVEMENTS

What recreation programs would you and/or your household like to see improved or added?

- **Aquatics Programs** (~55)
  - Very high demand for expanded swimming opportunities:
    - More swim lessons (for kids, adults, and all skill levels)
    - Lap swimming
    - Open swim time
    - Family-oriented swim activities

- **Youth Enrichment & Sports Programs** (~40)
  - Desire for a broader range of activities for kids and teens:
    - Team sports (soccer, basketball, etc.)
    - STEM, arts, music, and dance
    - After-school or weekend enrichment programs

- **Adult and Senior Recreation** (~35)
  - Residents want more adult-specific offerings, especially for seniors:
    - Social gatherings, clubs, and games
    - Health and wellness education
    - Low-impact physical activity

- **Fitness & Wellness Programs** (~30)
  - Requests for programs that promote active lifestyles:
    - Group fitness (Zumba, aerobics, yoga)
    - Adult fitness or personal training
    - Outdoor fitness opportunities

- **Expanded Program Access** (~20)
  - Feedback suggests that current offerings are:
    - Too limited in capacity
    - Not at convenient times
    - Difficult to register for

- **Inclusive and Multigenerational Programming** (~15)
  - Several respondents mentioned the need for:
    - All-ages events and activities
    - Family-based recreation
    - Multilingual or culturally relevant programming

MOST POPULAR PARKS, FACILITIES & AMENITIES

ONLINE SURVEY 2 vs. WORKSHOP RESPONSES

Online Survey 2

- **Central Park**, **Henry Schmidt Park**, and **Mary Gomez Park & Pool** are the most used parks
- The **Community Recreation Center** is the most used indoor facility, followed by the **Senior Center** and then the **Youth and Teen Center**
- **Trails & walking paths**, **playgrounds**, and **Swimming pools** are the most used recreation amenities

Workshop

- **Central Park**, **Henry Schmidt Park**, **Steve Carli Park**, and **Live Oak Park** are the most used parks
- The **Senior Center** is the only facility reported
- **Lawn bowling**, **trails**, **tennis courts**, and **pickleball courts** are the most used recreation amenities

****Multi-use trails**, **swimming pools**, and **open space & conservations areas** were the top three priority amenities/facilities reported in the **statistically-valid survey.**

Appendix H: Statistically-Valid Survey Findings





City of Santa Clara, California 2024 Parks and Recreation Needs Assessment Survey Findings Report

Submitted to the City of Santa Clara, California by:

ETC Institute
725 W. Frontier Lane,
Olathe, KS 66061

January 2025

ETC INSTITUTE

Contents

Section 1: Executive Summary 1

Section 2: Charts and Graphs 9

Section 3: Benchmarks 48

Section 4: Priority Investment Ratings (PIR)..... 57

Section 5: I-S Analysis 65

Section 6: Tabular Data 69

Section 7: Survey Instrument 118

1 Executive Summary

Santa Clara, California
Parks and Recreation Needs Assessment Survey
Executive Summary

Overview

ETC Institute administered a parks and recreation needs assessment survey for the City of Santa Clara, California during the winter of 2024-2025. The purpose of the survey was to help determine parks and recreation priorities for the community.

Methodology

ETC Institute mailed a survey packet to a random sample of households throughout the City of Santa Clara. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Santa Clara from participating, everyone who completed the survey online was required to enter their home address prior to submitting their survey. ETC Institute then matched the addresses entered online with the addresses originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

A total of 342 households completed the survey. The overall results for the sample of 342 residents have a precision of at least +/-5.3% at the 95% level of confidence.

This report contains the following:

- Executive Summary with major findings (Section 1)
- Charts showing the overall results of the survey (Section 2)
- Benchmarks (Section 3)
- Priority Investment Ratings (PIR) (Section 4)
- Importance-Satisfaction Analysis (Section 5)
- Tabular data showing the overall results for all questions on the survey (Section 6)
- A copy of the cover letter and survey instrument (Section 7)

The major findings of the survey are summarized in the following pages.

Facilities/Programs Use

Facilities Use: Ninety-two percent (92%) of respondents indicated that they have visited a facility in the past year. 15% visit the parks/facilities more than 5 times a week, 33% visit the parks/facilities 2-4 times a week, 17% visit once a week, 19% visit 1-3 times a month, and 16% visit less than once a month. 9% rated the physical condition excellent, 55% rated the physical condition good, 28% rated fair, and 7% rated poor. The common reasons that respondents were using the facilities were: walk for exercise (78%), play on a playground (31%), and participate in a program/attend an event league (29%).

Programs Use: Thirty-nine percent (39%) of respondents indicated that they have participated in a program/activity in the past year. 18% rated the programs/activities excellent, 56% rated the programs/activities good, 24% rated fair, and 2% rated poor. The barriers that have prevented them from participating in programs/activities more often are: program times are not convenient (31%), old & outdated facilities (25%), and I don't know what is offered (25%).

Outside Organizations

Respondents selected the organizations they use for programs/activities in the past year. The commonly used organizations were: City of Santa Clara (67%), neighboring cities (41%), and Santa Clara County (34%). The reasons why respondents may have used other organizations for recreation programs/activities were: program times are more convenient (29%), offers programs that I am interested in (29%), and newer facilities (21%).

Communication

The most used resources that respondents used most to keep up with the parks and recreation services are: city activity guide (69%), city website (51%), and banners at parks or city facilities (42%). Based on the sum of top three choices, the commonly used resources were: city activity guide (49%), city website (37%), and email/eBlasts from city (35%).

Benefits, Importance, and Improvements to Parks and Recreation

Agreement: Respondents rated their level of agreement with the statements about some potential benefits of the City's parks and recreation services. The most agreed statements were: makes Santa Clara a more desirable place to live (80%), preserves open space & protects the environment (79%), and improves my (my household's) physical health & fitness (78%). Based on the sum of top 4 choices, the statements/benefits most important to households are: improves my (my household's) mental health & reduces stress (48%), improves my (my household's) physical health & fitness (45%), and makes Santa Clara a more desirable place to live (42%).

Funding for Improvements/Additions: Based on the sum of top 4 choices, the actions (listed in the survey) that respondents are most willing to fund are: general repair & increase maintenance of parks & facilities (42%), develop new trail & bike lane connections (30%), and improve existing aquatic facilities (28%).

Additional Finding

Satisfaction: 14% were very satisfied with the overall value received from parks and recreation services, 37% were satisfied with the overall value received from parks and recreation services, 31% were neutral, 13% were dissatisfied, and 5% were very dissatisfied.

Single/Multi-Day Event Concepts: Based on the sum of top three choices, the single/multi-day event concepts that respondents are most interested in participating are: food events (64%), entertainment (45%), and holiday celebrations (33%).

Recreation Facilities/Amenities Needs and Priorities

Facility Needs: Respondents were asked to identify if their household had a need for 23 recreation facilities and amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest "unmet" need for various facilities.

The three facilities with the highest percentage of households that have an unmet need:

1. Multi-use trails
2. Open space & conservation areas
3. Picnic areas & shelters

Facility Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four facilities that ranked most important to residents:

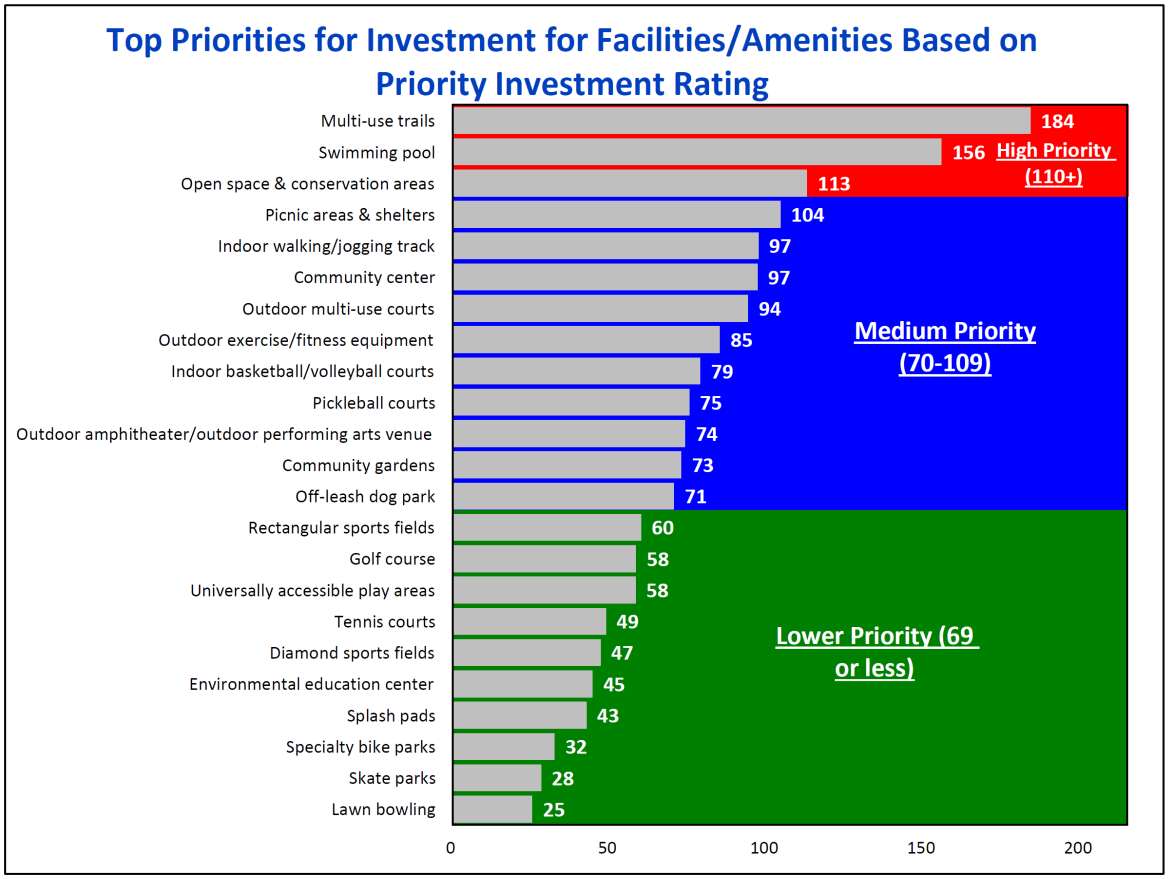
1. Multi-use trails
2. Swimming pool
3. Open space & conservation areas
4. Picnic areas & shelters

Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facilities. [Details regarding the methodology for this analysis are provided in Section 4 of this report.]

Based the Priority Investment Rating (PIR), the following facilities were rated as high priorities for investment:

- Multi-use trails (PIR=184)
- Swimming pool (PIR=156)
- Open space & conservation areas (PIR=113)

The chart on the next page shows the Priority Investment Rating for each of the 23 facilities assessed in the survey.



Recreation Programs/Activities Needs and Priorities

Programs Needs: Respondents were asked to identify if their household had a need for 23 recreation programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest "unmet" need for various facilities.

The three programs with the highest percentage of households that have an unmet need:

1. Fitness & wellness programs
2. Community special events
3. Outdoor recreation

Program Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four facilities that ranked most important to residents:

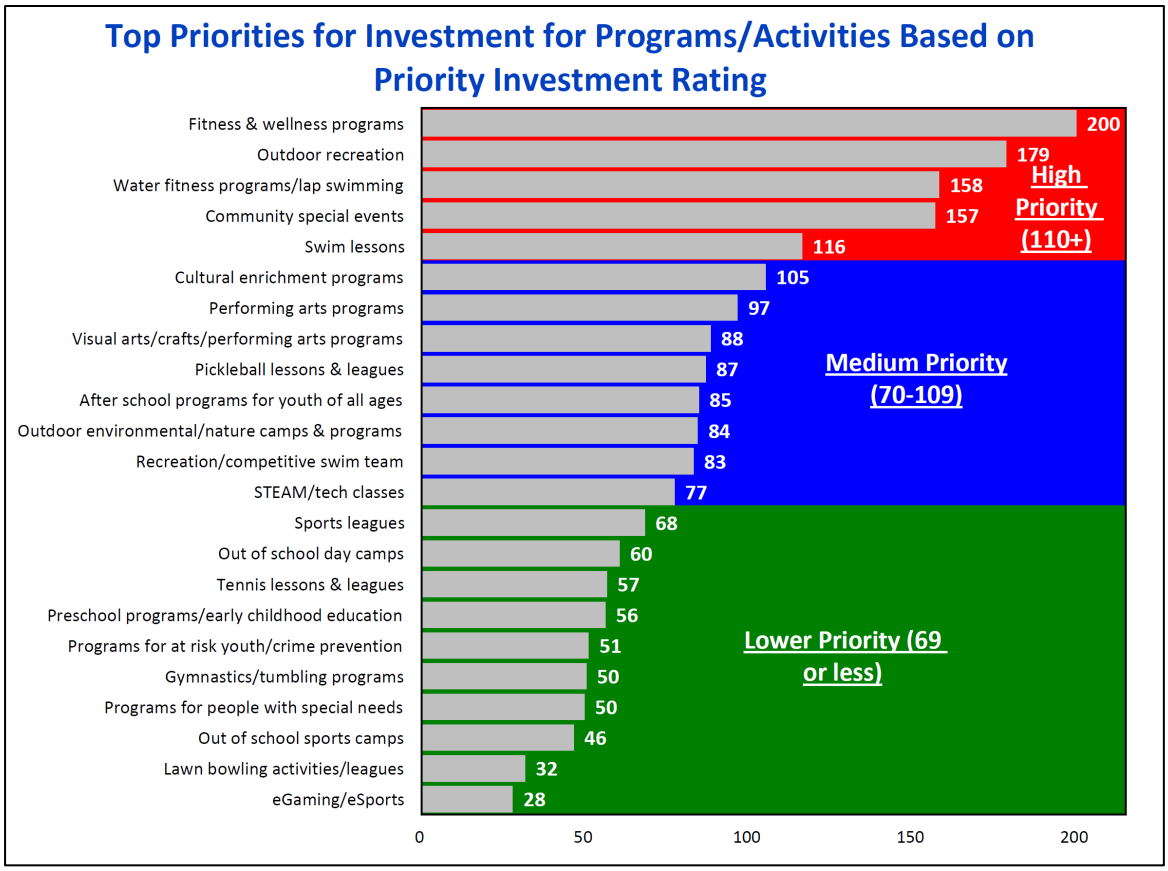
1. Fitness & wellness programs
2. Outdoor recreation
3. Water fitness programs/lap swimming
4. Community special events

Priorities for Program Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the programs. [Details regarding the methodology for this analysis are provided in Section 4 of this report.]

Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Fitness & wellness programs (PIR=200)
- Outdoor recreation (PIR=179)
- Water fitness programs/lap swimming (PIR=158)
- Community special events (PIR=157)
- Swim lessons (PIR=116)

The chart below shows the Priority Investment Rating for each of the 23 programs assessed in the survey.


Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating
Fitness & wellness programs
Outdoor recreation
Water fitness programs/lap swimming
Community special events
Swim lessons
Cultural enrichment programs
Performing arts programs
Visual arts/crafts/performing arts programs
Pickleball lessons & leagues
After school programs for youth of all ages
Outdoor environmental/nature camps & programs
Recreation/competitive swim team
STEAM/tech classes
Sports leagues
Out of school day camps
Tennis lessons & leagues
Preschool programs/early childhood education
Programs for at risk youth/crime prevention
Gymnastics/tumbling programs
Programs for people with special needs
Out of school sports camps
Lawn bowling activities/leagues
eGaming/eSports
200
179
158
157
116
105
97
88
87
85
84
83
77
68
60
57
56
51
50
50
46
32
28
High Priority (110+)
Medium Priority (70-109)
Lower Priority (69 or less)
0
50
100
150
200

Investment Priorities

Recommended Priorities. In order to help the City identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each maintenance item and the level of satisfaction with each maintenance item. By identifying the items of high importance and low satisfaction, the analysis identified which item will have the most impact on overall satisfaction with the maintenance items in the future. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in the items with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 5 of this report.

Overall Priorities for the Maintenance by Major Category. This analysis reviewed the importance of and satisfaction with the maintenance. Based on the results of this analysis, the items that are recommended as the top priorities in order to raise the parks overall satisfaction rating are listed below:

- Restroom maintenance (I-S=0.1858)
- Path/trail (paved) maintenance (I-S=0.1495)
- Graffiti removal/vandalism repair (I-S=0.1439)
- Trash/litter/waste pickup (I-S=0.1274)

The table below shows the Importance-Satisfaction rating for the eighteen major categories of the maintenance that were rated.

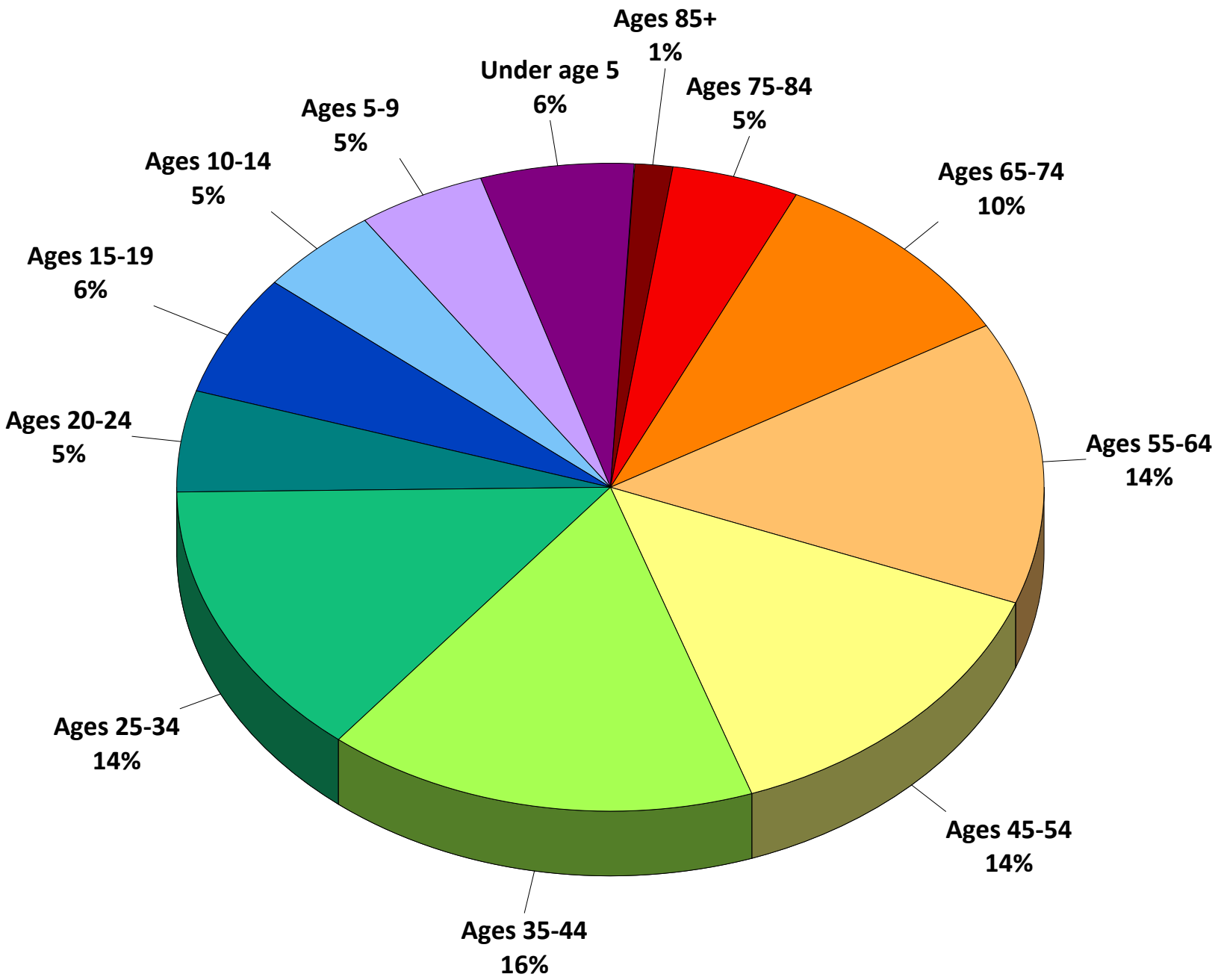
2024 Importance-Satisfaction Rating
Santa Clara, California
Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Restroom maintenance	29%	2	36%	17	0.1858	1
Path/trail (paved) maintenance	34%	1	56%	5	0.1495	2
Graffiti removal/vandalism repair	27%	4	46%	11	0.1439	3
Trash/litter/waste pickup	27%	3	52%	7	0.1274	4
Medium Priority (IS <.10)						
Community/recreation/senior center maintenance	17%	6	48%	10	0.0868	5
Playground safety & maintenance	21%	5	60%	2	0.0850	6
Pool/splash pad/spray ground maintenance	12%	15	32%	18	0.0805	7
Athletic field maintenance	13%	10	45%	13	0.0724	8
Waterways/rivers/streams	13%	11	44%	14	0.0719	9
Natural area/conservation area management	14%	7	51%	8	0.0695	10
Trail (non-paved) maintenance	13%	9	51%	9	0.0663	11
Athletic outdoor court maintenance	12%	13	45%	12	0.0655	12
Urban forest/tree maintenance	13%	12	54%	6	0.0583	13
Pavilion/picnic area maintenance	13%	8	57%	4	0.0580	14
Landscape care (flower beds)	12%	14	57%	3	0.0513	15
Dog park (off leash) maintenance & care	8%	17	40%	15	0.0501	16
Mowing	11%	16	60%	1	0.0442	17
Specialized facility maintenance	2%	18	38%	16	0.0131	18

2 Charts and Graphs

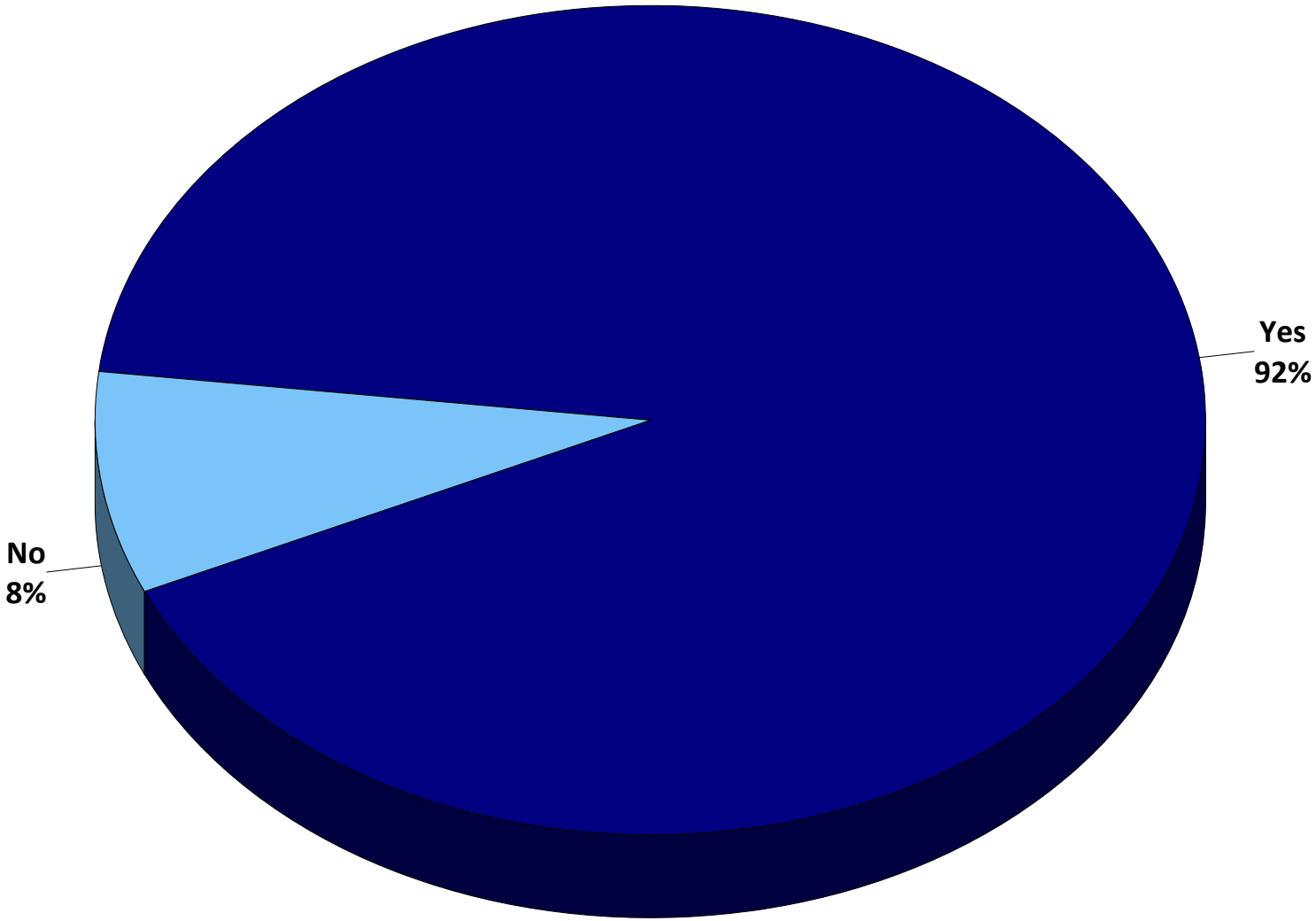
Q1. Including yourself, how many people in your household are...

by percentage of persons in household



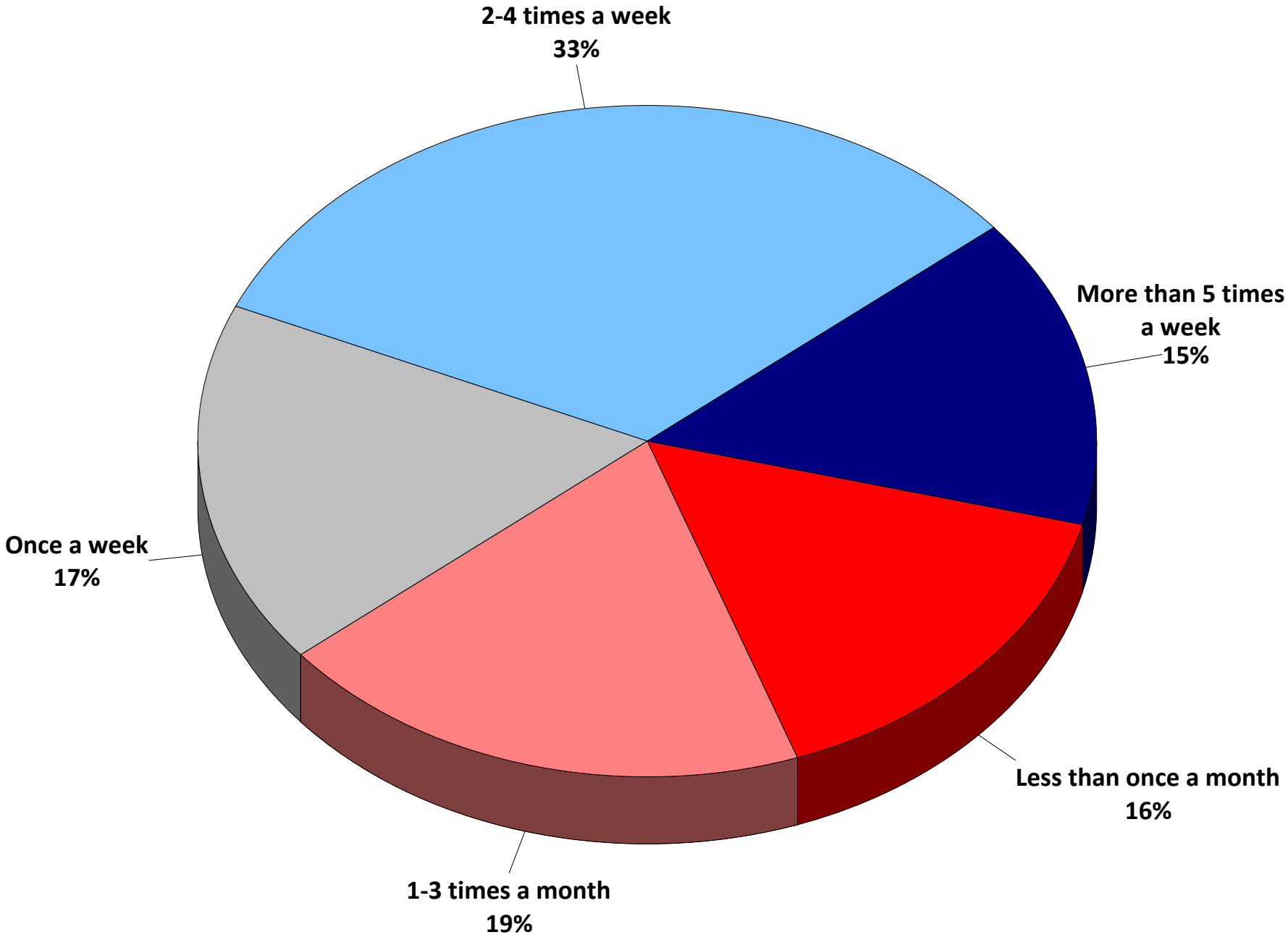
Q2. Have you/your household visited any parks or recreation facilities offered by the City of Santa Clara during the past year?

by percentage of respondents



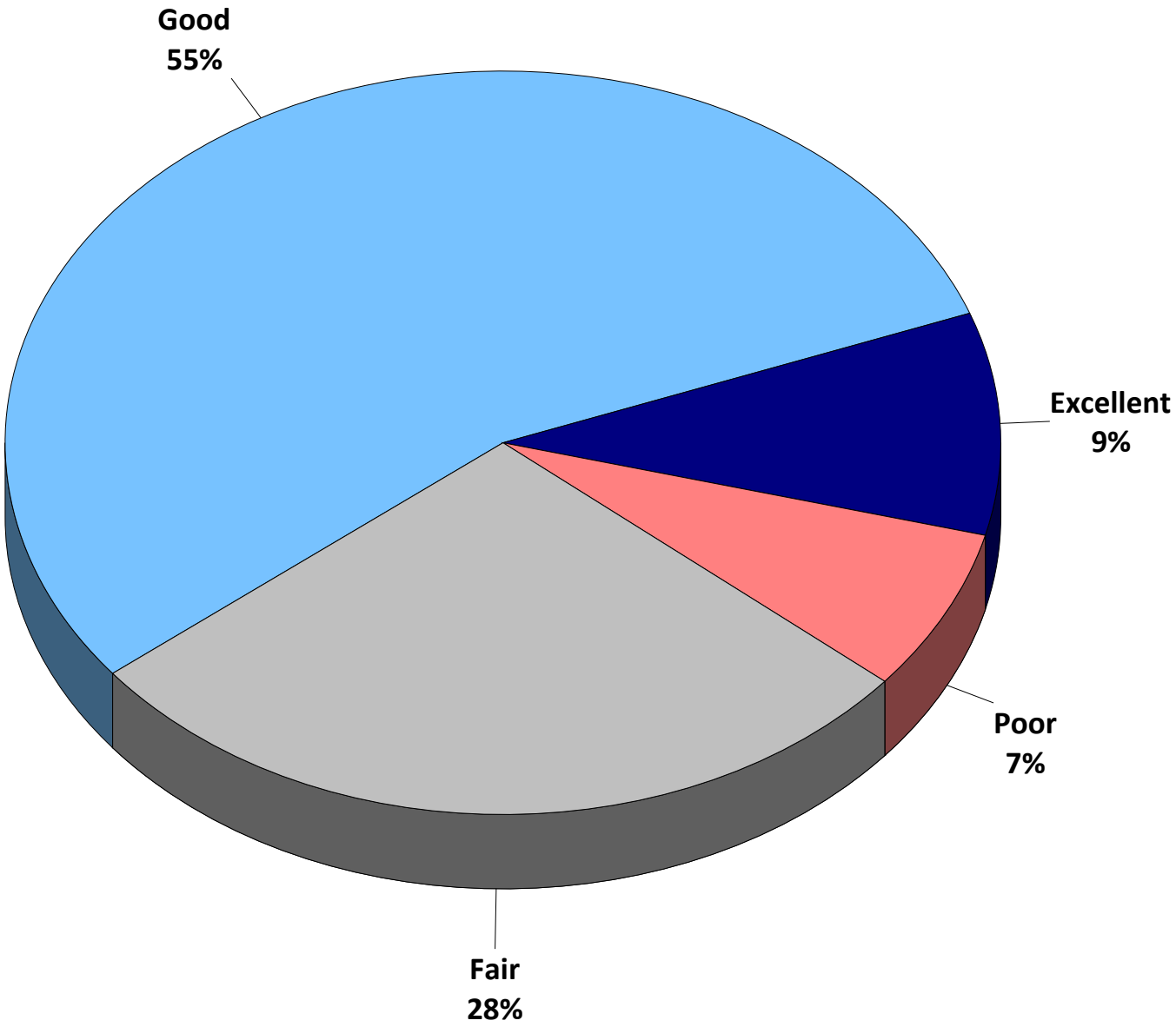
Q2a. How often do you visit Santa Clara parks and/or recreation facilities?

by percentage of respondents who responded "YES" to Q2 (excluding "don't know")



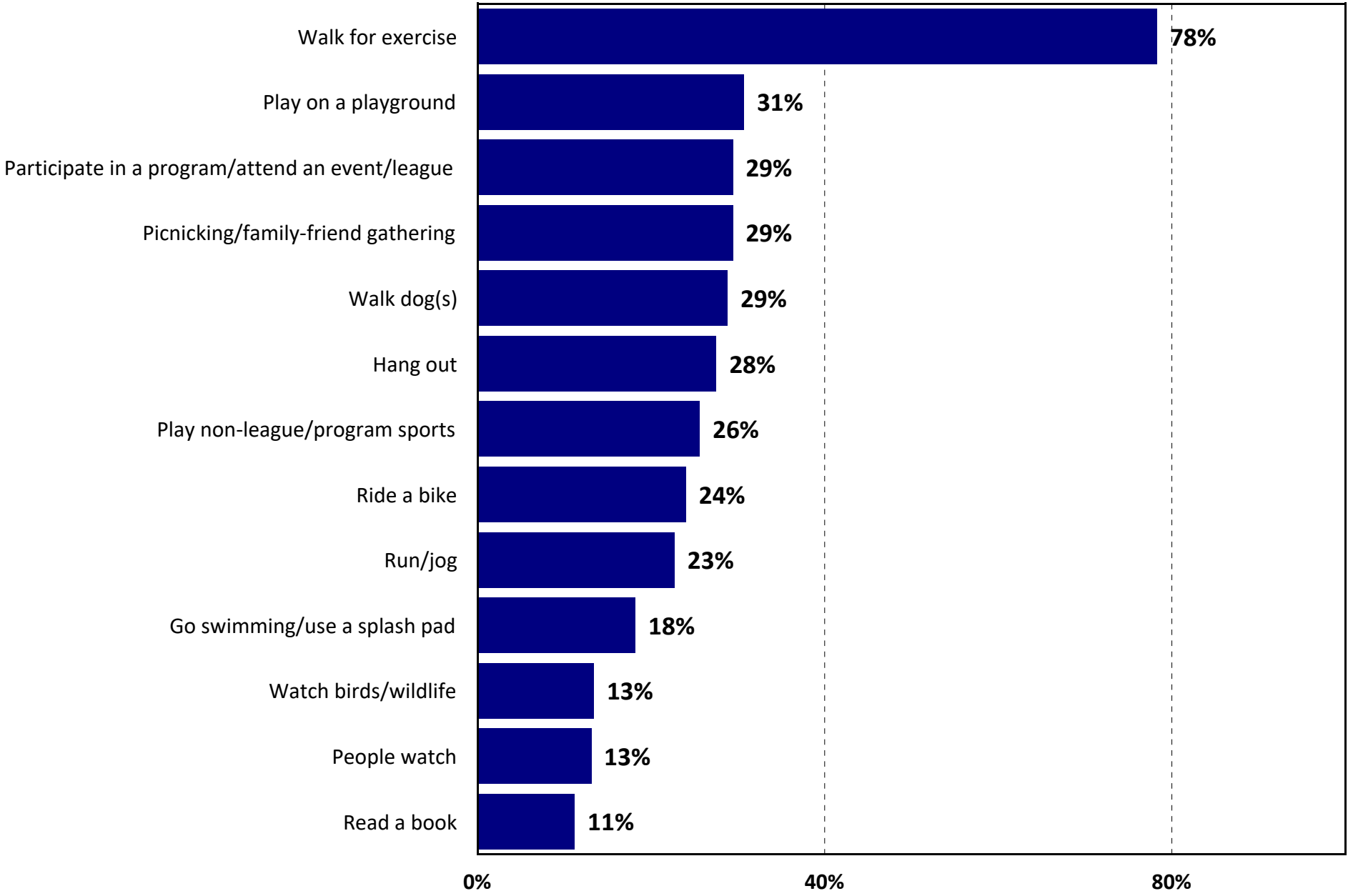
Q2b. Overall, how would you rate the physical condition of all the parks and recreation facilities you have visited?

by percentage of respondents who responded “YES” to Q2 (excluding "not provided”)



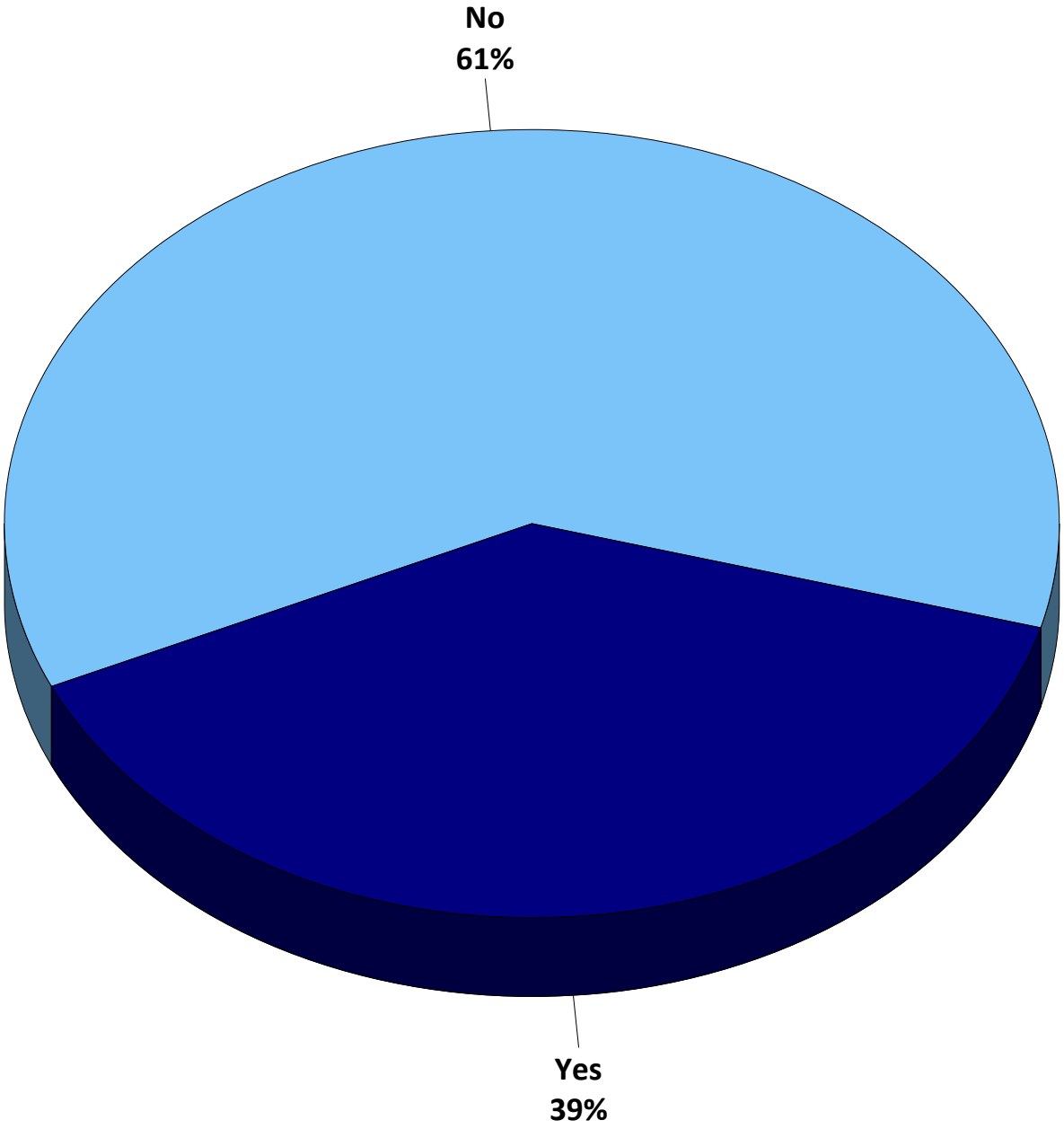
Q2c. Please check all the following reasons that you/your household currently use the parks and recreation facilities.

by percentage of respondents who responded "YES" to Q2 (multiple selections could be made)



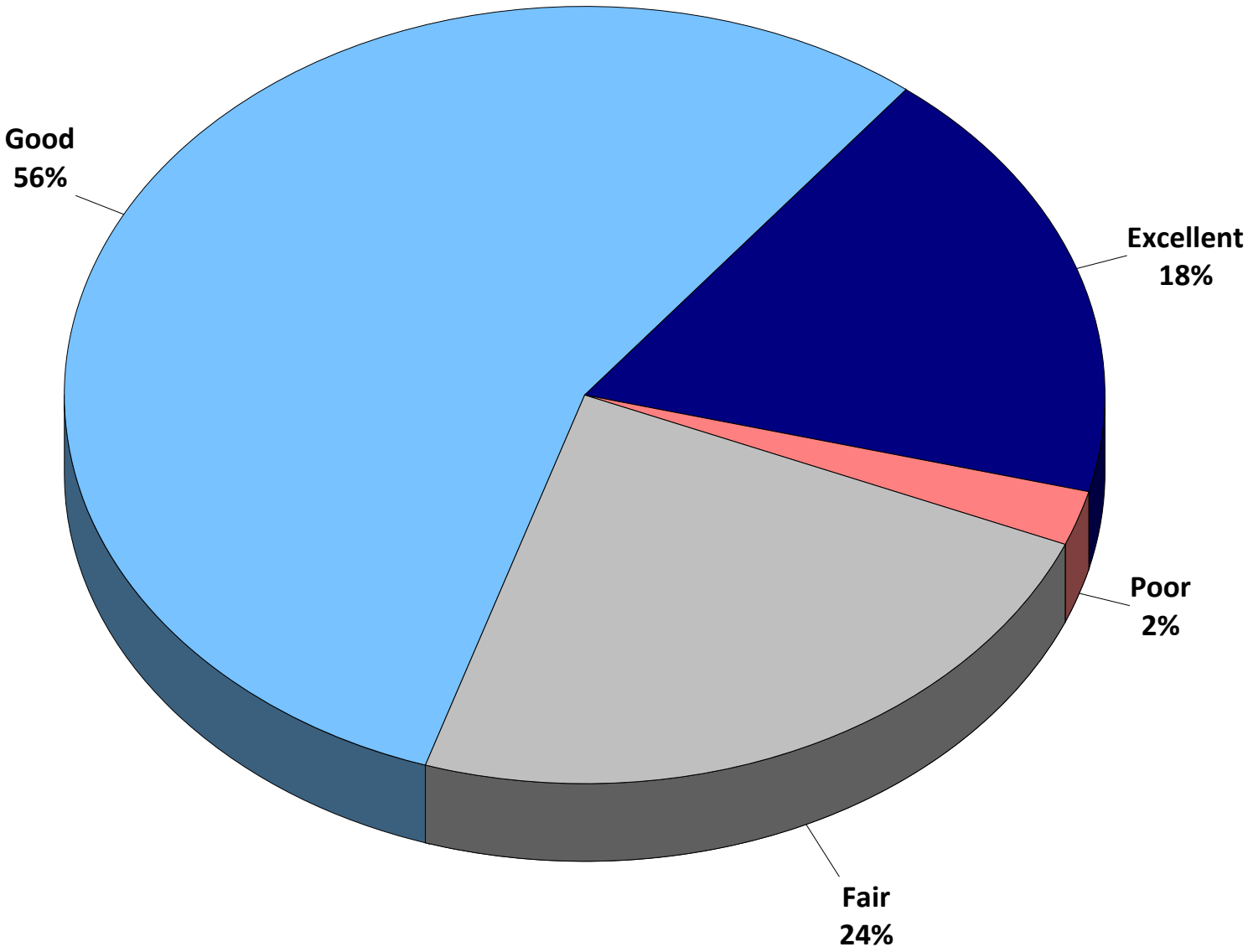
Q3. Has your household participated in any recreation programs/activities during the past year?

by percentage of respondents



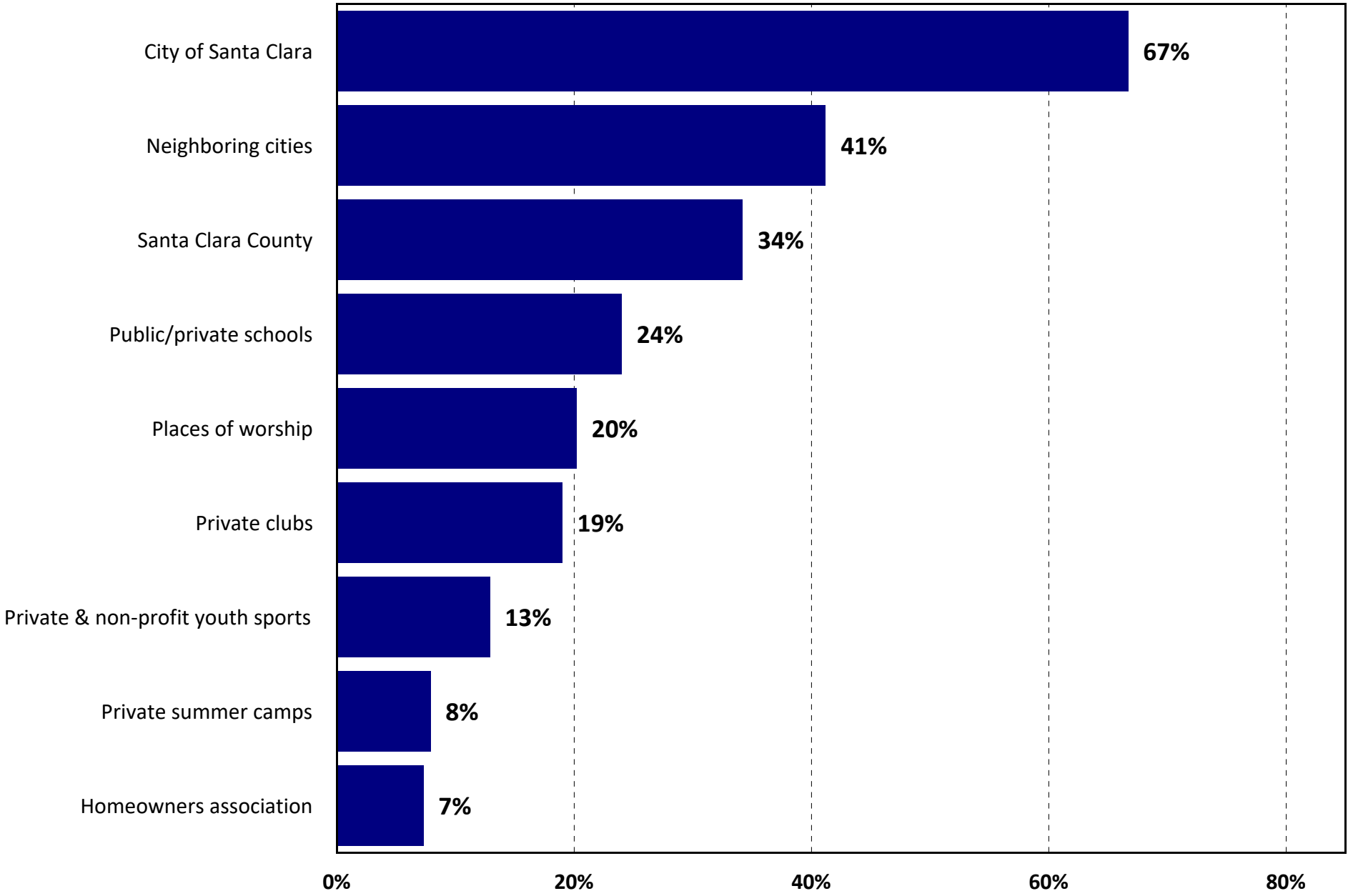
Q3a. How would you rate the overall quality of the City of the recreation programs and/or activities in which your household has participated?

by percentage of respondents who responded "YES" to Q3 (excluding "not provided")



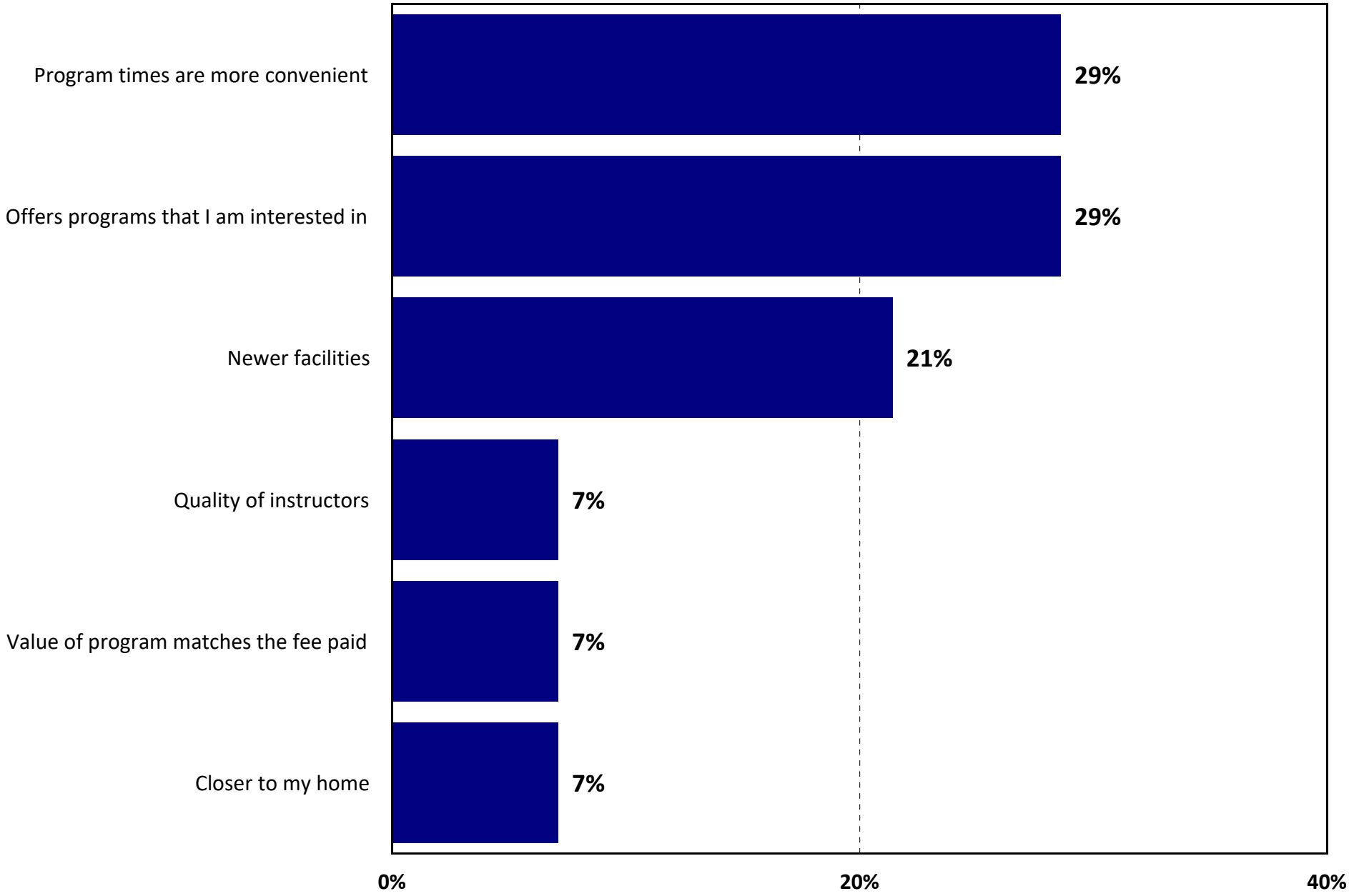
Q4. From the following list, please check all the organizations that you/your household have used for recreation programs/activities during the past year.

by percentage of respondents (multiple selections could be made)



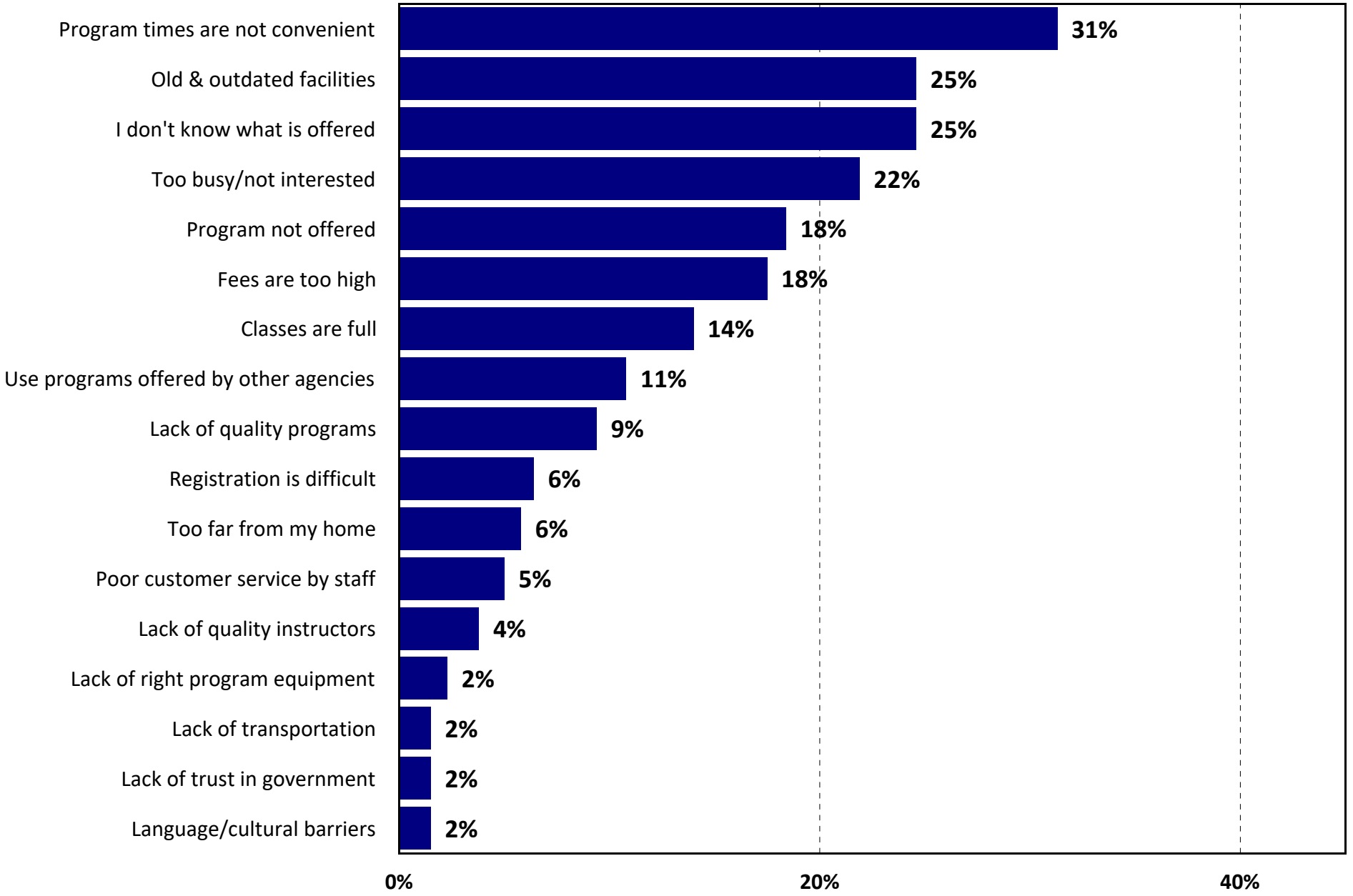
Q4a. If you/your household have used other organizations for recreation programs/activities, please check all the following reasons as to why you do so.

by percentage of respondents (multiple selections could be made)



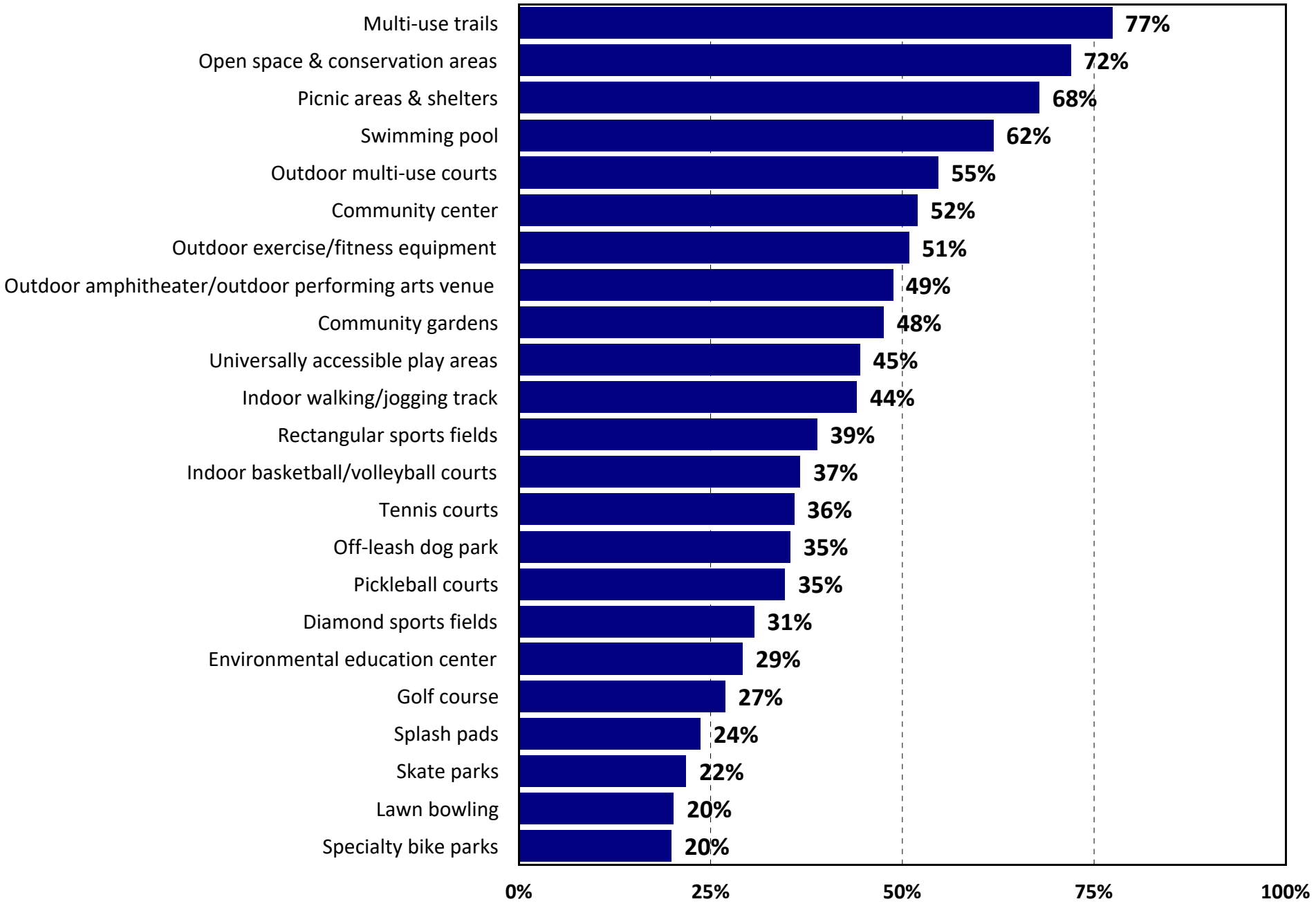
Q5. Please check all the following reasons that prevent you/your household from participating in the City of Santa Clara recreation programs/activities more often.

by percentage of respondents (multiple selections could be made)



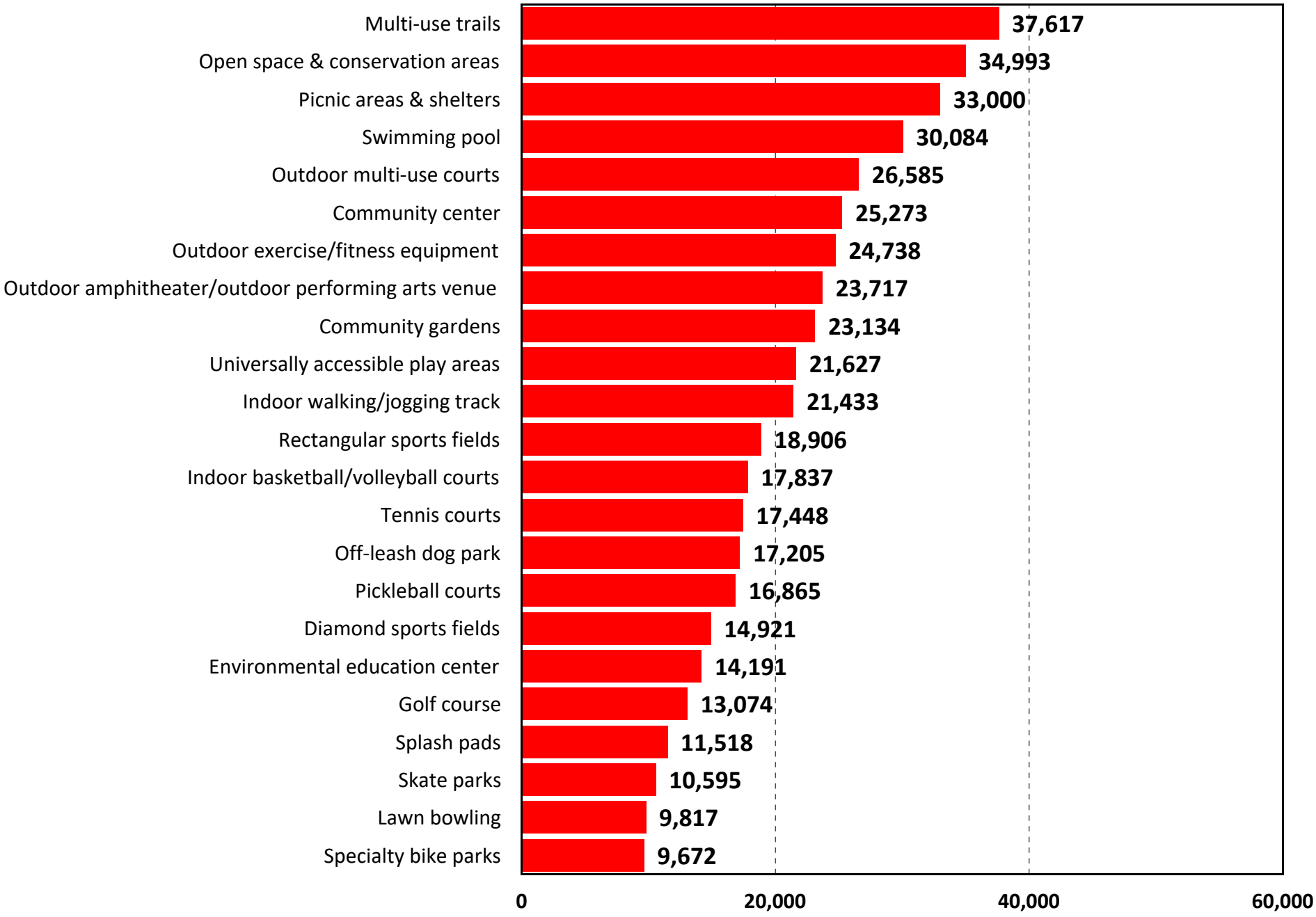
Q6. Households that have a need for various facilities/amenities.

by percentage of respondents who indicated need



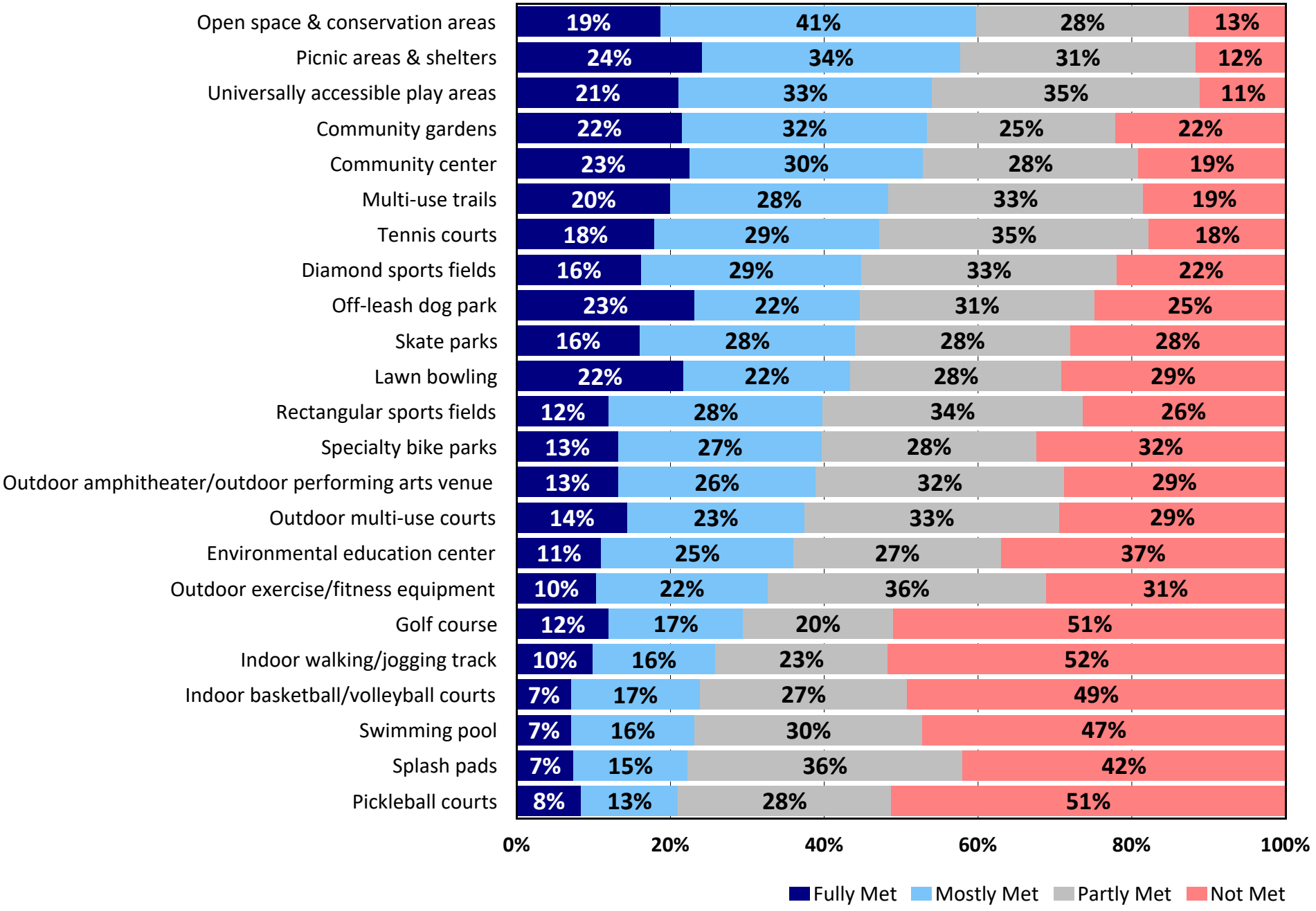
Q6b. Estimated number of households who have a need for facilities/amenities.

by number of households based on an estimated 48,601 households in the City of Santa Clara



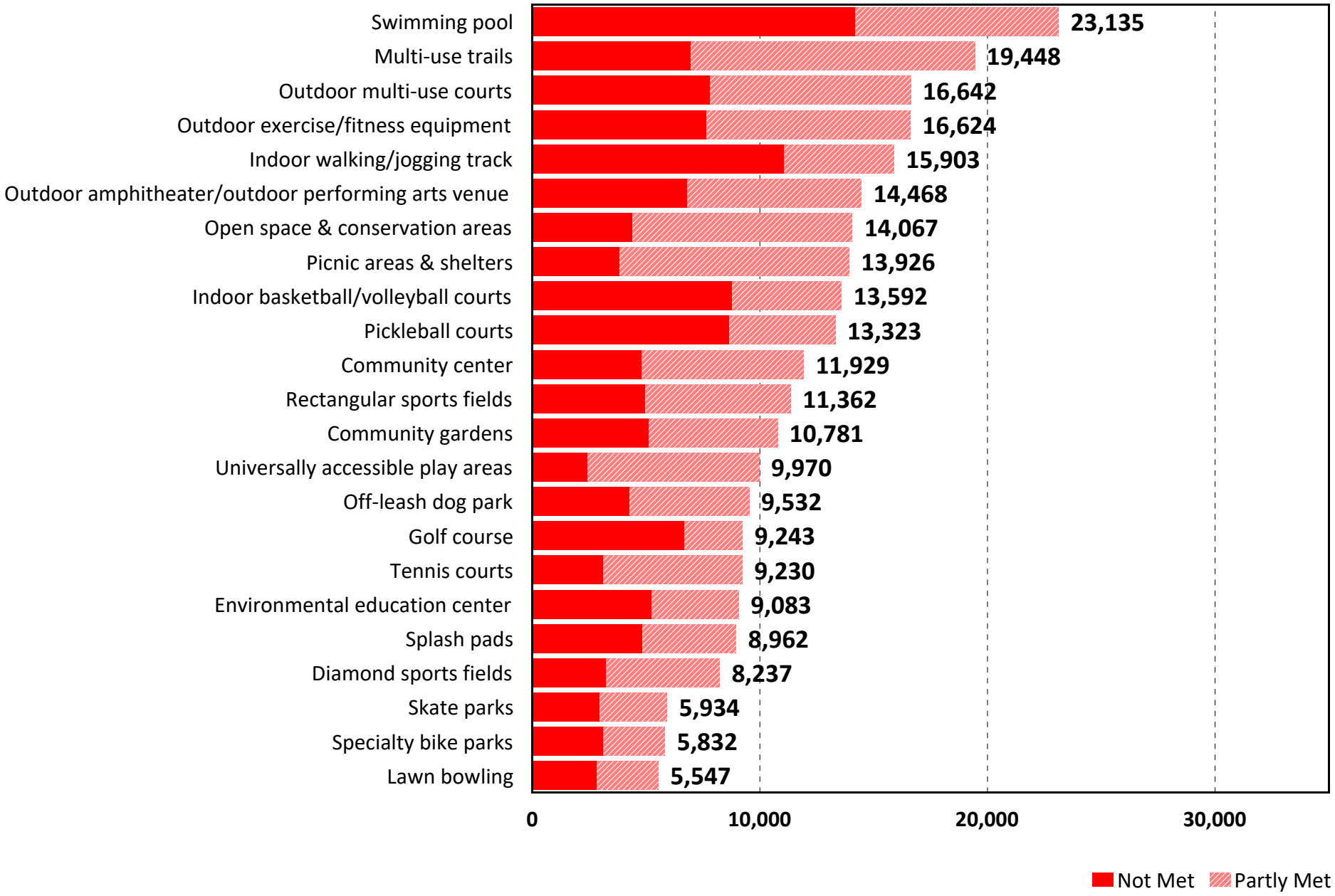
Q6c. How well needs are being met for various facilties/amenities.

by percentage of respondents (excluding "no need")



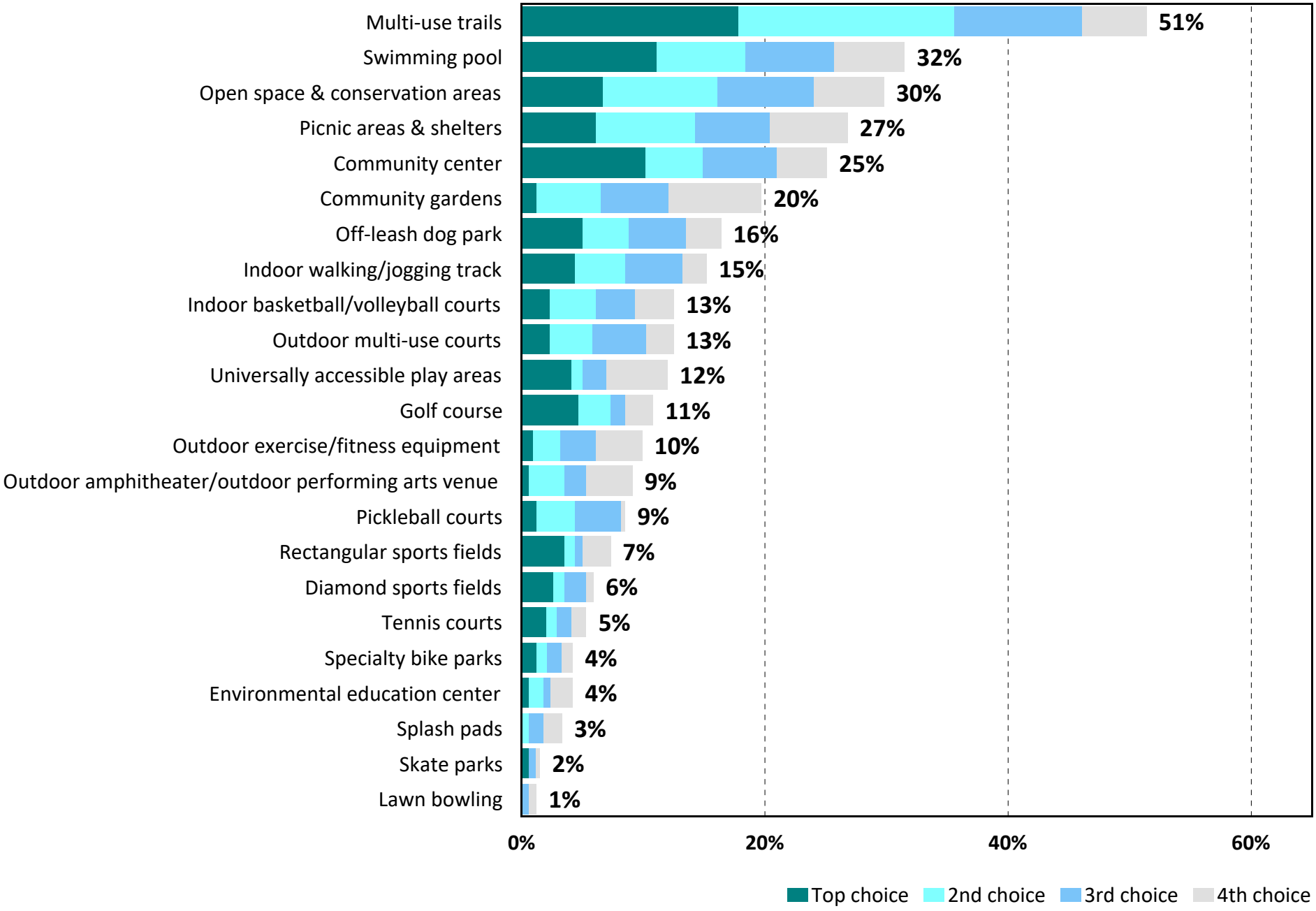
Q6d. Estimated number of households in Santa Clara whose facility/amenity needs are only “partly met" or “not met”.

by number of households with need based on an estimated 48,601 households in the City of Santa Clara



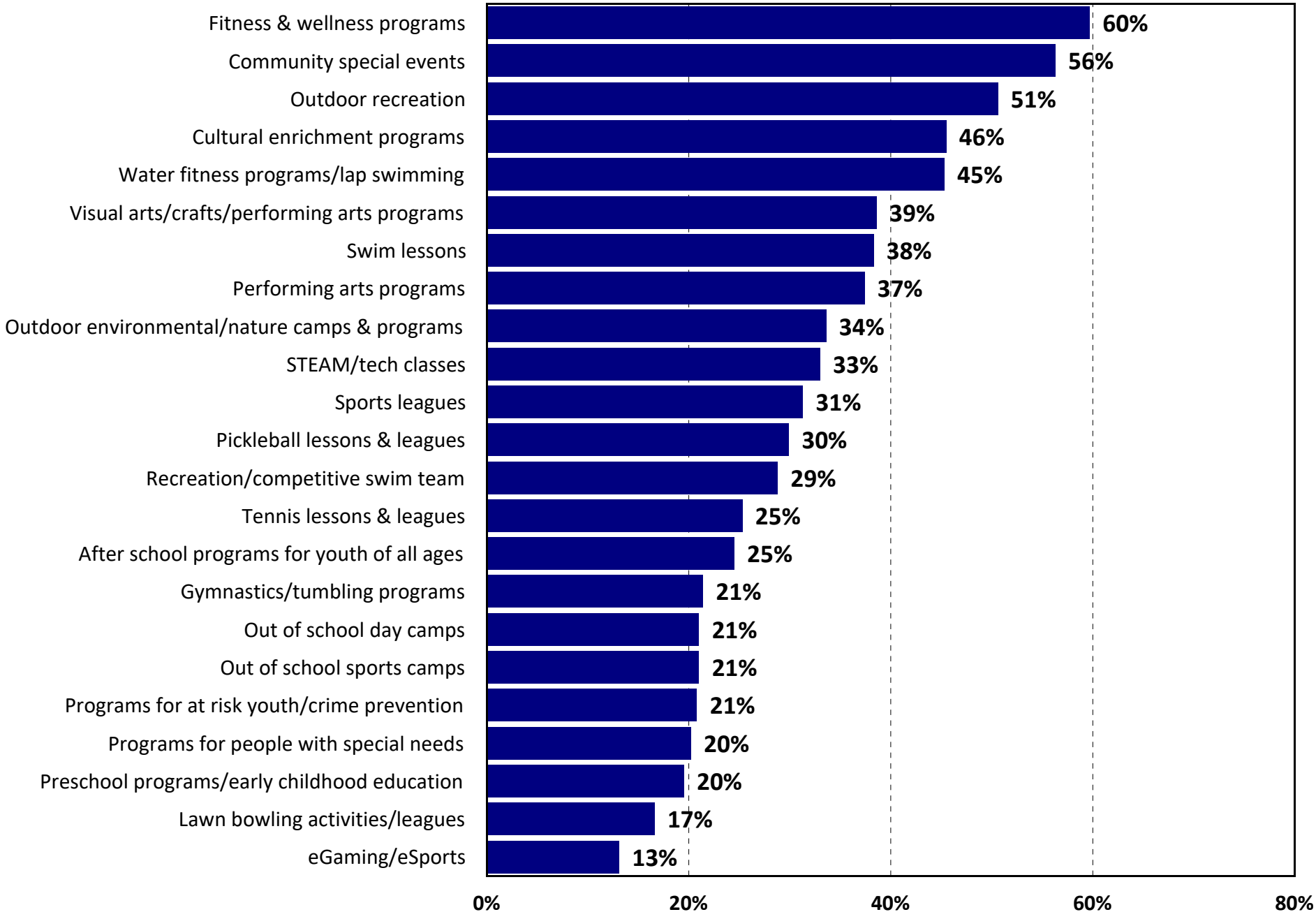
Q7. Which four facilities/amenities are most important to your household?

by percentage of respondents who selected the items as one of their top four choices



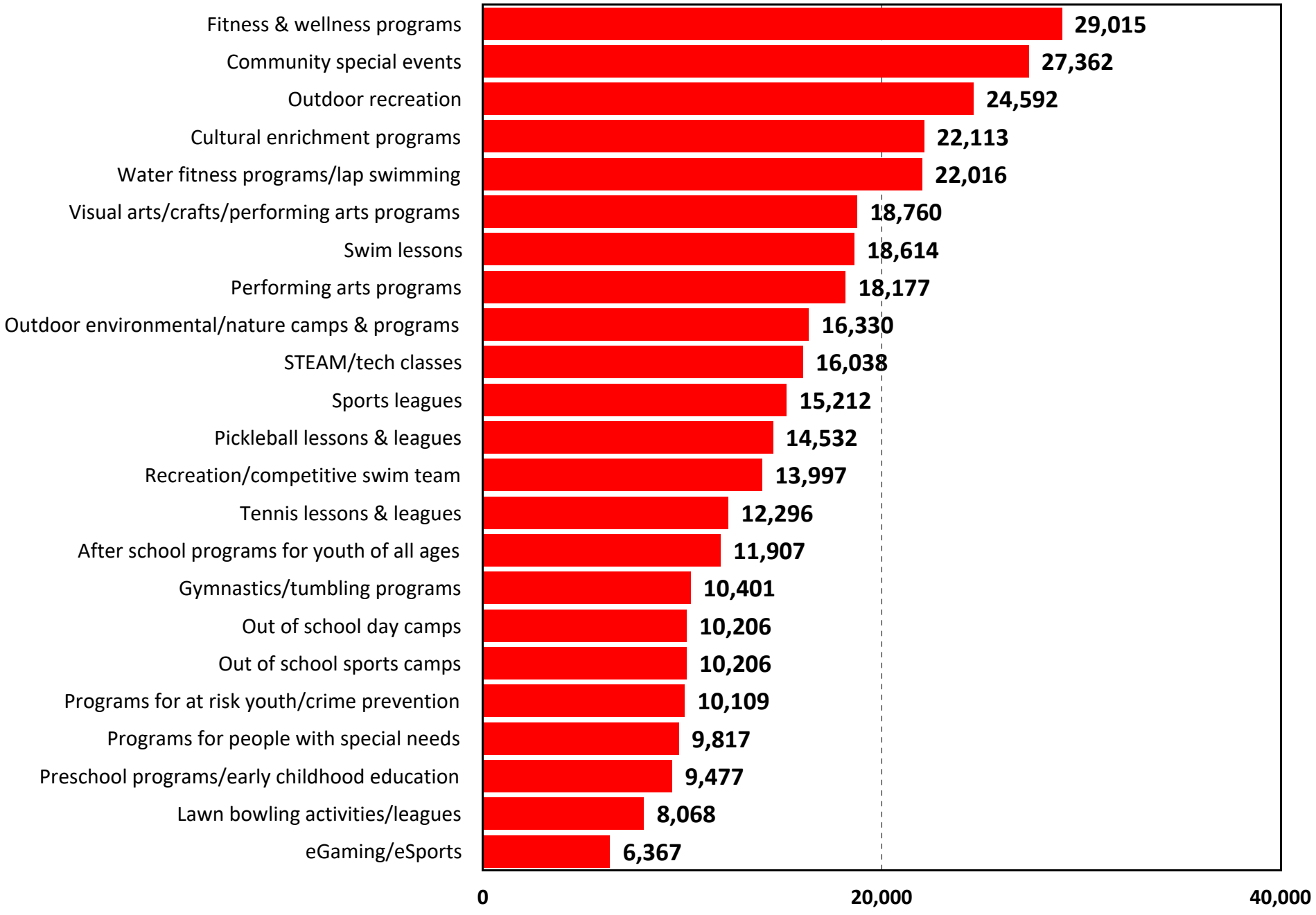
Q8. Households that have a need for various programs/activities.

by percentage of respondents who indicated need



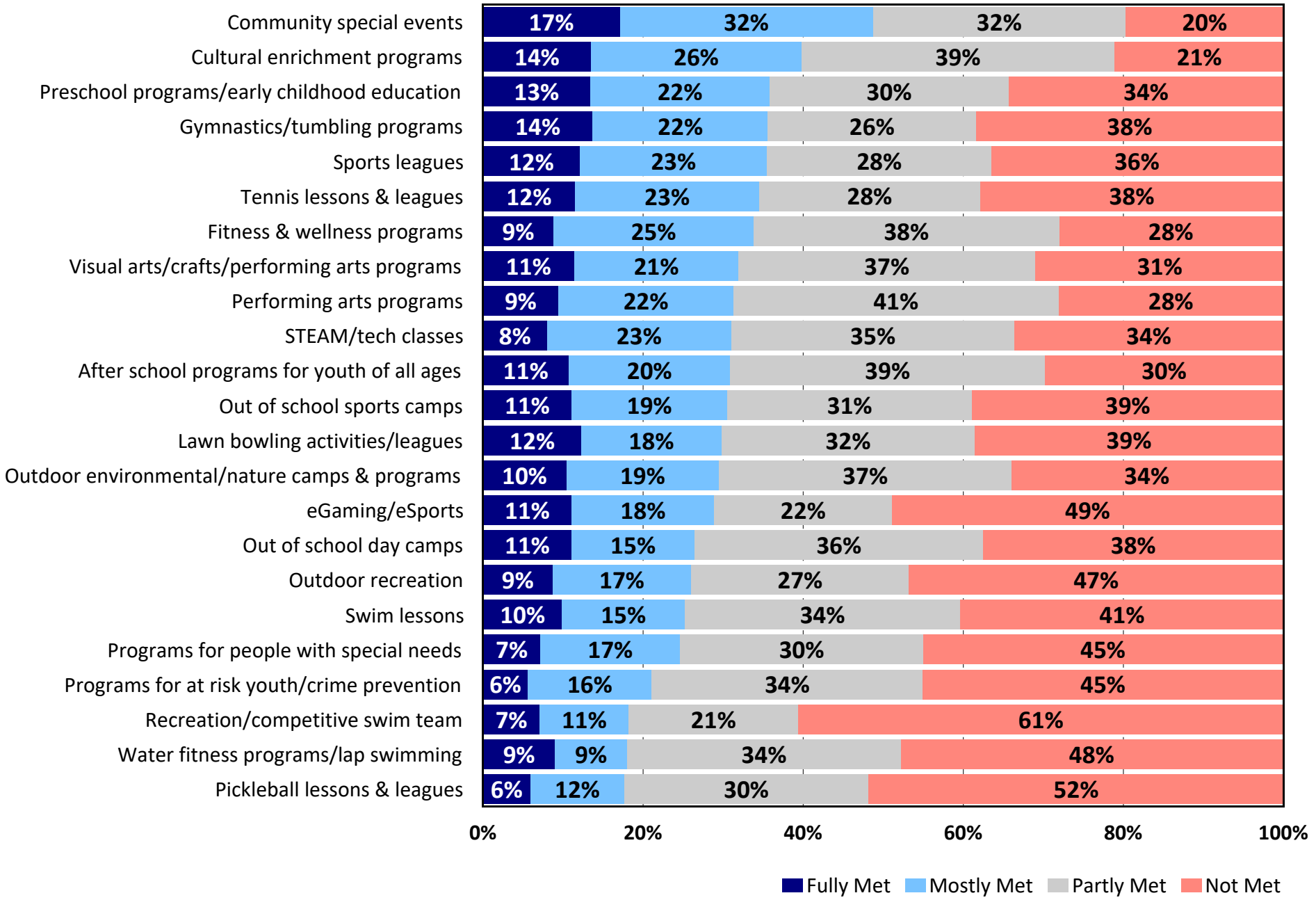
Q8b. Estimated number of households who have a need for programs/activities.

by number of households based on an estimated 48,601 households in the City of Santa Clara



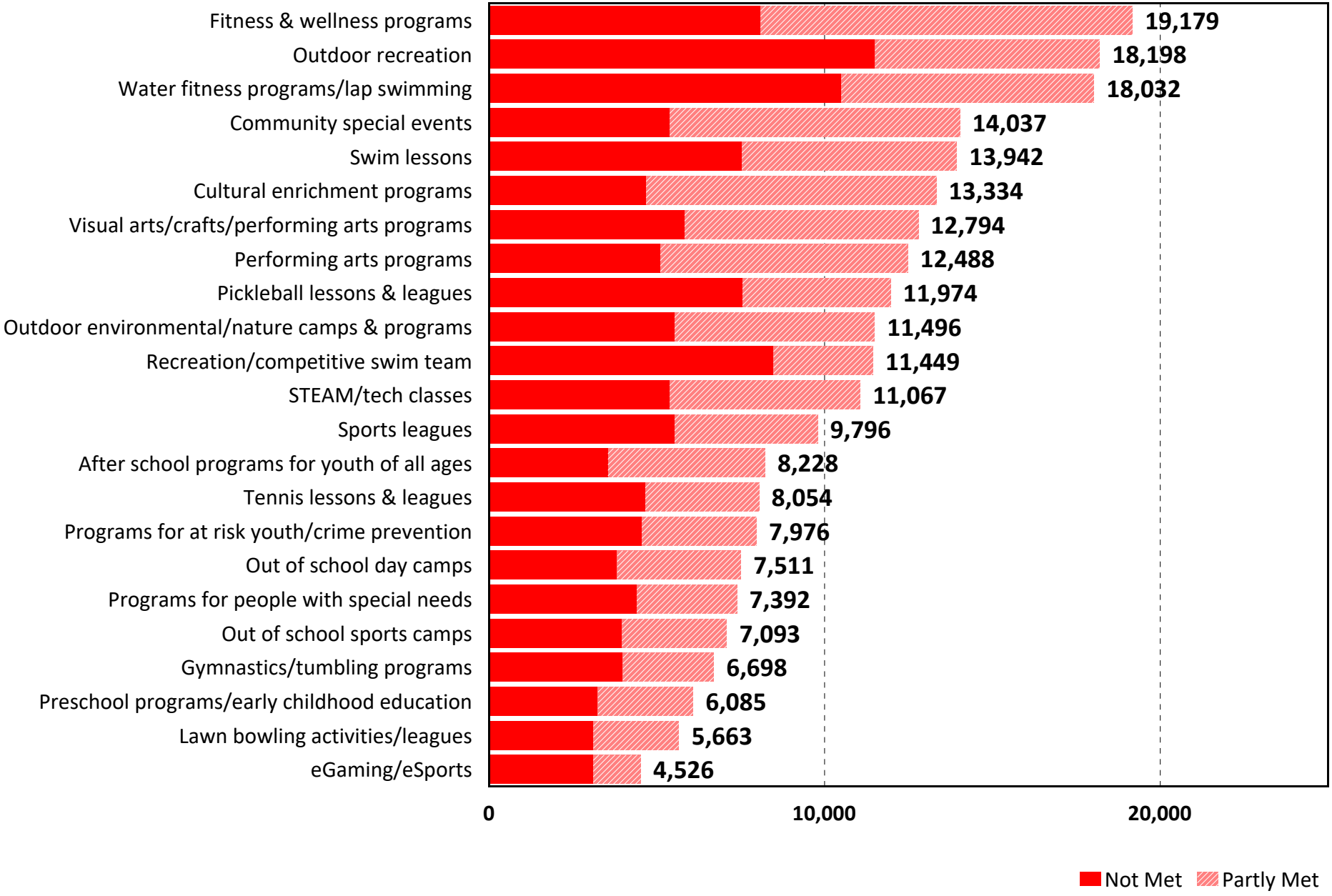
Q8c. How well needs are being met for various programs/activities.

by percentage of respondents (excluding "no need")



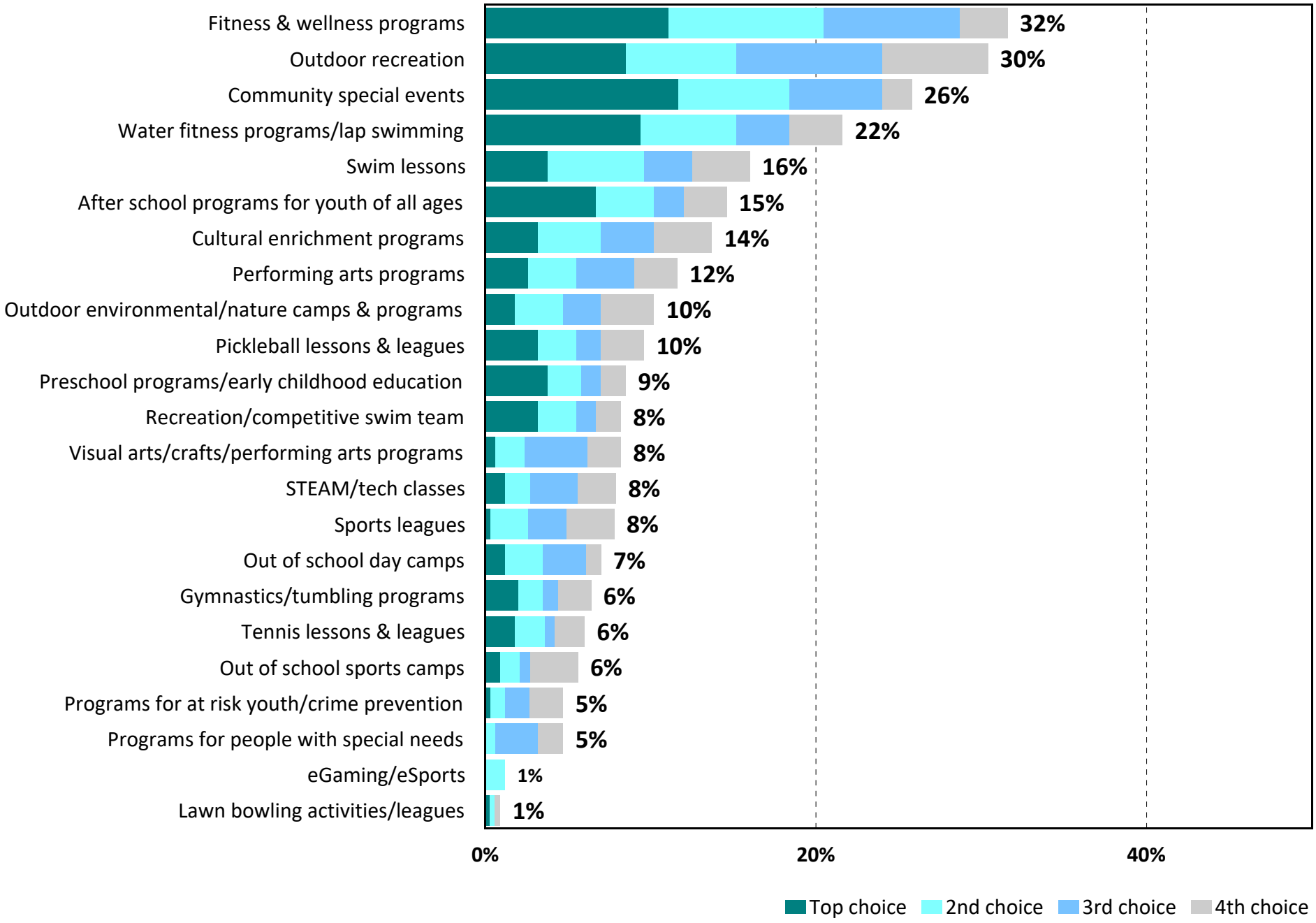
Q8d. Estimated number of households in Santa Clara whose program/activity needs are only “partly met" or “not met”.

by number of households with need based on an estimated 48,601 households in the City of Santa Clara



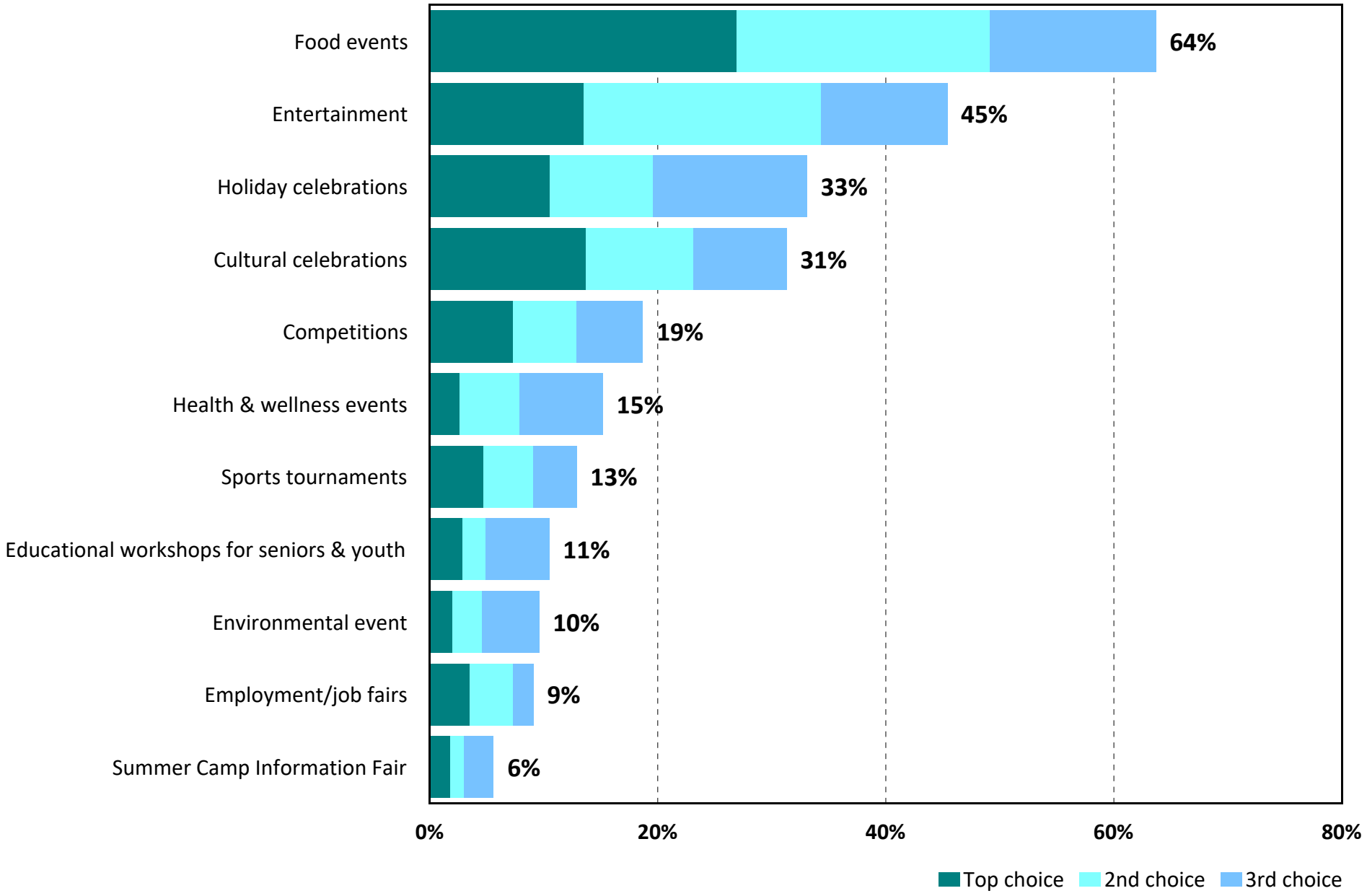
Q9. Which four programs/activities are most important to your household?

by percentage of respondents who selected the items as one of their top four choices



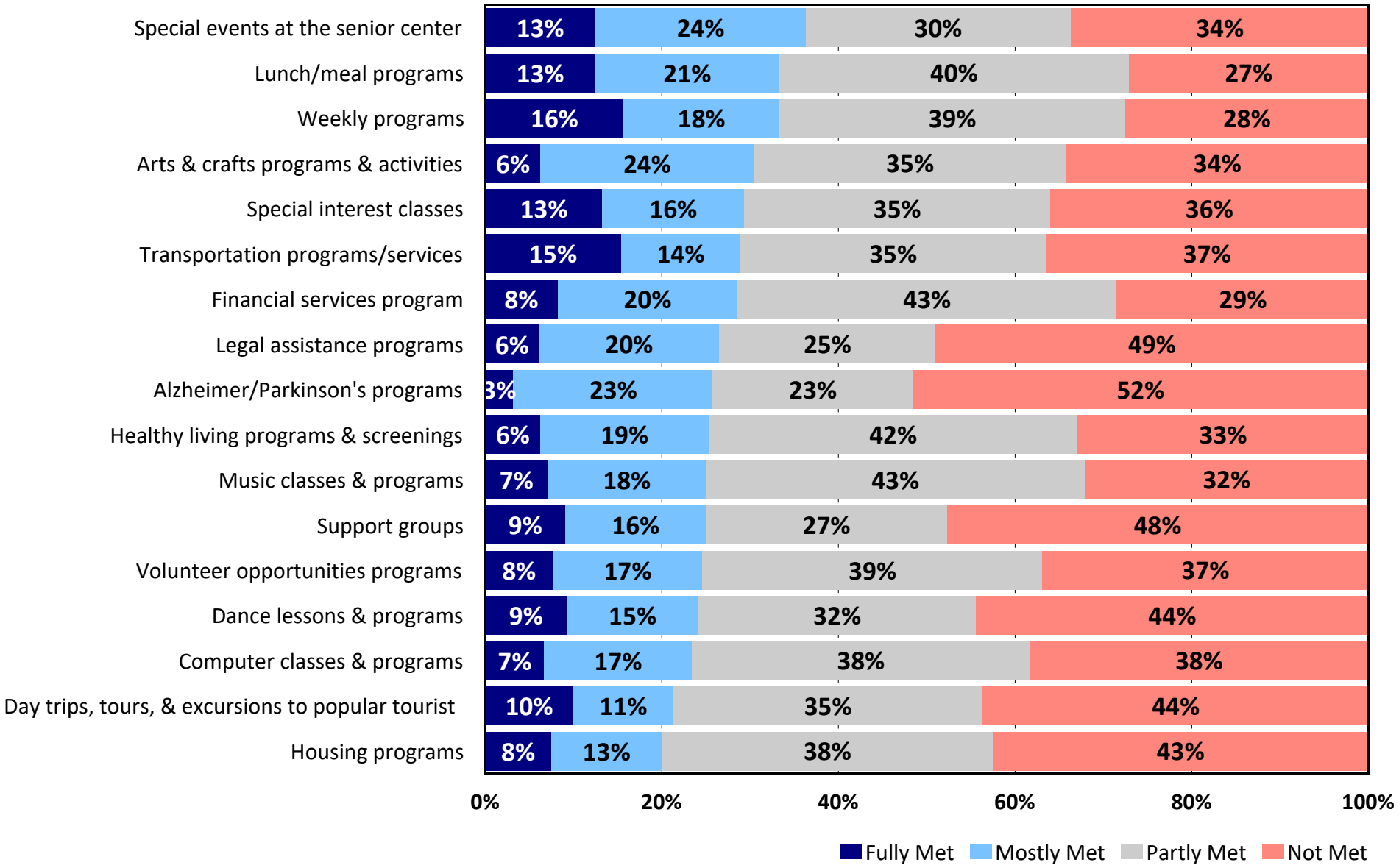
Q10. From the list below, which three of the single or multi-day event concepts would you/your household be most interested in participating?

by percentage of respondents who selected the items as one of their top three choices



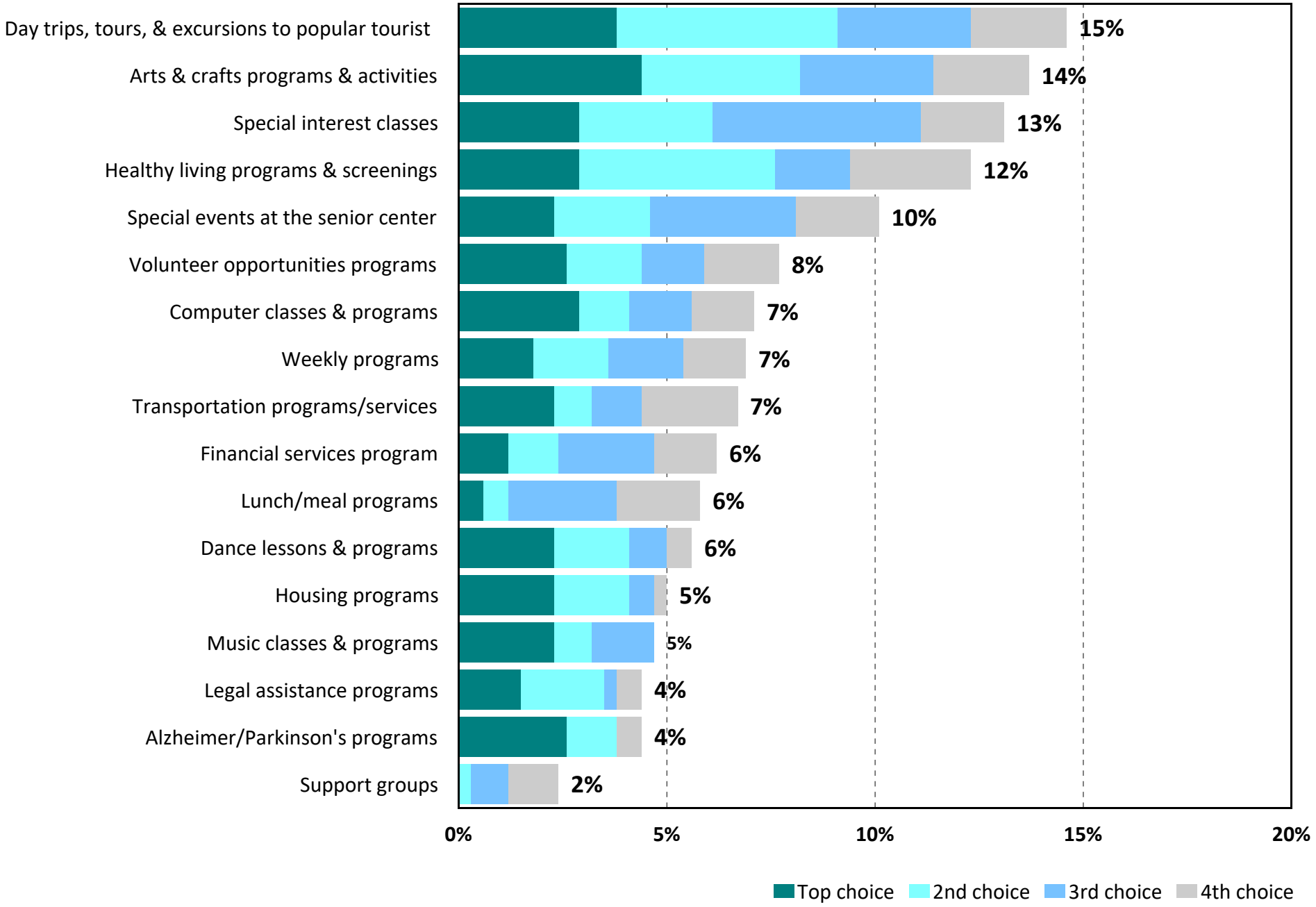
Q11. If you or someone in your household is over 50 years old, please indicate how well your/their needs are being met for each of the programs/activities listed below that promote active aging.

by percentage of respondents (excluding "no need")



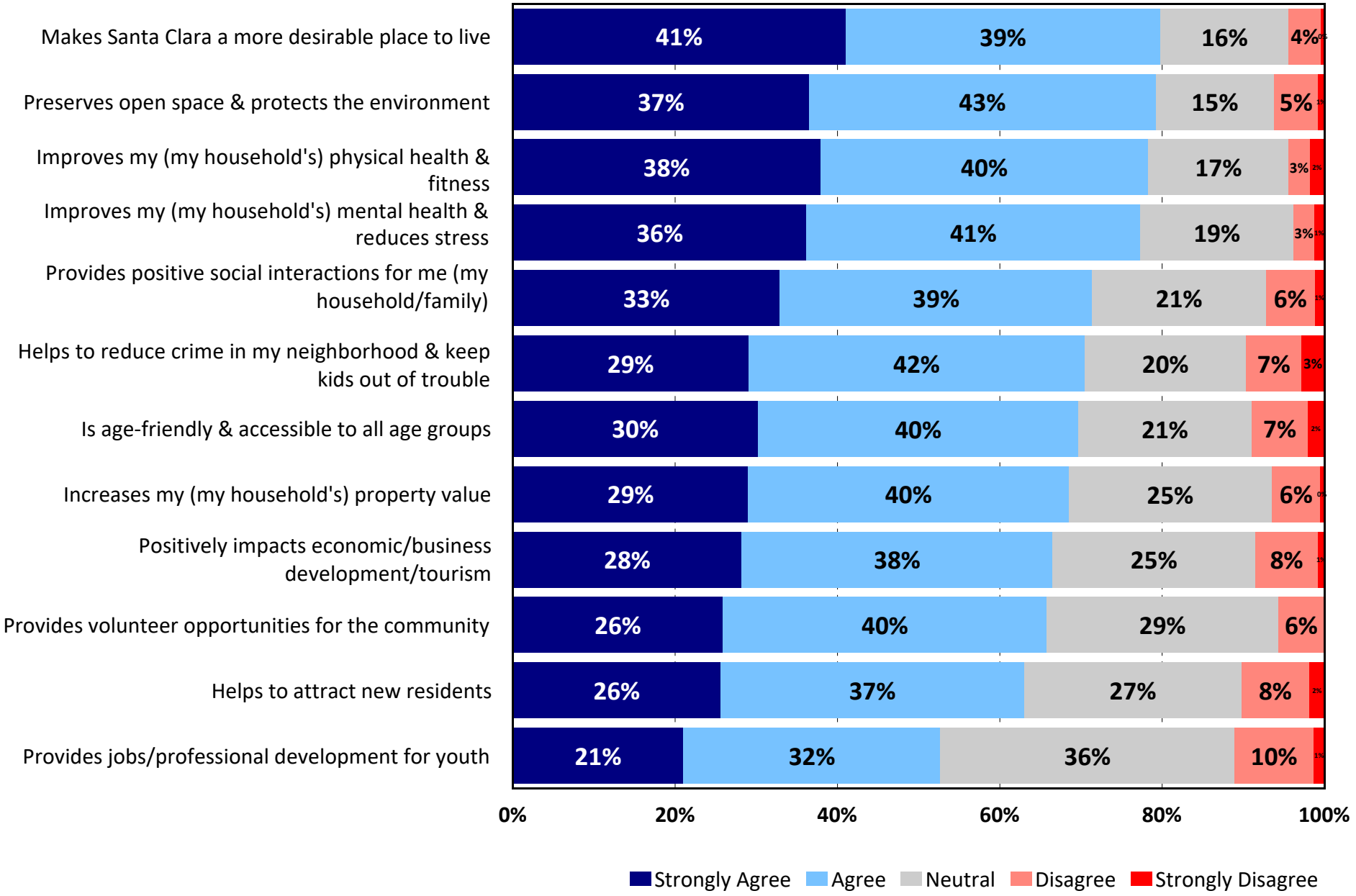
Q12. Which four programs/services are most important to your household?

by percentage of respondents who selected the items as one of their top four choices



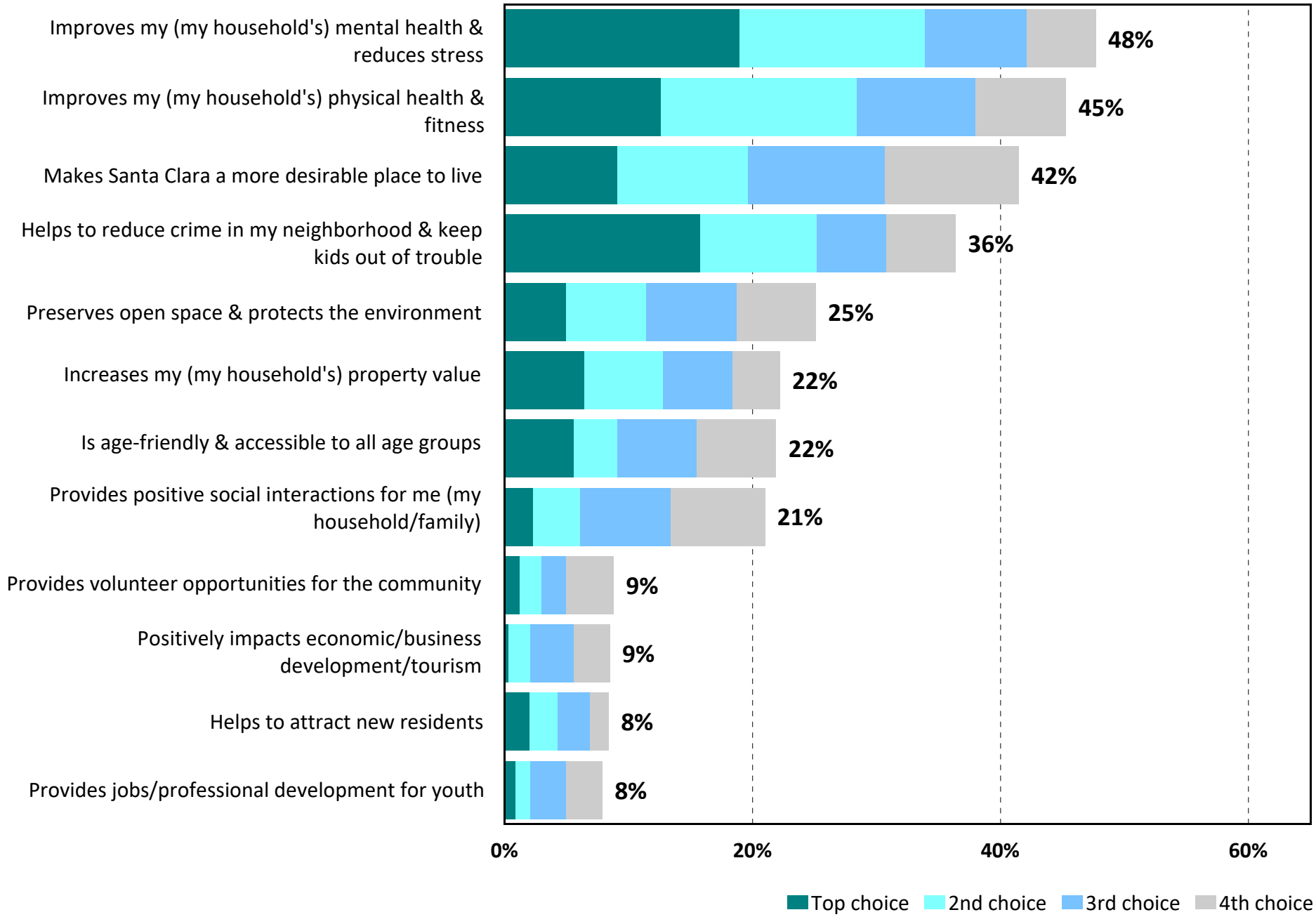
Q13. Please rate your level of agreement with the following statements about some potential benefits of the City of Santa Clara's parks and recreation services.

by percentage of respondents (excluding "don't know")



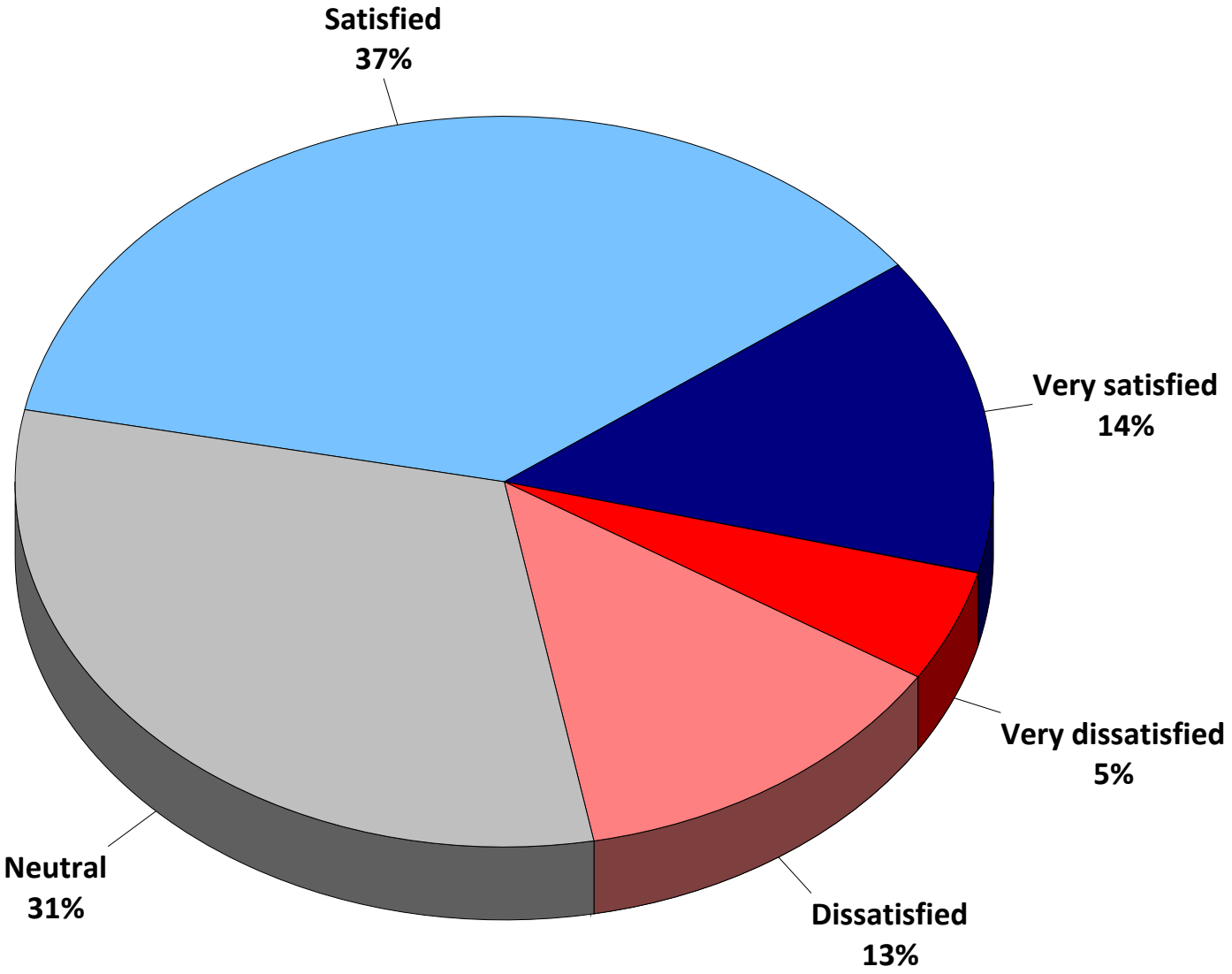
Q14. Which four of the benefits are most important to you/your household?

by percentage of respondents who selected the items as one of their top four choices



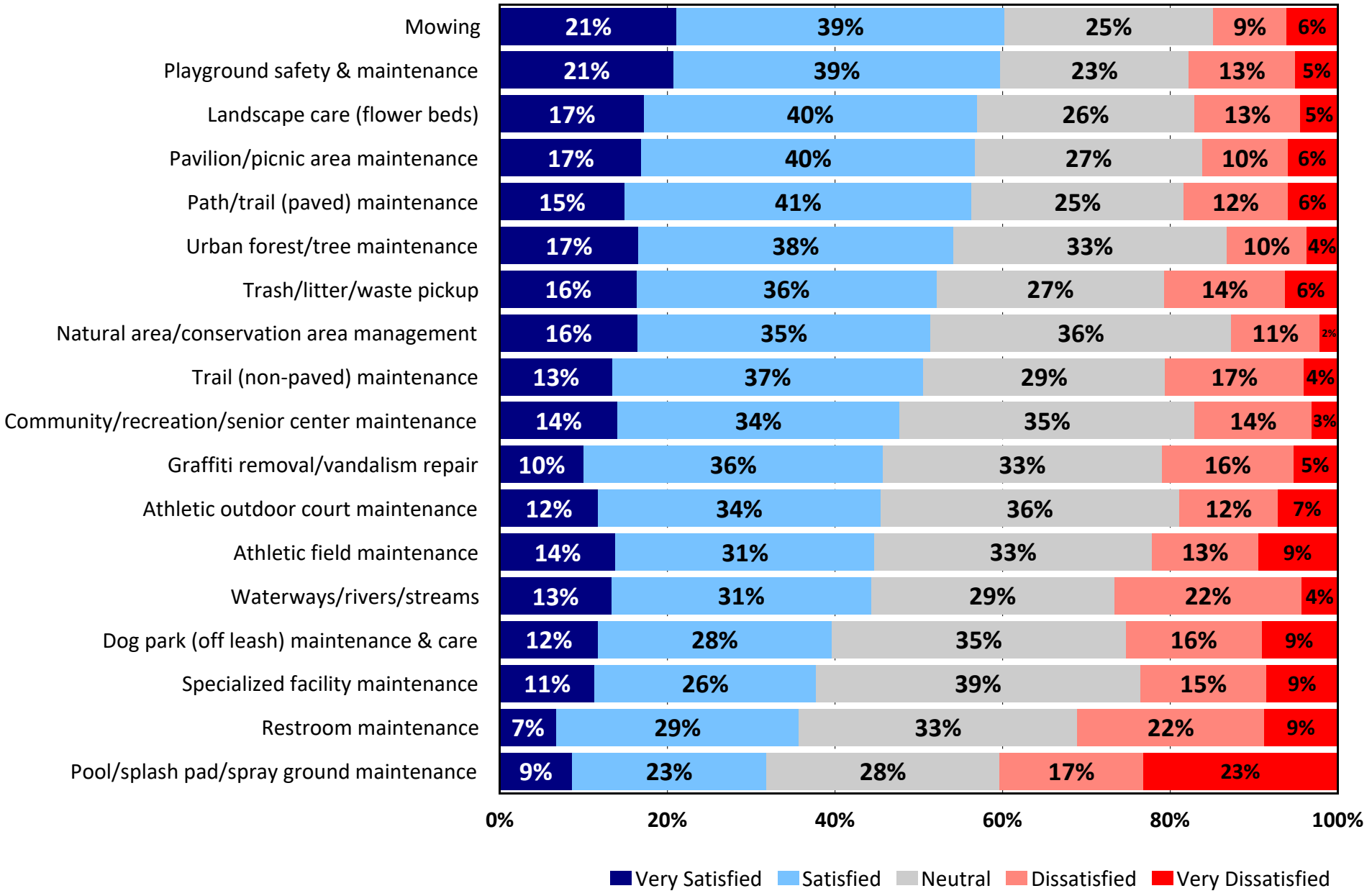
Q15. Please rate your level of satisfaction with the overall value that your household receives from Santa Clara parks, trails, recreation facilities, pools, programs, or services.

by percentage of respondents (excluding "don't know")



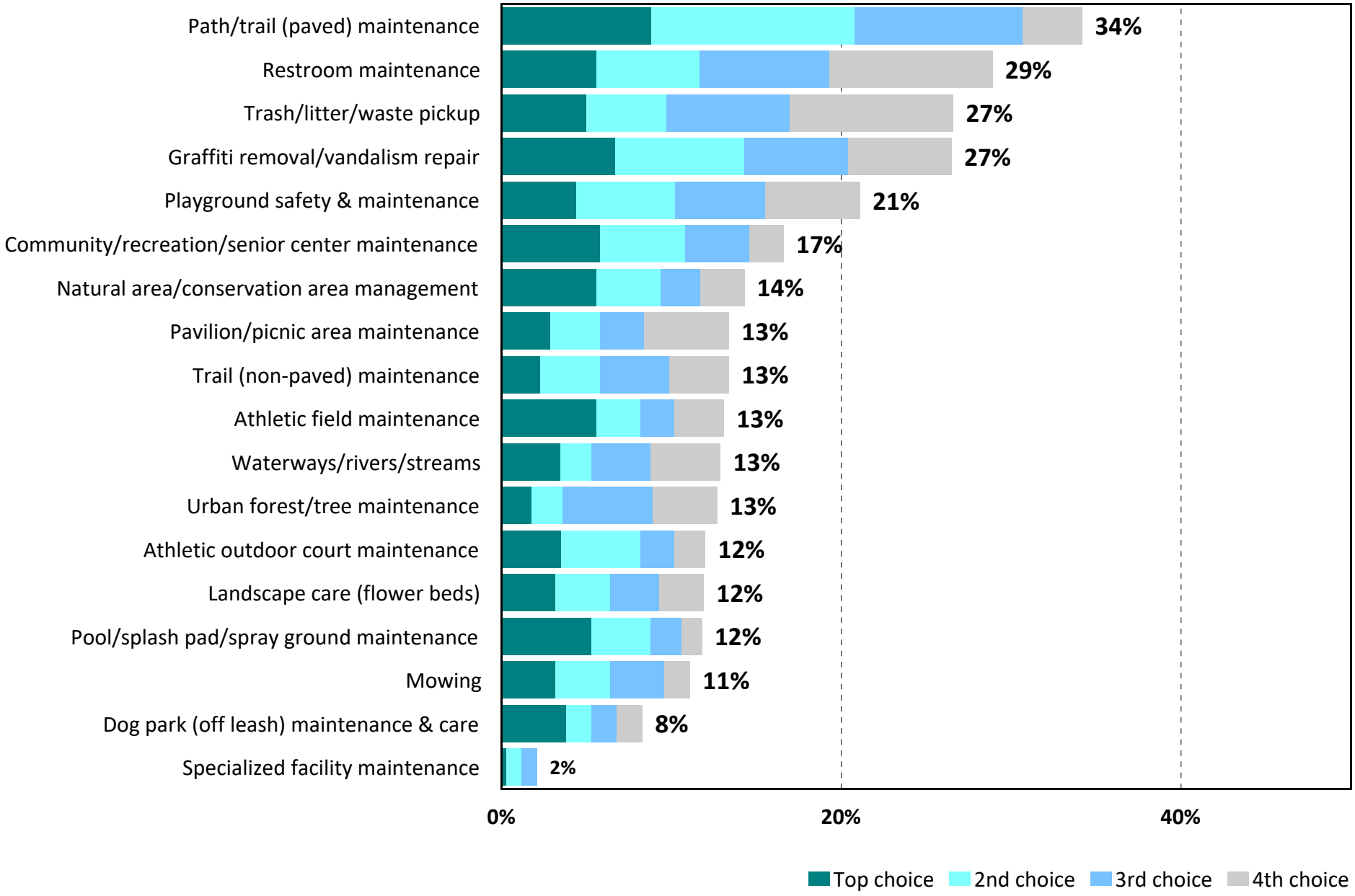
Q16. Please rate your satisfaction with each of the following maintenance activities provided in the Santa Clara parks and recreation system.

by percentage of respondents (excluding "don't know")



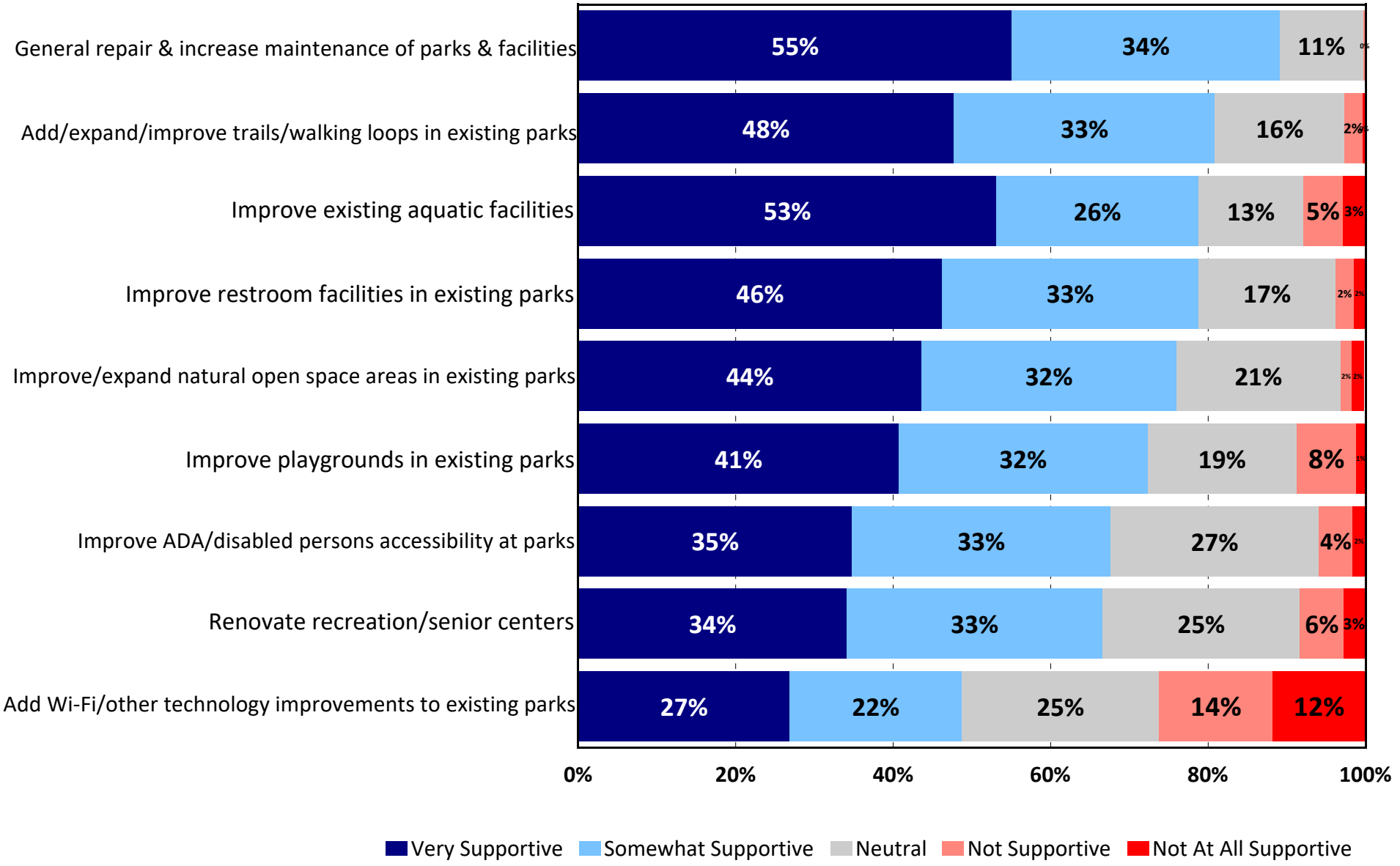
Q17. Which of the four maintenance activities are most important to you/your household?

by percentage of respondents who selected the items as one of their top four choices



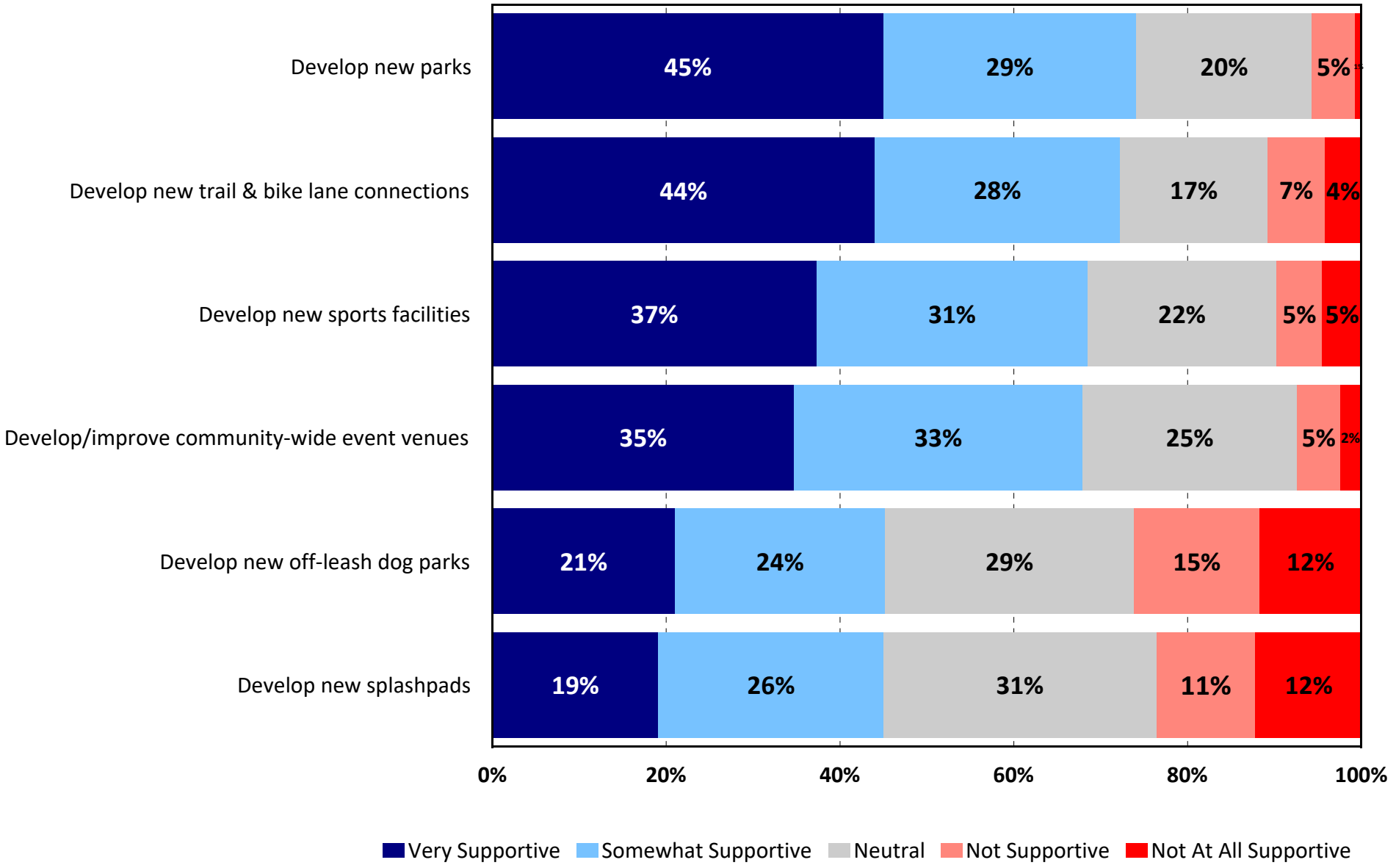
Q18 (1-9). Improvements to Existing Facilities: The following is a list of actions the City of Santa Clara could take to improve the parks and recreation system. Please indicate your support for each potential action.

by percentage of respondents (excluding "don't know")



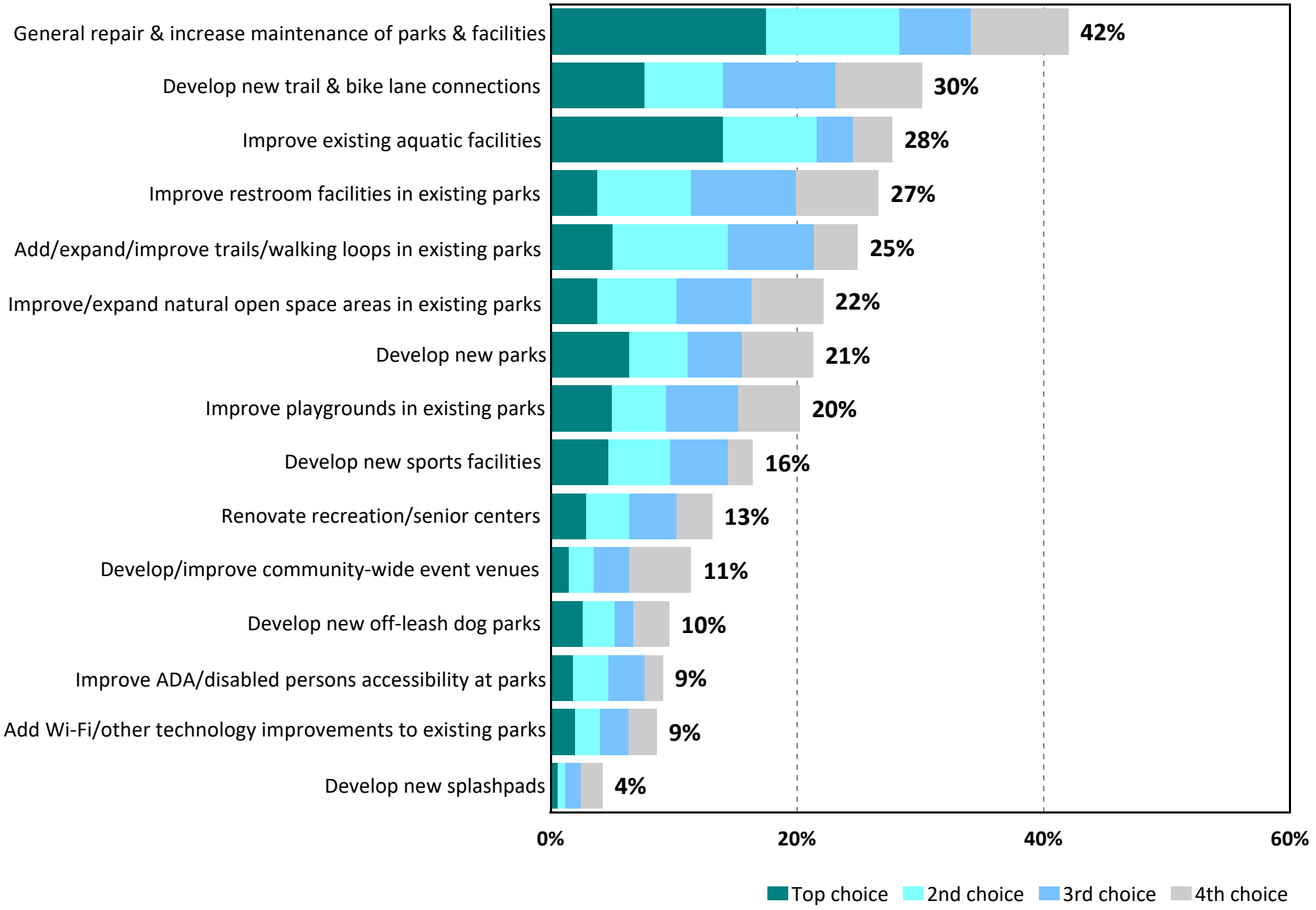
Q18 (10-15). Developing New Facilities: The following is a list of actions the City of Santa Clara could take to improve the parks and recreation system. Please indicate your support for each potential action.

by percentage of respondents (excluding "don't know")



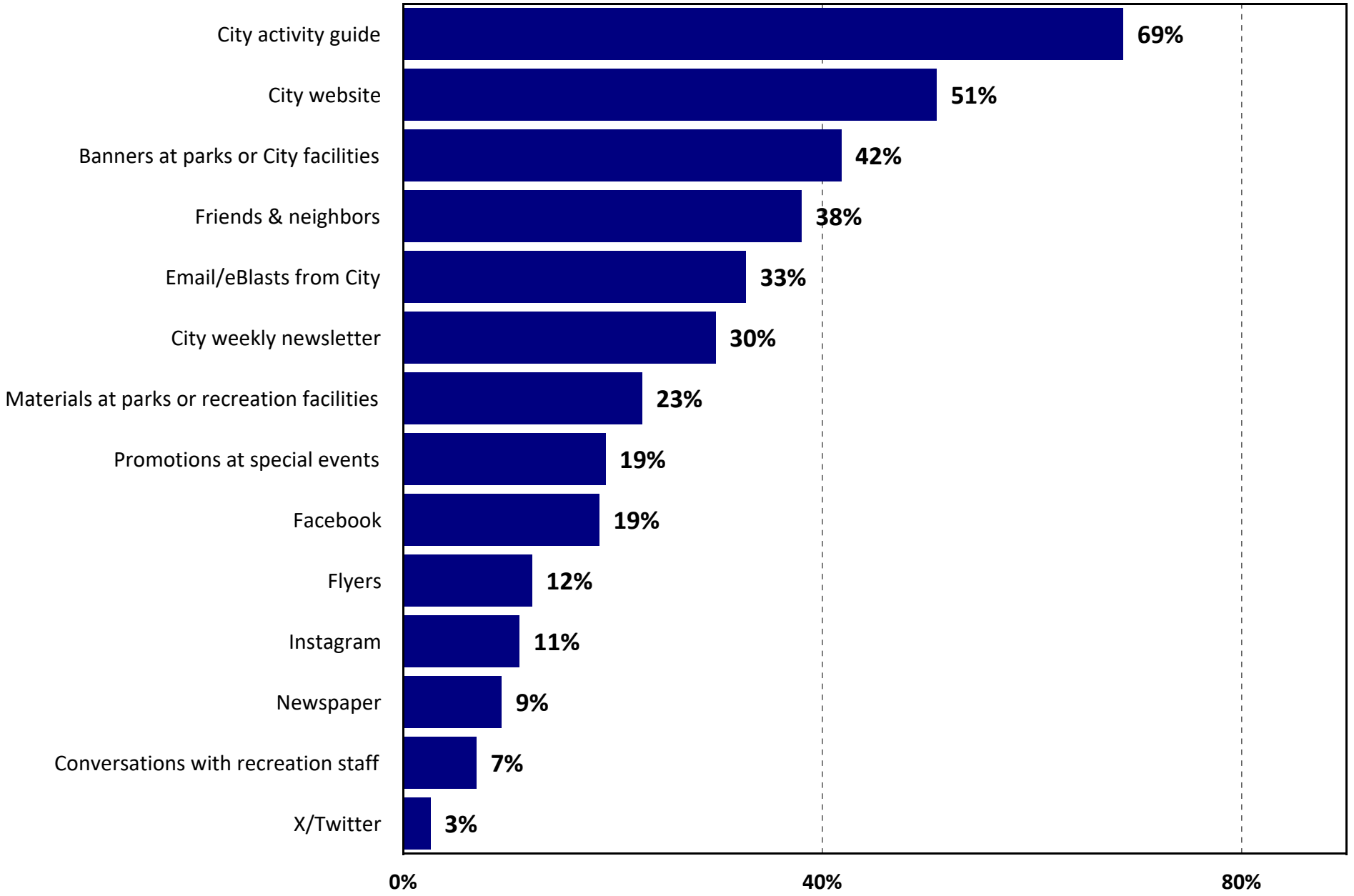
Q19. Which four actions would you be most willing to fund?

by percentage of respondents who selected the items as one of their top four choices



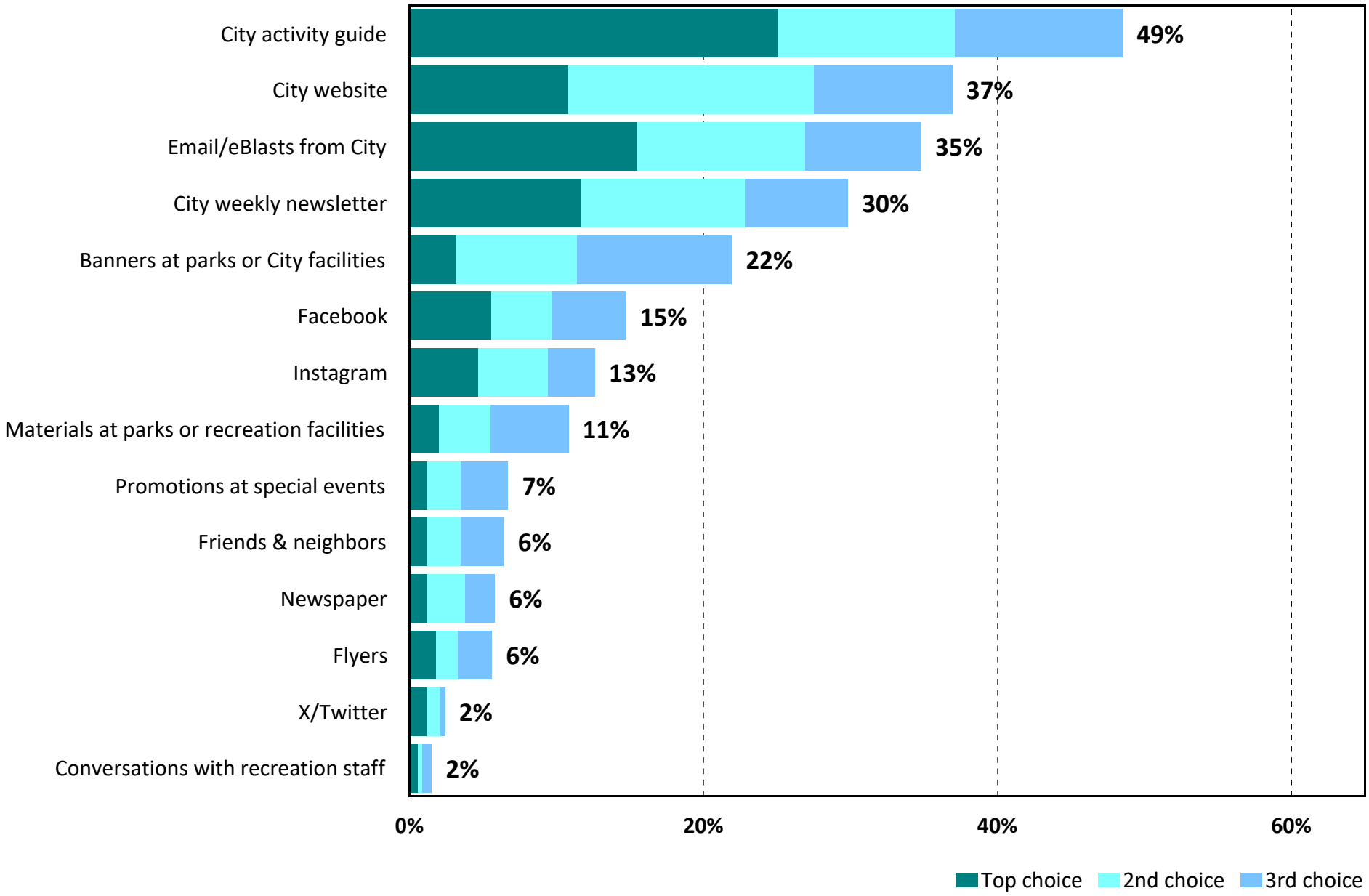
Q20. From the following list, please check all of the ways you learn about the City's parks, recreation facilities, and programs, events, activities and services.

by percentage of respondents (multiple selections could be made)



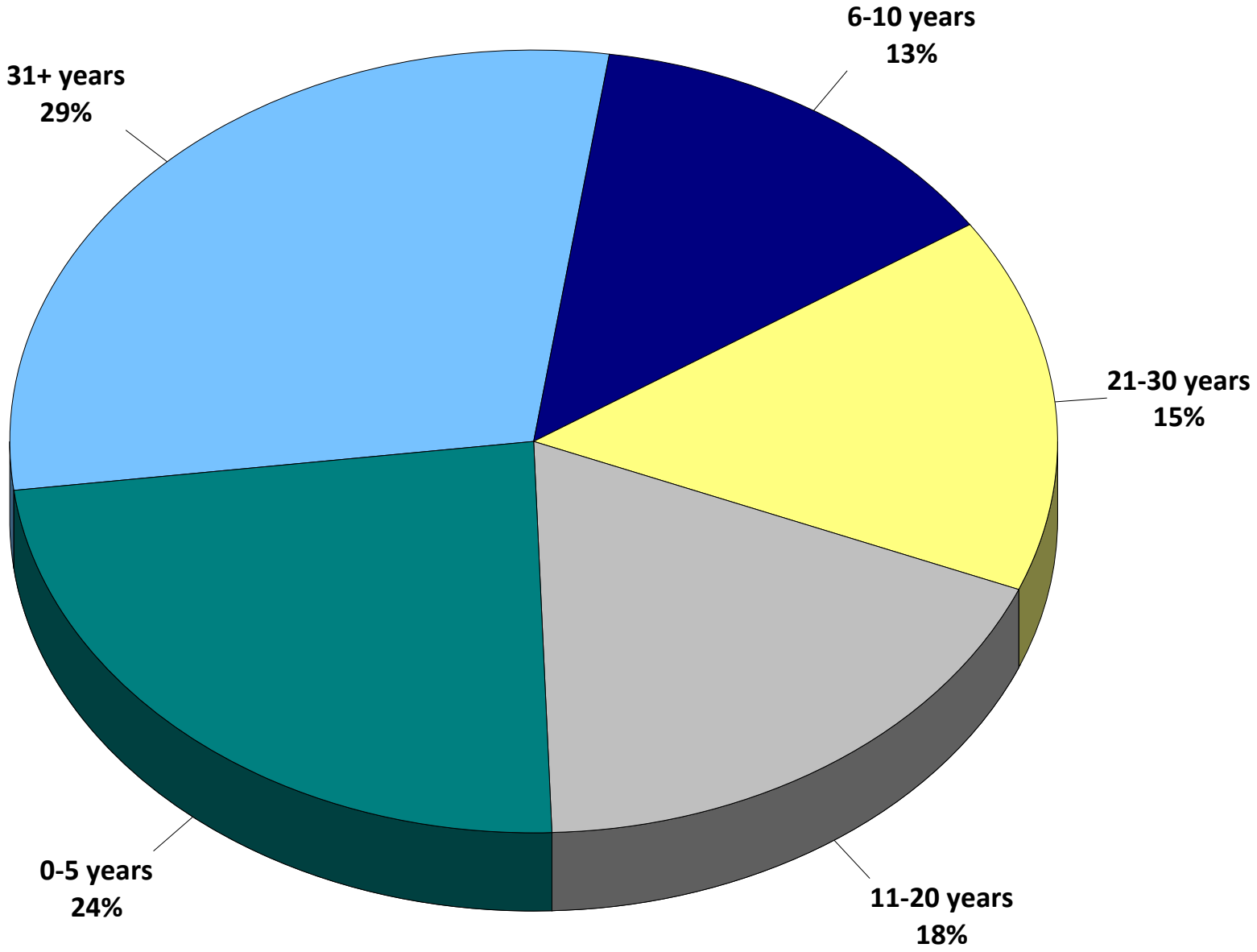
Q21. Which three methods of communication would you most prefer the City use to communicate with you about recreation programs/activities?

by percentage of respondents who selected the items as one of their top three choices



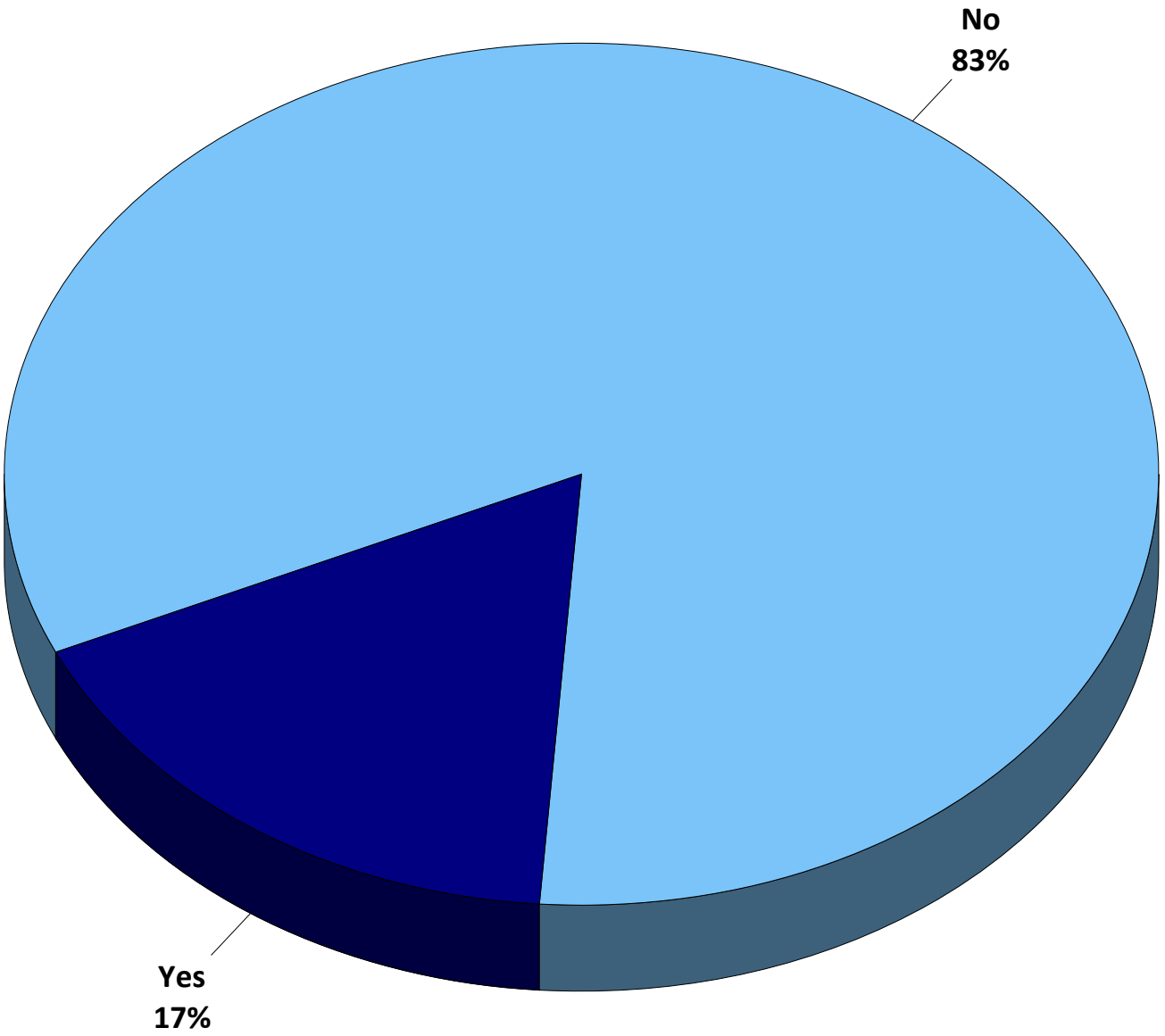
Q22. How many years have you lived in the City of Santa Clara?

by percentage of respondents (excluding "not provided")



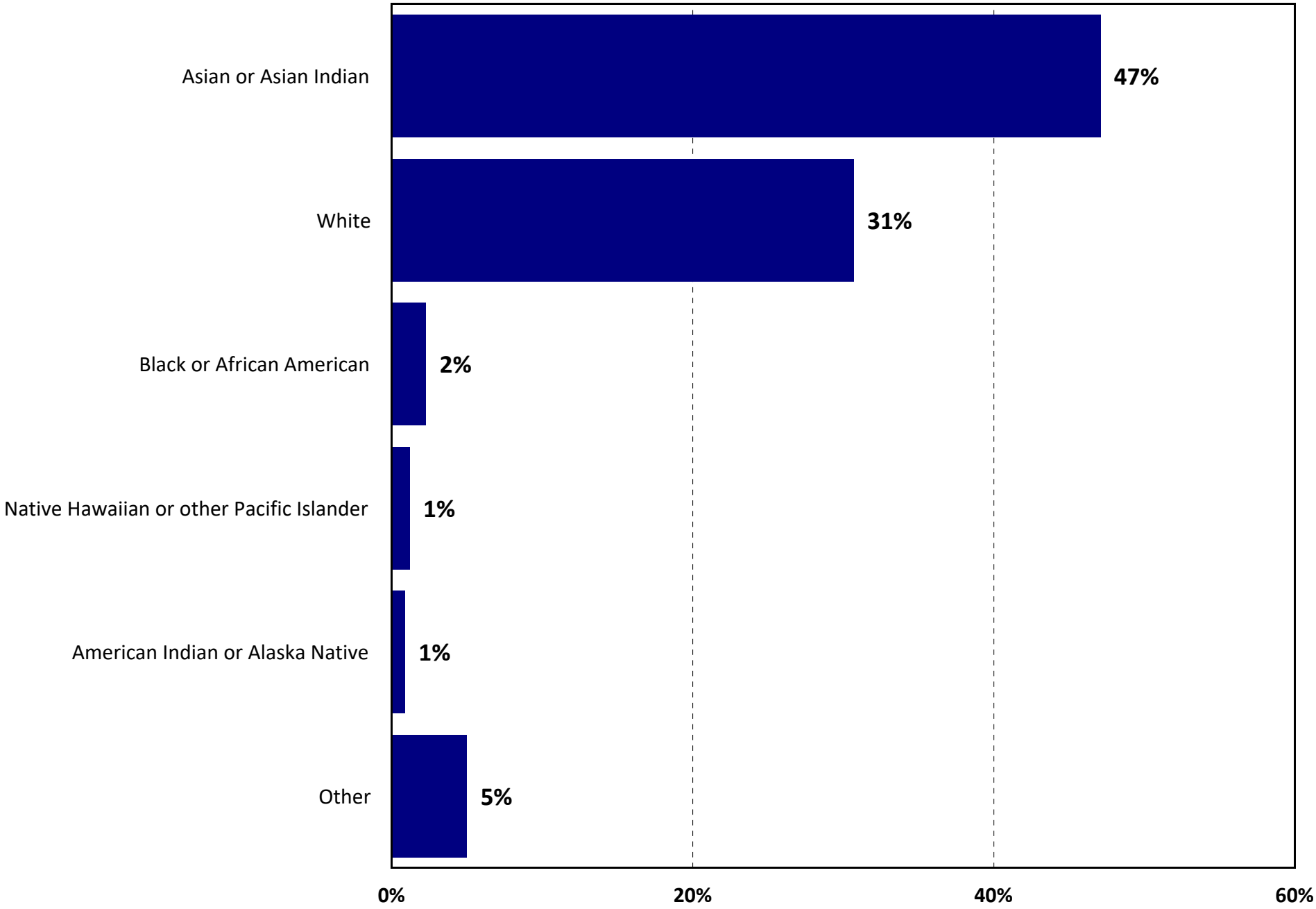
Q23. Are you/your family of Hispanic, Spanish, or Latino/a/x ancestry?

by percentage of respondents (excluding "not provided")



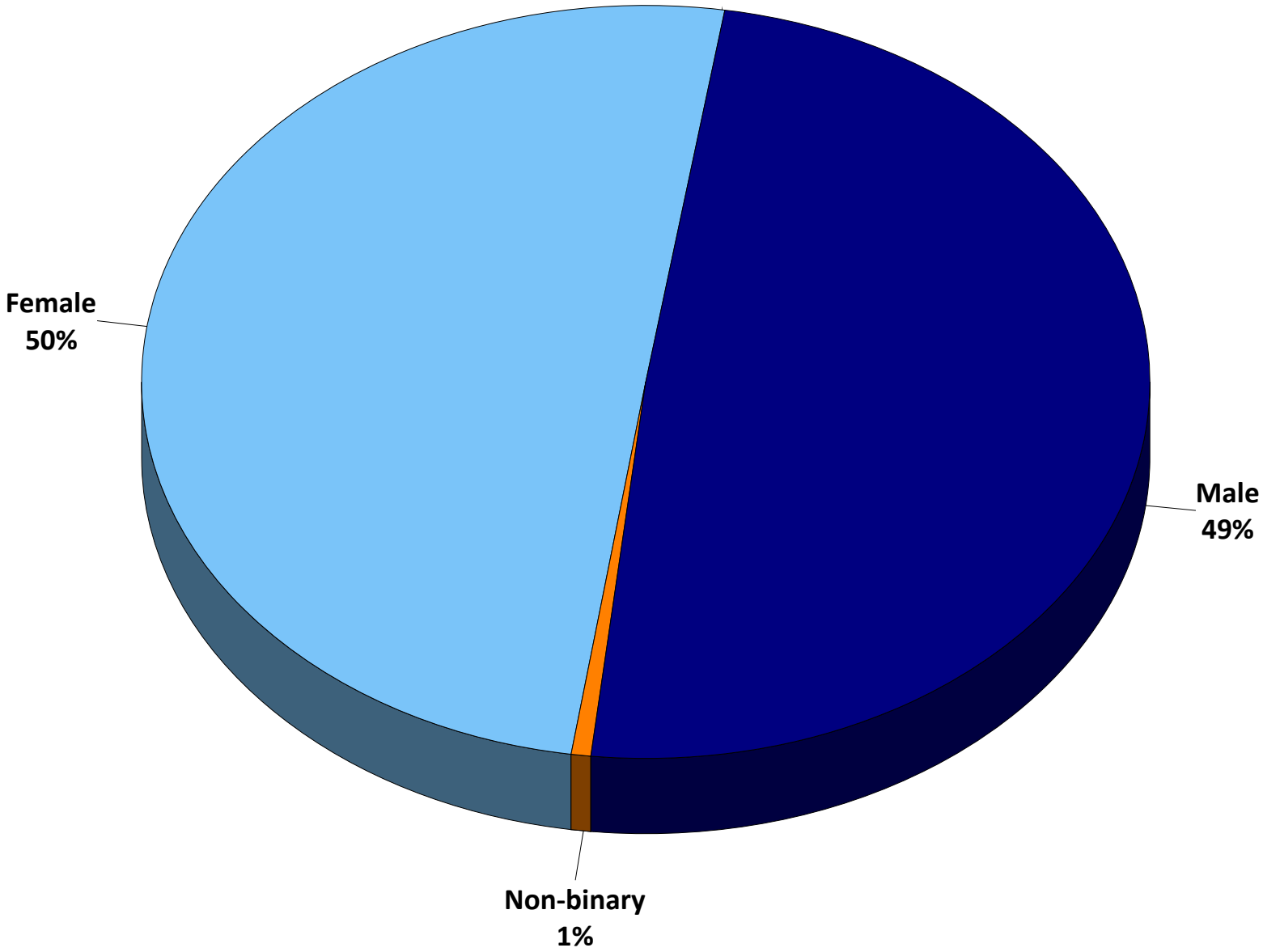
Q24. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple selections could be made)



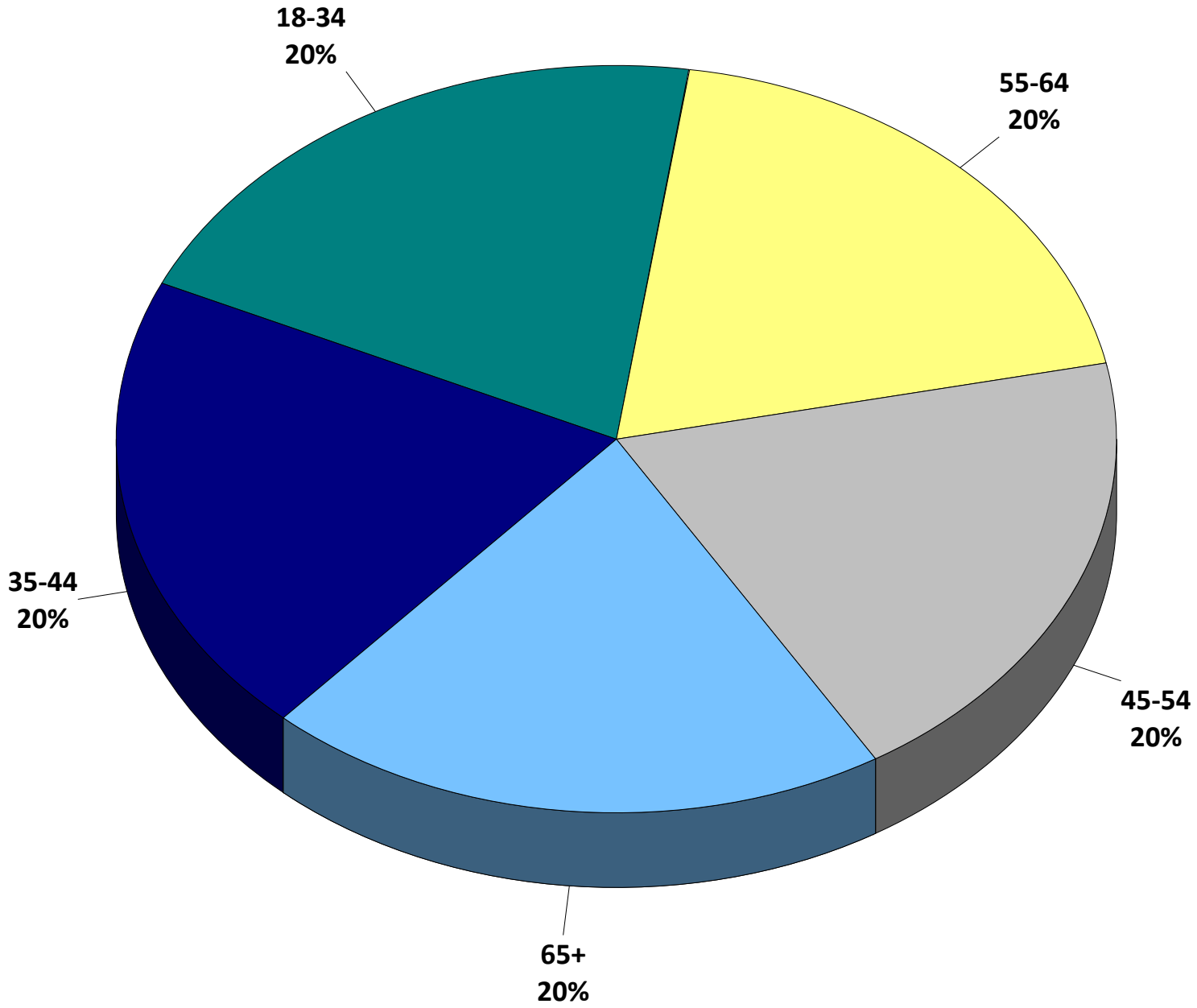
Q25. Your gender:

by percentage of respondents (excluding "prefer not to answer")



Q26. Your age:

by percentage of respondents



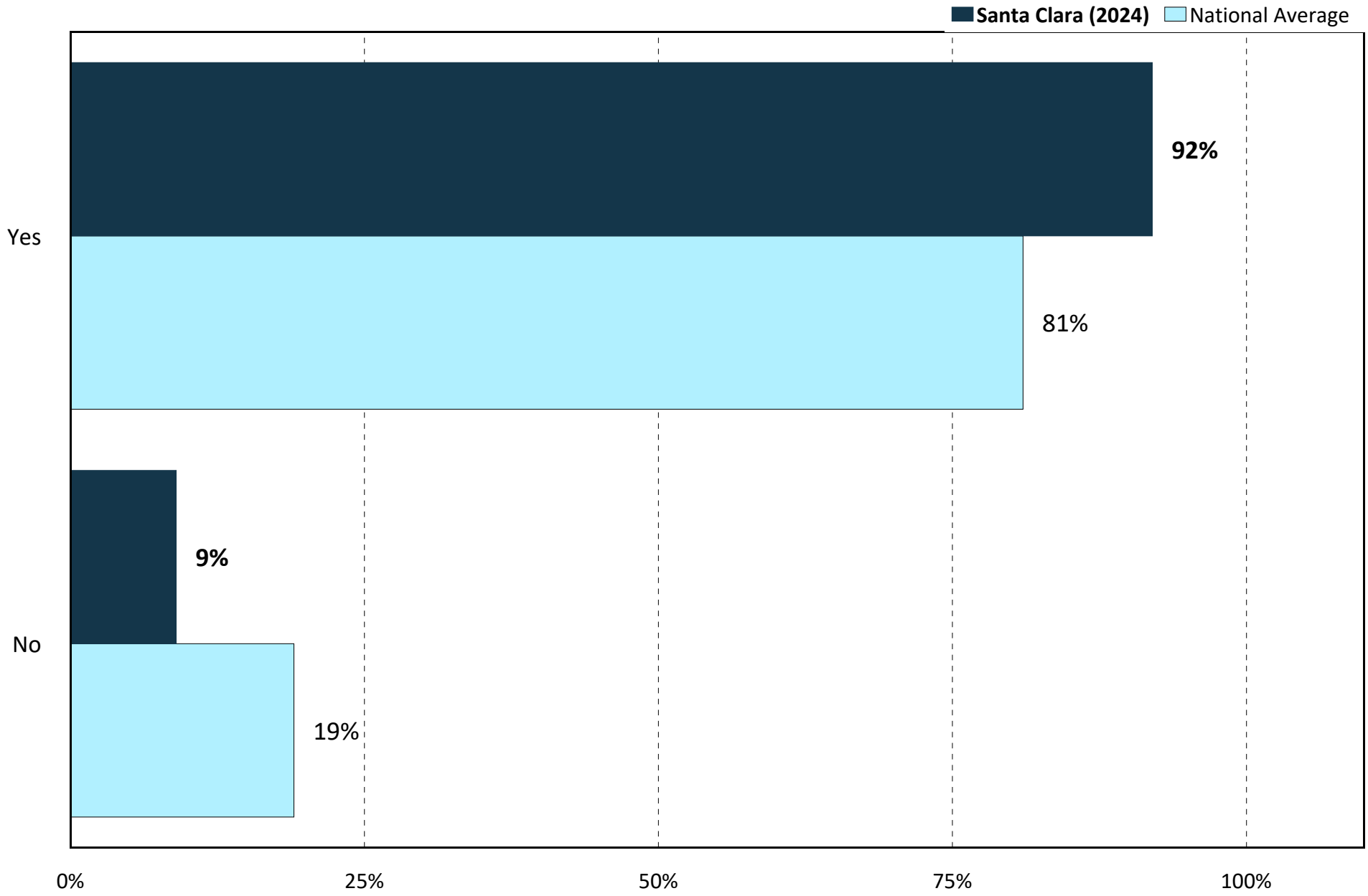
3 Benchmarks

National Benchmarks

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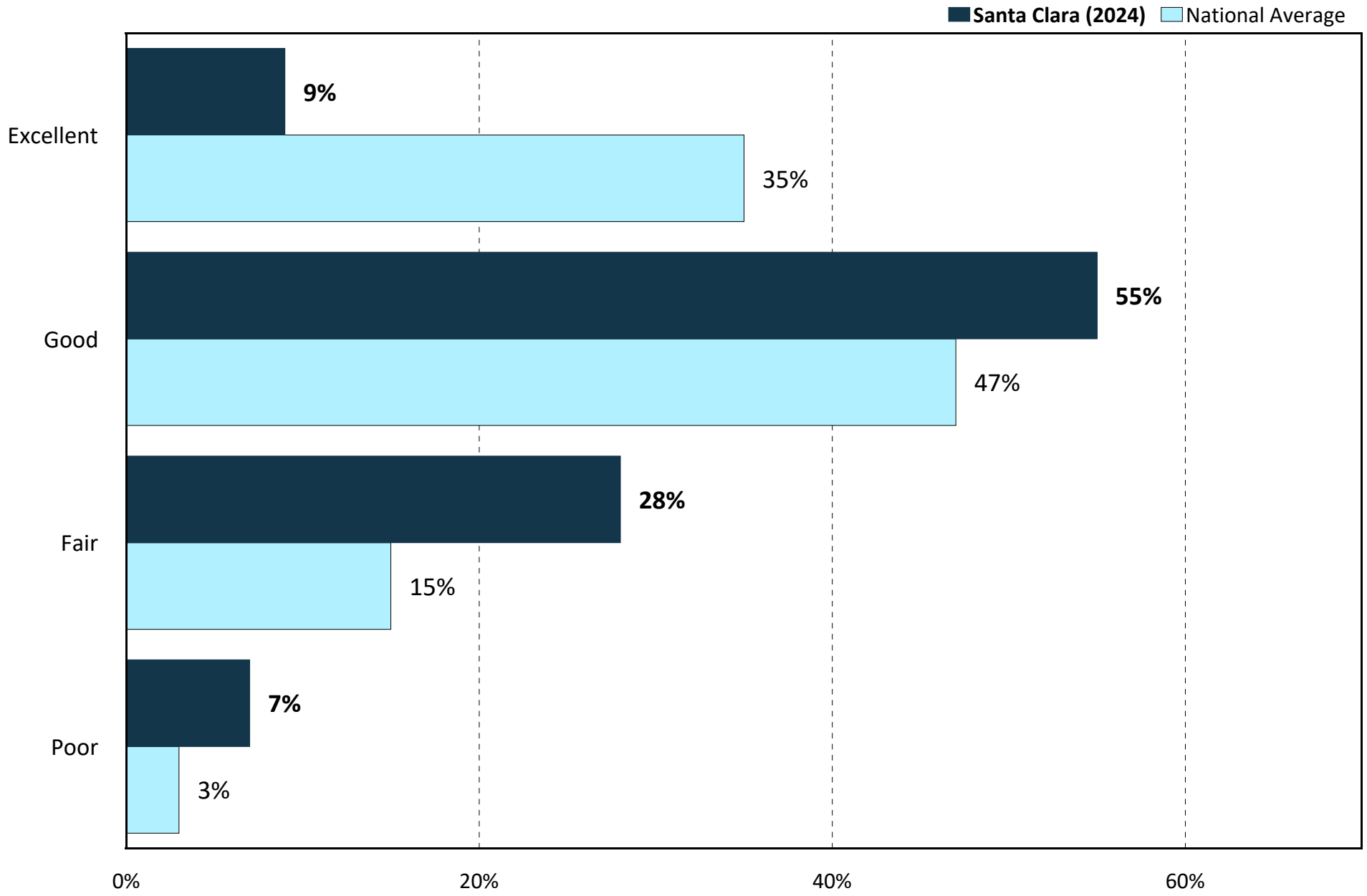
Have you/your household visited any parks or recreation facilities/amenities in your community during the past year?

by % of respondents



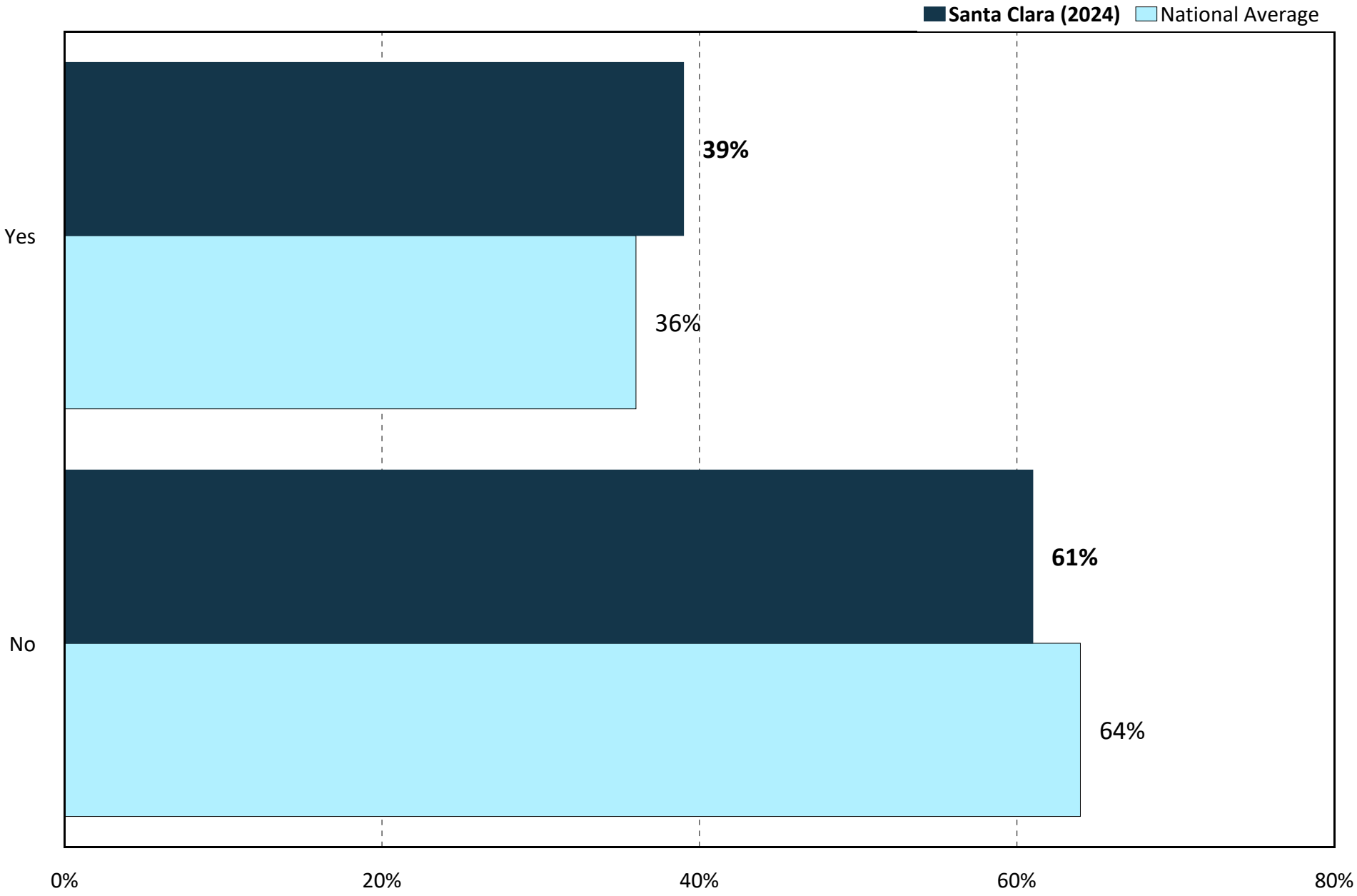
Please rate the overall condition of all the parks and recreation facilities/amenities you/your households have visited over the past year.

by % of respondents (excluding "not provided")



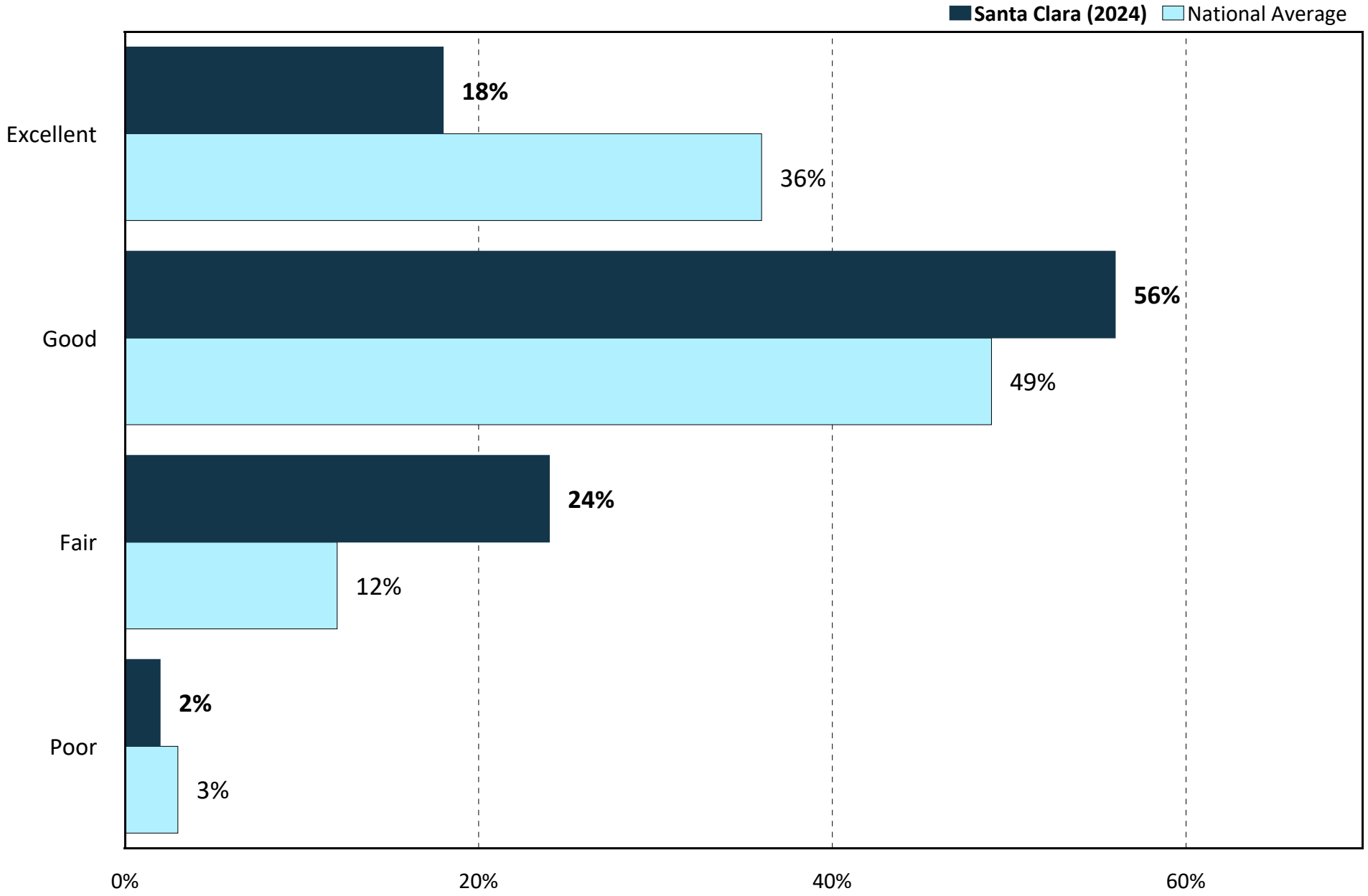
Have you/your household participated in any recreation programs offered in your community during the past year?

by % of respondents



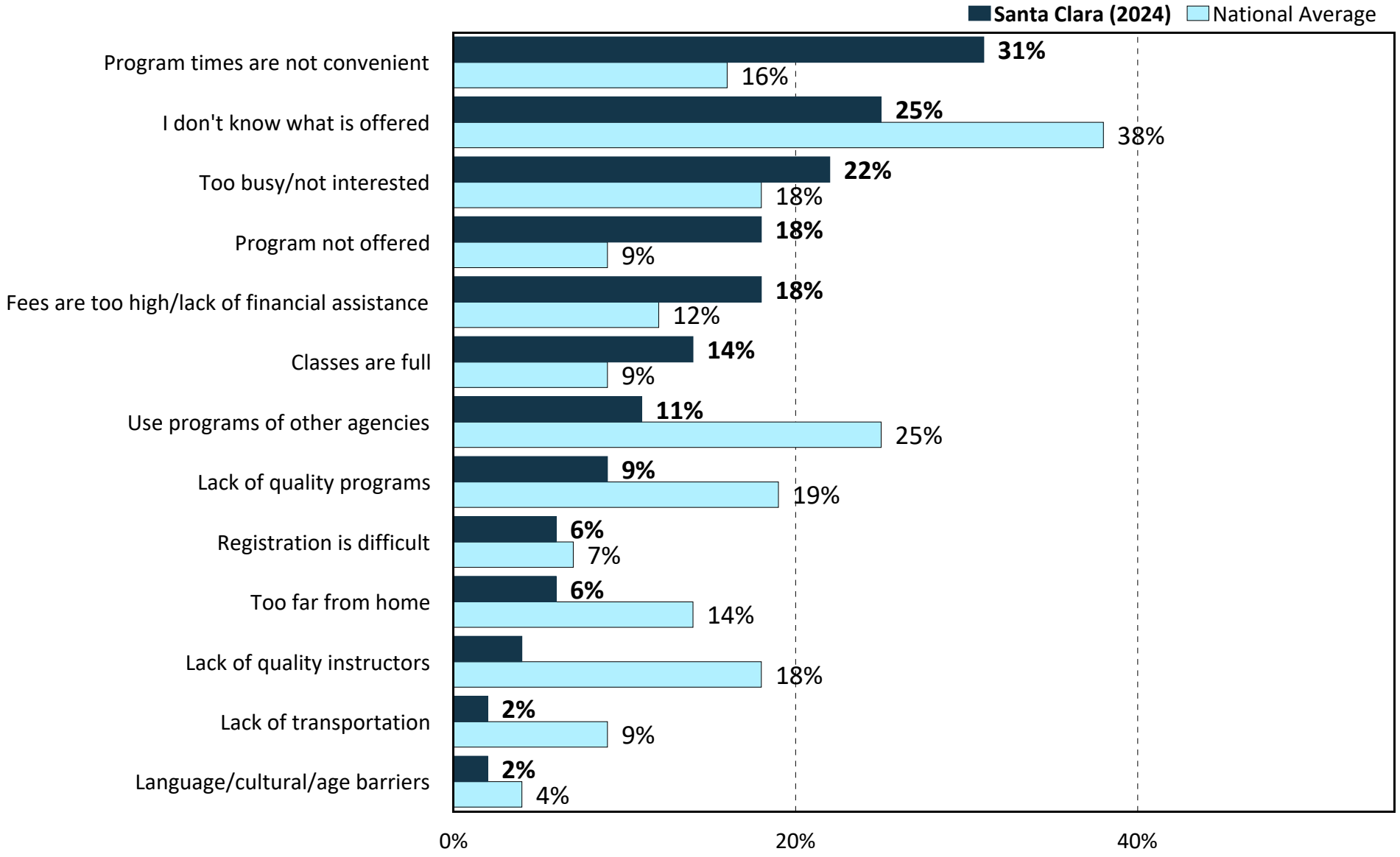
Please rate the overall condition of all the recreation programs and events you/your households have visited over the past year.

by % of respondents (excluding "not provided")



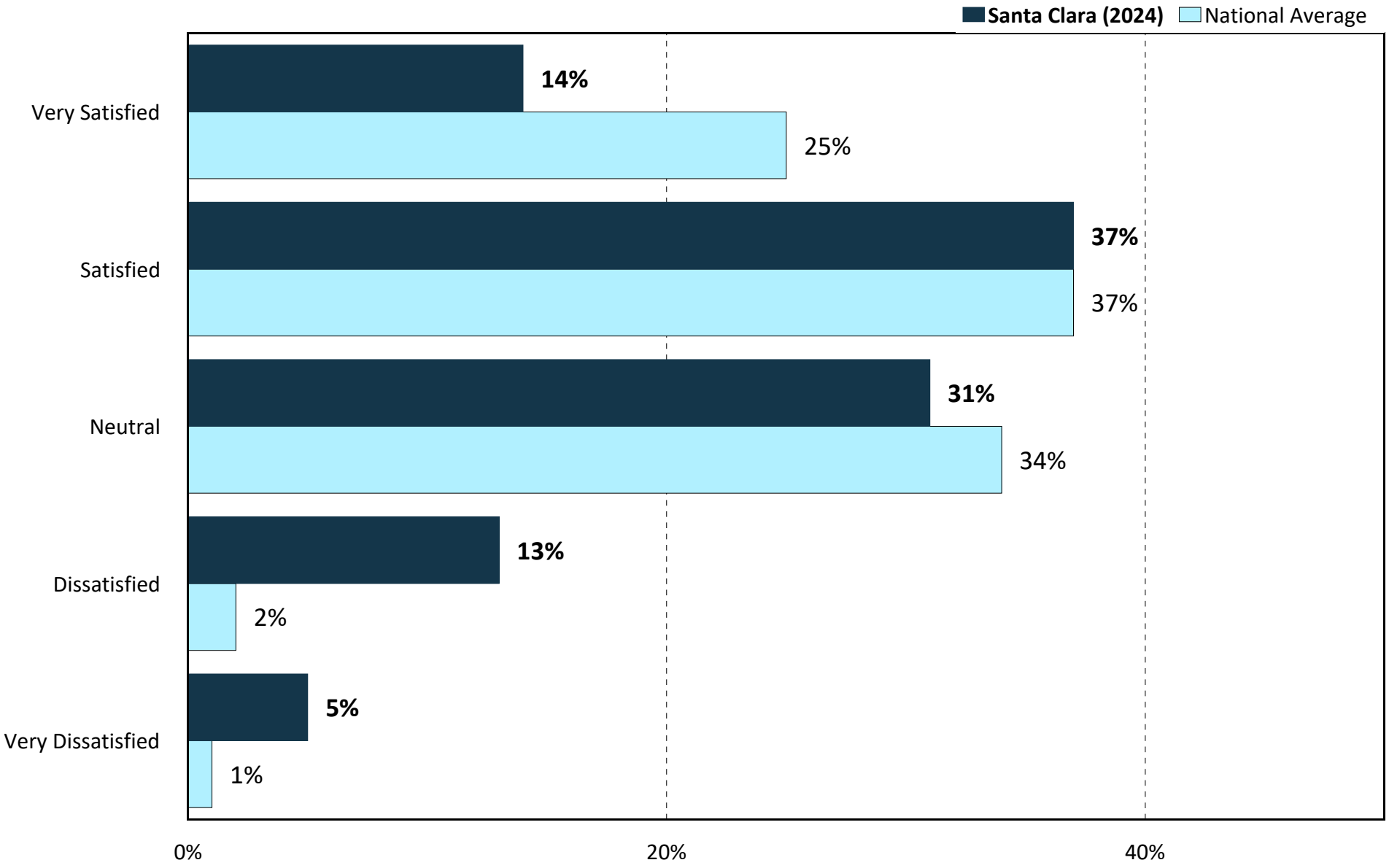
If your household has not participated in any recreation programs in your community during the past year, please check all of the reasons that prevent you from participating.

by % of respondents (multiple selections could be made)



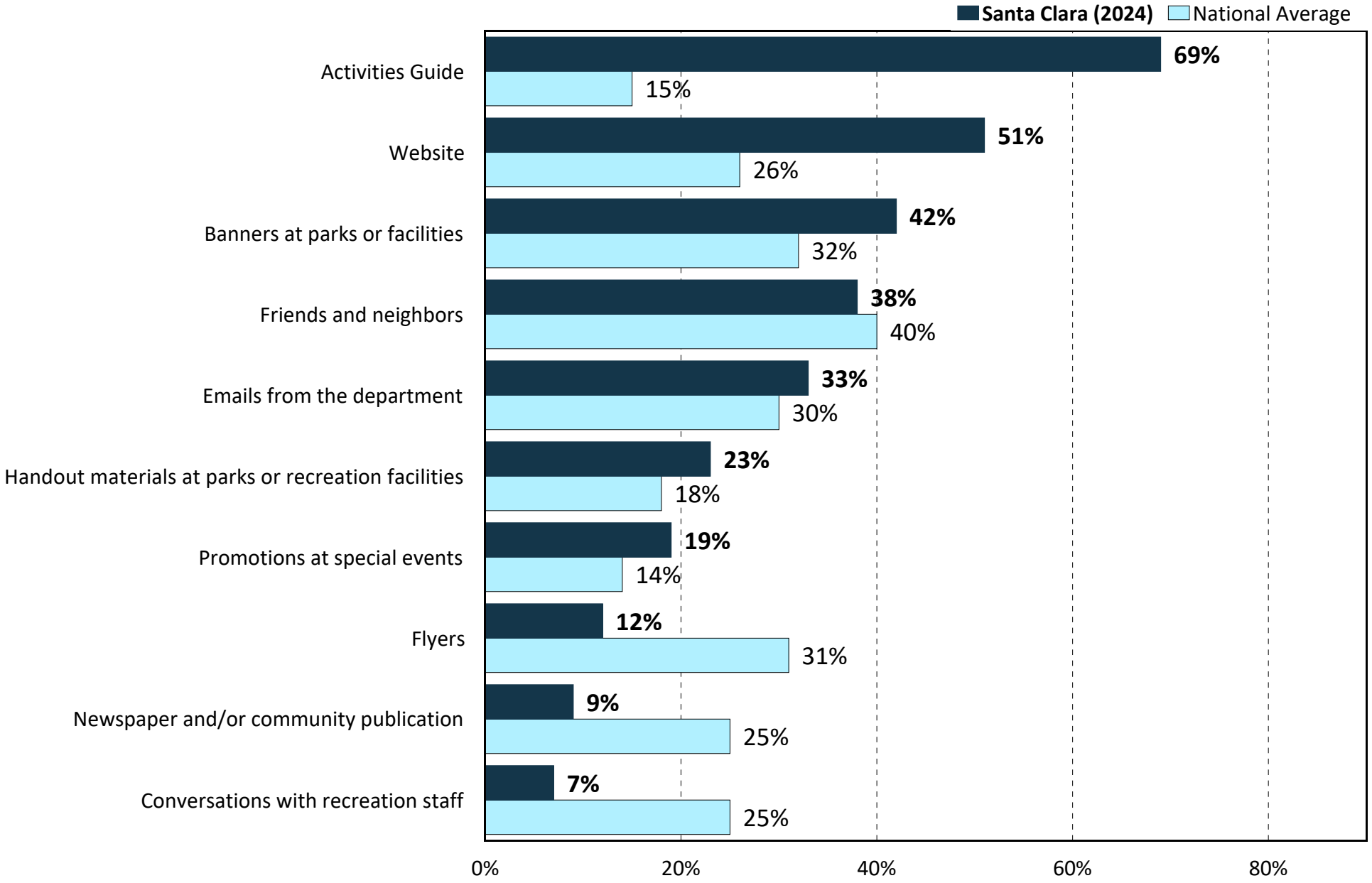
Please rate your overall level of satisfaction with the value your household receives from the parks and recreation programs, activities, and events offered in your community.

by % of respondents (excluding "don't know")



Please check all the ways you currently use to learn about parks and recreation programs, activities, and events in your community.

by % of respondents (multiple selections could be made)



4 Priority Investment Ratings

Priority Investment Rating (PIR)

Overview

The Priority Investment Rating (PIR) was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities/programs residents think should receive the highest priority for investment. The Priority Investment Rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being met 50% or less) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities/programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$PIR = UNR + IR$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

- High Priority Areas are those with a PIR of at least 110. A rating of 110 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.

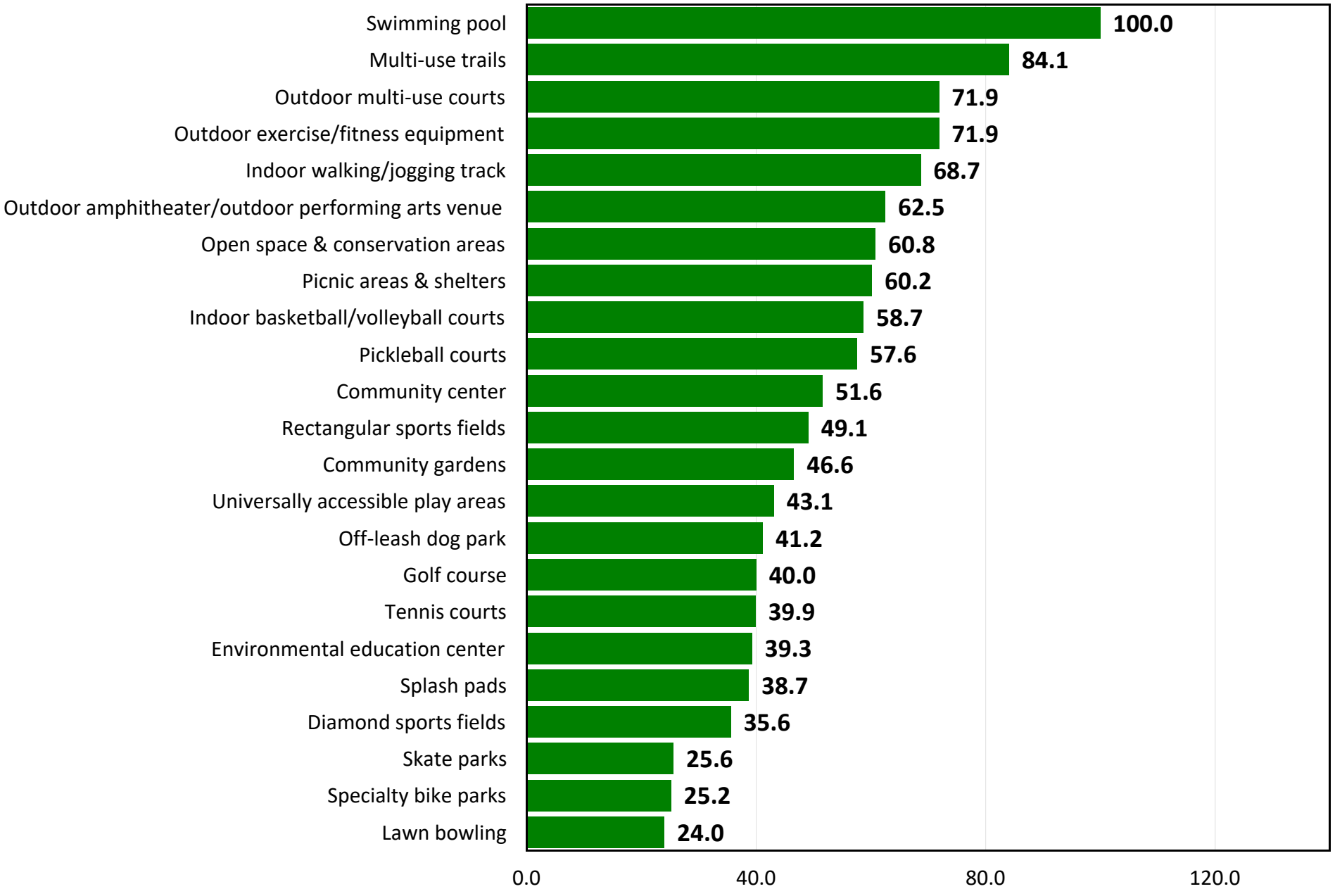
- Medium Priority Areas are those with a PIR of 70-109. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.

- Low Priority Areas are those with a PIR below 49. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

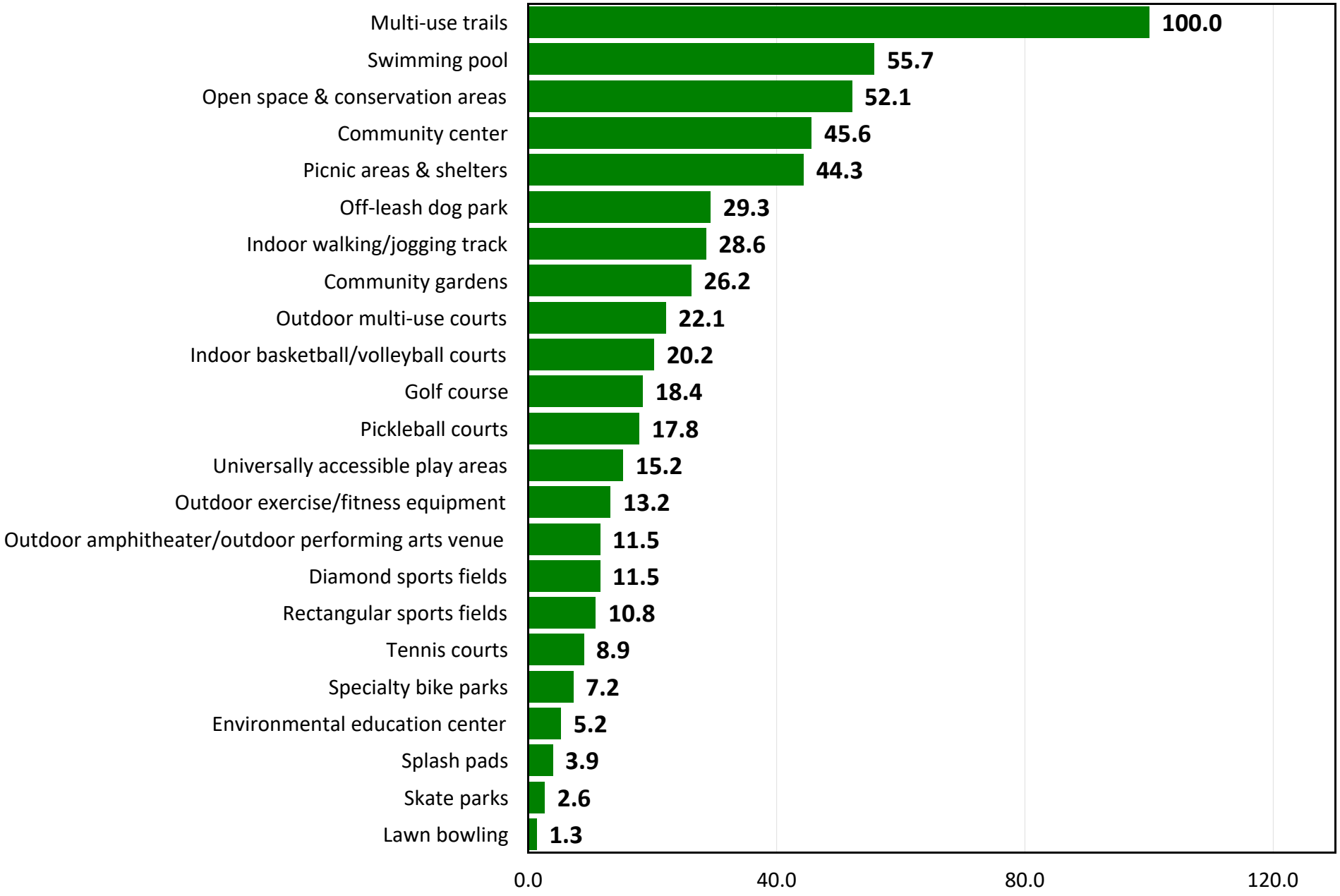
Unmet Needs Rating for Facilities/Amenities

the rating for the item with the most unmet need=100
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

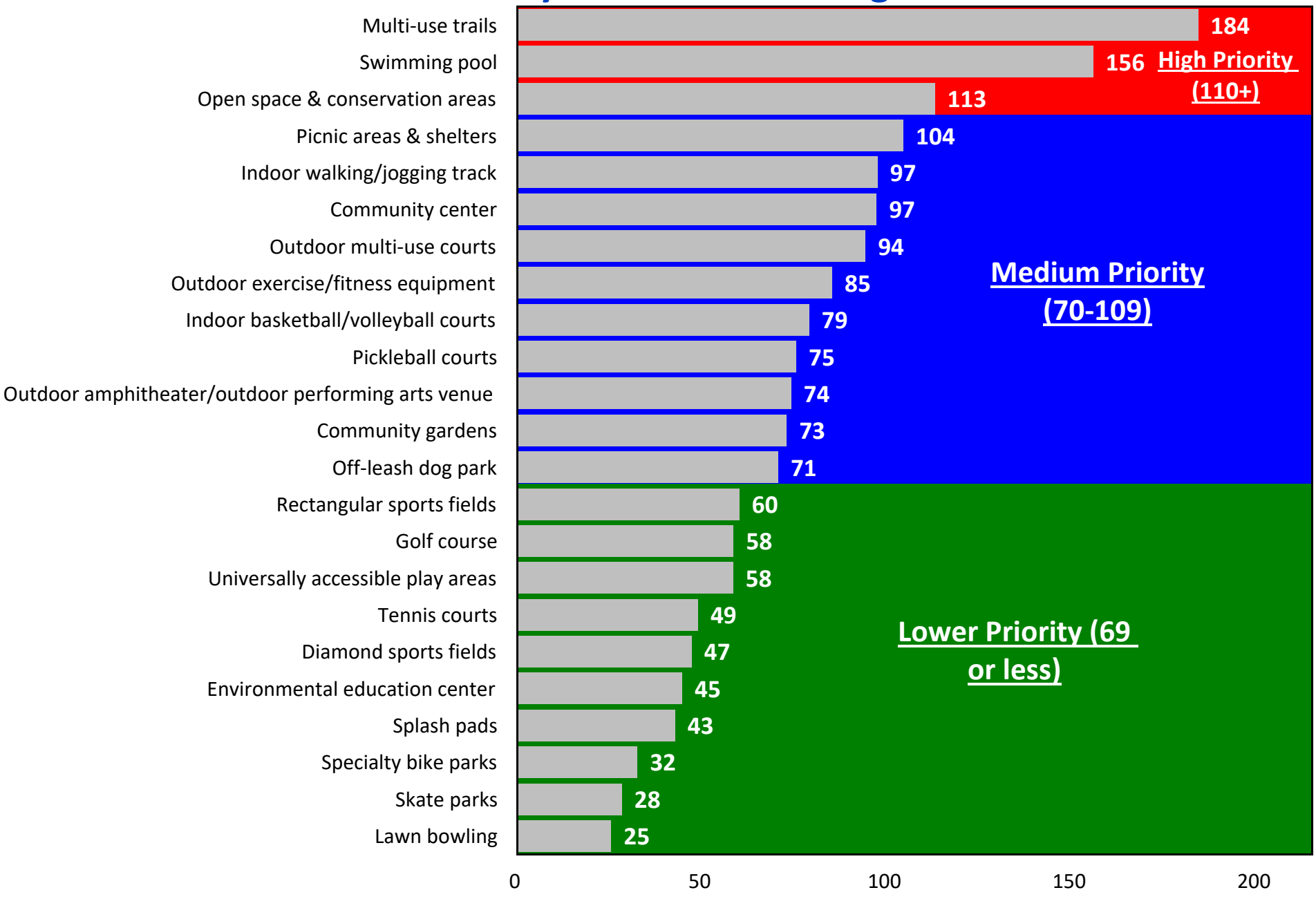


Importance Rating for Facilities/Amenitites

the rating for the item rated as the most important=100
the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important

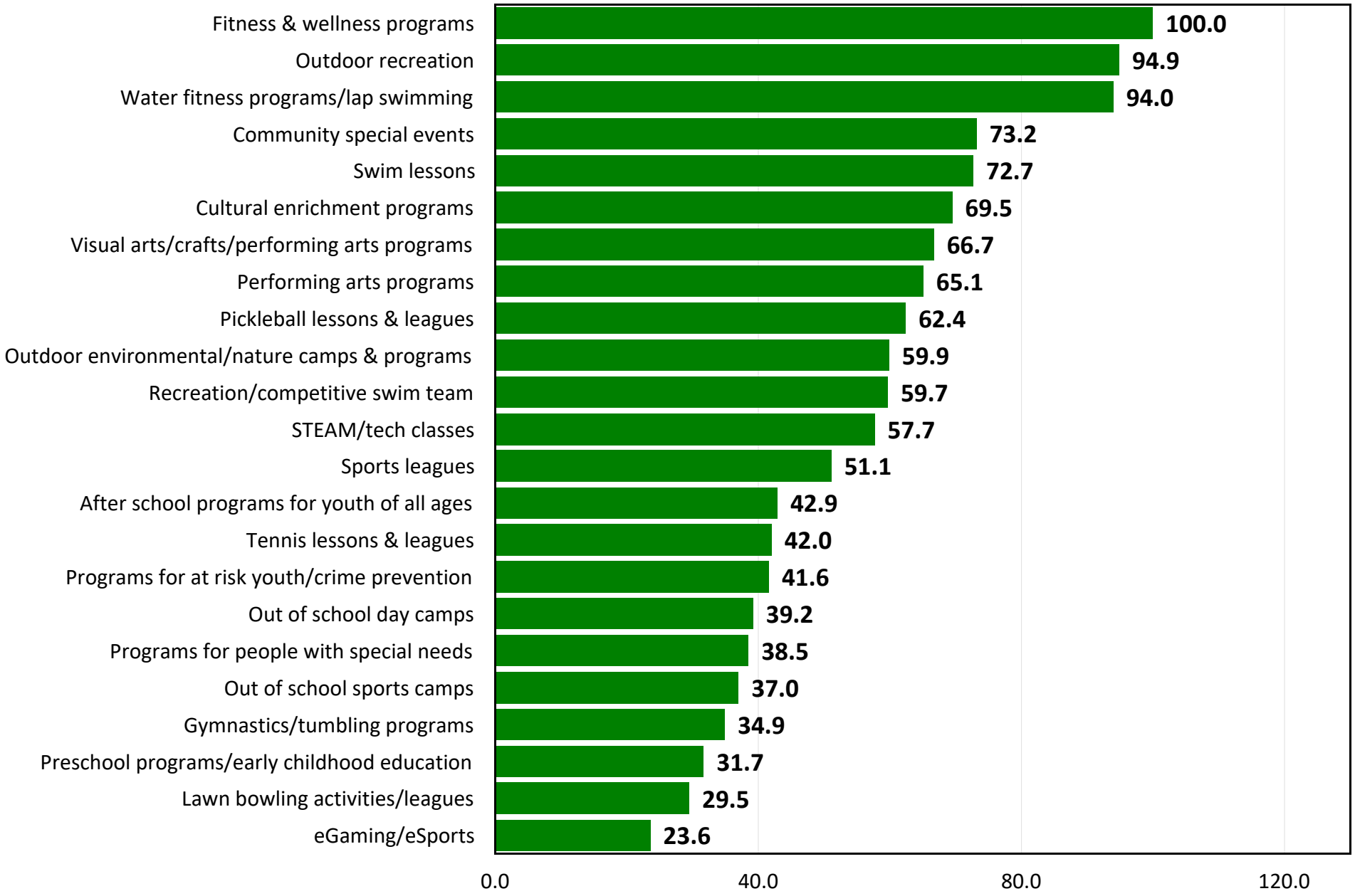


Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



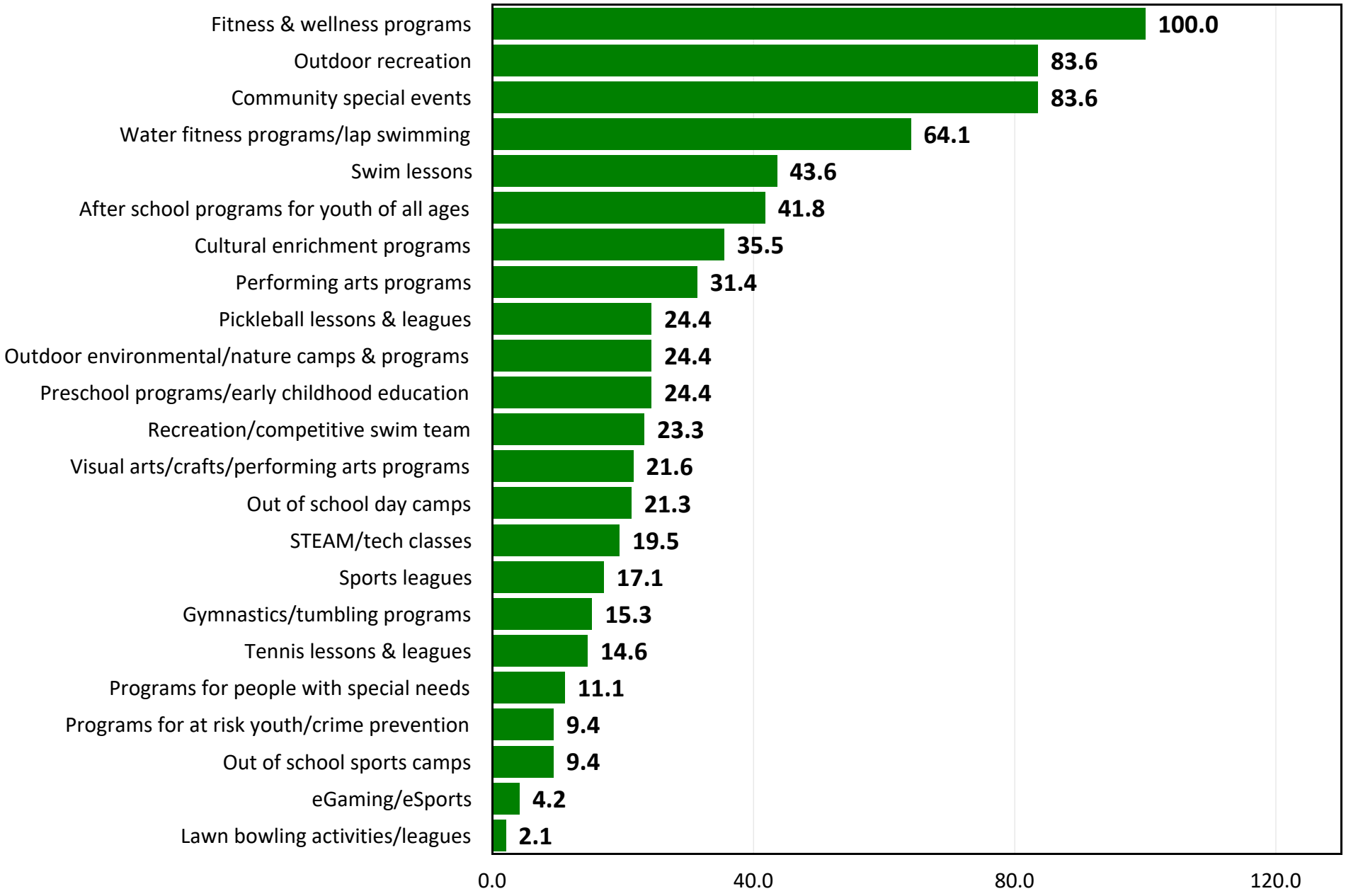
Unmet Needs Rating for Programs/Activities

the rating for the item with the most unmet need=100
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

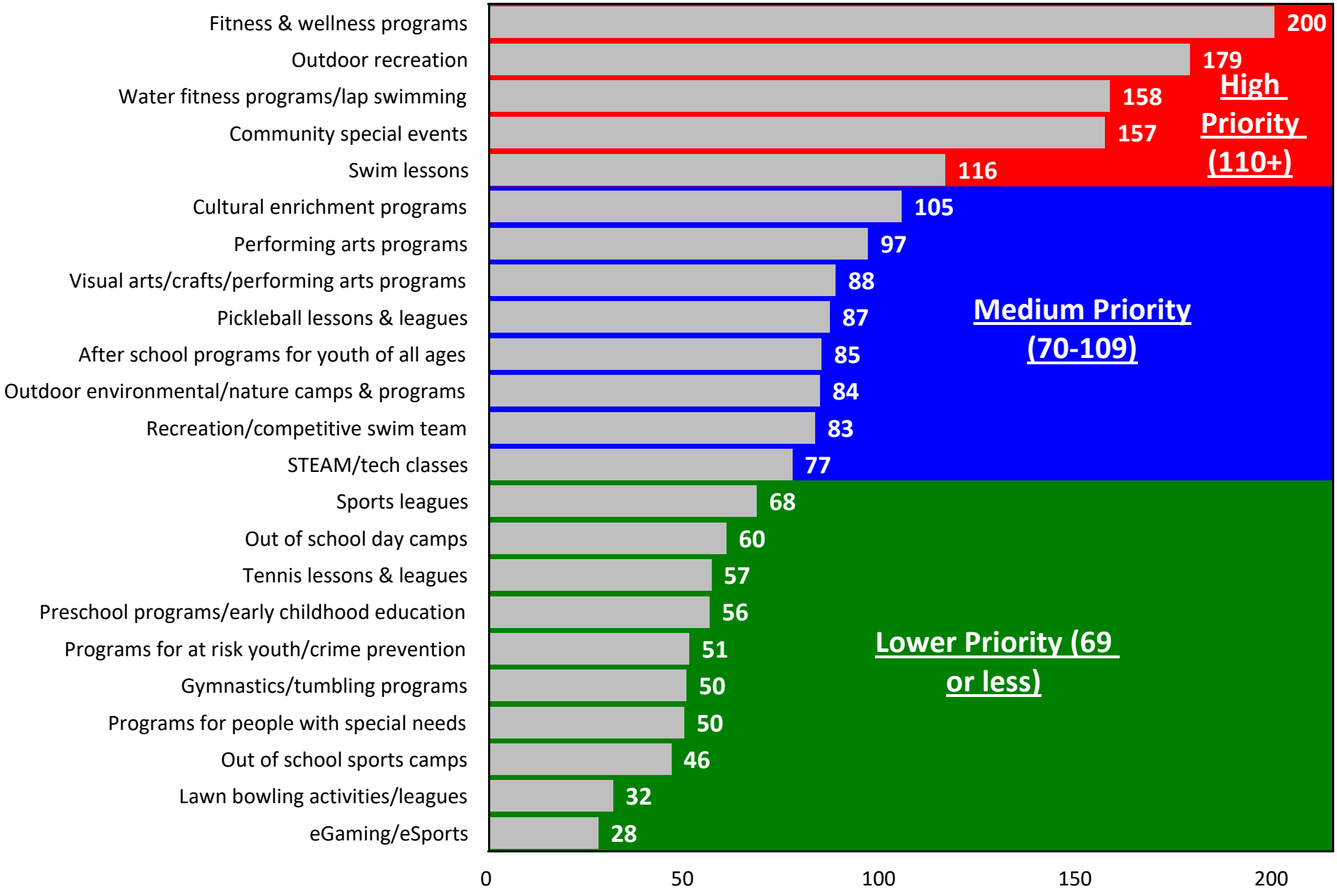


Importance Rating for Programs/Activities

the rating for the item rated as the most important=100
the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



5 I-S Analysis

Importance-Satisfaction Analysis

Overview

Today, officials have limited resources which need to be targeted to the maintenance items that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward the maintenance items with the highest importance to; and (2) to target resources toward those maintenance items where residents are the least satisfied. The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both highly important decision-making criteria for each of the maintenance items that are assessed on the survey. This version of the Importance-Satisfaction rating is based on the maintenance items and utilizes the concept that public agencies will maximize overall resident satisfaction by emphasizing areas where the level of satisfaction is relatively low, and the perceived importance of the item is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for the maintenance items selected as the first, second, and third most important maintenance item for the City to emphasize. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among the maintenance activities are comparable. [IS=Importance x (1-Satisfaction)].

Respondents were asked to identify the maintenance item they think should receive the most emphasis from the City. Thirty-four percent (34%) of respondents selected ***Path/trail (paved) maintenance*** as one of the most important maintenance item for the City to emphasize. With regard to satisfaction, 56% of respondents surveyed rated the City's overall performance in ***Path/trail (paved) maintenance***, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for Number of ***Path/trail (paved) maintenance*** was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 34% was multiplied by 56% (1-0.5630). This calculation yielded an I-S rating of 0.1495 which ranked second out of eighteen maintenance categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the maintenance items.

Importance-Satisfaction Analysis



The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the maintenance items
- If none (0%) of the respondents selected a maintenance items as one for the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (IS>=0.20)
- Increase Current Emphasis (0.10<=IS<0.20)
- Maintain Current Emphasis (IS<0.10)

The results for Santa Clara, CA are provided on the following pages.

2024 Importance-Satisfaction Rating
Santa Clara, California
Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Restroom maintenance	29%	2	36%	17	0.1858	1
Path/trail (paved) maintenance	34%	1	56%	5	0.1495	2
Graffiti removal/vandalism repair	27%	4	46%	11	0.1439	3
Trash/litter/waste pickup	27%	3	52%	7	0.1274	4
Medium Priority (IS <.10)						
Community/recreation/senior center maintenance	17%	6	48%	10	0.0868	5
Playground safety & maintenance	21%	5	60%	2	0.0850	6
Pool/splash pad/spray ground maintenance	12%	15	32%	18	0.0805	7
Athletic field maintenance	13%	10	45%	13	0.0724	8
Waterways/rivers/streams	13%	11	44%	14	0.0719	9
Natural area/conservation area management	14%	7	51%	8	0.0695	10
Trail (non-paved) maintenance	13%	9	51%	9	0.0663	11
Athletic outdoor court maintenance	12%	13	45%	12	0.0655	12
Urban forest/tree maintenance	13%	12	54%	6	0.0583	13
Pavilion/picnic area maintenance	13%	8	57%	4	0.0580	14
Landscape care (flower beds)	12%	14	57%	3	0.0513	15
Dog park (off leash) maintenance & care	8%	17	40%	15	0.0501	16
Mowing	11%	16	60%	1	0.0442	17
Specialized facility maintenance	2%	18	38%	16	0.0131	18

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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6 Tabular Data

Q1. Including yourself, how many people in your household are...

	Mean	Sum
number	2.8	955
Under age 5	0.2	53
Ages 5-9	0.1	46
Ages 10-14	0.1	44
Ages 15-19	0.2	59
Ages 20-24	0.1	47
Ages 25-34	0.4	134
Ages 35-44	0.4	152
Ages 45-54	0.4	135
Ages 55-64	0.4	133
Ages 65-74	0.3	94
Ages 75-84	0.1	45
Ages 85+	0.0	13

Q2. Have you or any members of your household visited any parks or recreation facilities offered by the City of Santa Clara during the past 12 months?

Q2. Have your household members visited any City parks or recreation facilities during past 12 months	Number	Percent
Yes	313	91.5 %
No	29	8.5 %
Total	342	100.0 %

Q2a. How often do you visit Santa Clara parks and/or recreation facilities?

Q2a. How often do you visit Santa Clara parks and/or recreation facilities	Number	Percent
More than 5 times a week	46	14.7 %
2-4 times a week	101	32.3 %
Once a week	54	17.3 %
1-3 times a month	60	19.2 %
Less than once a month	49	15.7 %
Don't know	3	1.0 %
Total	313	100.0 %

WITHOUT DON'T KNOW

Q2a. How often do you visit Santa Clara parks and/or recreation facilities? (without "don't know")

Q2a. How often do you visit Santa Clara parks and/or recreation facilities	Number	Percent
More than 5 times a week	46	14.8 %
2-4 times a week	101	32.6 %
Once a week	54	17.4 %
1-3 times a month	60	19.4 %
Less than once a month	49	15.8 %
Total	310	100.0 %

Q2b. Overall, how would you rate the physical condition of ALL the City of Santa Clara parks and recreation facilities you have visited?

Q2b. How would you rate overall physical condition of all City parks & recreation facilities you have visited	Number	Percent
Excellent	29	9.3 %
Good	169	54.0 %
Fair	87	27.8 %
Poor	22	7.0 %
Not provided	6	1.9 %
Total	313	100.0 %

WITHOUT NOT PROVIDED

Q2b. Overall, how would you rate the physical condition of ALL the City of Santa Clara parks and recreation facilities you have visited? (without "not provided")

Q2b. How would you rate overall physical condition of all City parks & recreation facilities you have visited	Number	Percent
Excellent	29	9.4 %
Good	169	55.0 %
Fair	87	28.3 %
Poor	22	7.2 %
Total	307	100.0 %

Q2c. Please CHECK ALL the following reasons that you and members of your household currently use Santa Clara parks and recreation facilities.

Q2c. Reasons your household members currently use Santa Clara parks & recreation facilities	Number	Percent
Participate in a program/attend an event/league	92	29.4 %
Walk for exercise	245	78.3 %
Walk dog(s)	90	28.8 %
Play on a playground	96	30.7 %
Picnicking/family-friend gathering	92	29.4 %
People watch	41	13.1 %
Read a book	35	11.2 %
Hang out	86	27.5 %
Ride a bike	75	24.0 %
Run/jog	71	22.7 %
Go swimming/use a splash pad	57	18.2 %
Watch birds/wildlife	42	13.4 %
Play non-league/program sports (basketball, tennis, pickleball, soccer, lawn bowling)	80	25.6 %
Other	16	5.1 %
Total	1118	

Q2c-14. Other:

Q2c-14. Other	Number	Percent
Pickleball	2	12.5 %
Workout	2	12.5 %
Gym	1	6.3 %
Relax	1	6.3 %
Play with grandkids	1	6.3 %
Use gym at senior center	1	6.3 %
Sometimes just driving by and admiring our city parks	1	6.3 %
Attend Arts and Wine Festival	1	6.3 %
Walk kid	1	6.3 %
Grandkids	1	6.3 %
Doing fun stuff	1	6.3 %
Play catch with my son	1	6.3 %
Roller skate	1	6.3 %
BBQ in picnic areas	1	6.3 %
Total	16	100.0 %

Q3. Has your household participated in any recreation programs or activities offered by the City of Santa Clara during the past 12 months?

Q3. Has your household participated in any City recreation programs or activities during past 12 months	Number	Percent
Yes	134	39.2 %
No	208	60.8 %
Total	342	100.0 %

Q3a. How would you rate the overall quality of the City of Santa Clara recreation programs and/or activities in which your household has participated?

Q3a. How would you rate overall quality of City recreation programs and/or activities in which your household has participated	Number	Percent
Excellent	24	17.9 %
Good	73	54.5 %
Fair	31	23.1 %
Poor	3	2.2 %
Not provided	3	2.2 %
Total	134	100.0 %

WITHOUT NOT PROVIDED

Q3a. How would you rate the overall quality of the City of Santa Clara recreation programs and/or activities in which your household has participated? (without "not provided")

Q3a. How would you rate overall quality of City recreation programs and/or activities in which your household has participated	Number	Percent
Excellent	24	18.3 %
Good	73	55.7 %
Fair	31	23.7 %
Poor	3	2.3 %
Total	131	100.0 %

Q4. From the following list, please CHECK ALL the organizations that you or members of your household have used for recreation programs and activities during the past 12 months.

Q4. Organizations your household members have used for recreation programs & activities during past 12 months	Number	Percent
City of Santa Clara	228	66.7 %
Santa Clara County	117	34.2 %
Neighboring cities	141	41.2 %
Public/private schools	82	24.0 %
Places of worship (e.g., synagogues, churches)	69	20.2 %
Private & non-profit youth sports	44	12.9 %
Private summer camps	27	7.9 %
Private clubs (tennis, health, swim, fitness)	65	19.0 %
Homeowners association	25	7.3 %
Other	14	4.1 %
Total	812	

Q4-10. Other:

Q4-10. Other	Number	Percent
Senior center	2	15.4 %
Library	1	7.7 %
Events in parks	1	7.7 %
Open space authority	1	7.7 %
Mountain view swimming pool	1	7.7 %
Adult Ed at Unified FUHSD, YMCA	1	7.7 %
RPEA picnic	1	7.7 %
Private dance studio	1	7.7 %
Pacific Hockey Association, Sharks Ice	1	7.7 %
SENIOR CENTER	1	7.7 %
Cemetary	1	7.7 %
Sharr's Ice	1	7.7 %
Total	13	100.0 %

Q4a. If you or members of your household have used other organizations for recreation programs and activities, please CHECK ALL the following reasons as to why you do so.

Q4a. Reasons why your household has used other organizations for recreation programs & activities	Number	Percent
Quality of instructors	1	7.1 %
Newer facilities	3	21.4 %
Value of program matches the fee paid	1	7.1 %
Program times are more convenient	4	28.6 %
Offers programs that I am interested in	4	28.6 %
Closer to my home	1	7.1 %
Other	3	21.4 %
Total	17	

Q4a-7. Other:

Q4a-7. Other	Number	Percent
Good swimming pool	1	33.3 %
Santa Clara no longer has public golf facilities	1	33.3 %
No ice hockey in city parks	1	33.3 %
Total	3	100.0 %

Q5. Please CHECK ALL the following reasons that prevent you and members of your household from participating in the City of Santa Clara recreation programs or activities more often.

Q5. Reasons that prevent your household from participating in City recreation programs or activities more often	Number	Percent
Lack of quality instructors	13	3.8 %
Old & outdated facilities	84	24.6 %
Use programs offered by other agencies	37	10.8 %
I don't know what is offered	84	24.6 %
Lack of quality programs	32	9.4 %
Fees are too high	60	17.5 %
Too far from my home	20	5.8 %
Program times are not convenient	107	31.3 %
Classes are full	48	14.0 %
Program not offered	63	18.4 %
Registration is difficult	22	6.4 %
Poor customer service by staff	17	5.0 %
Lack of transportation	5	1.5 %
Lack of right program equipment	8	2.3 %
Too busy/not interested	75	21.9 %
Lack of trust in government	5	1.5 %
Language/cultural barriers	5	1.5 %
Other	20	5.8 %
Total	705	

Q5-18. Other

- courts are not in good condition, not available
- For use of field, priority is not given to Santa Clara residents, pool are all closing, organizations from other cities are taking resident spots. Restrictions at skate park are to rigorous. Take a page out of Sunnyvale park and rec and open things up to residents
- health issues
- Hours of operation
- Ill health and fear of Covid.
- Interested, but too busy
- Lack of cycling infrastructure, if it is too difficult to walk or bike to, better to stay safe at home
- Lazy
- No facility for special/disabled.
- no good swimming pool
- no indoor lap swimming pool
- Not enough offerings
- post covid inertia, health
- prioritized other activity
- sanitation issues
- SPOUSE TOO DISABLED
- too few fitness classes for adults after work hours
- TRAVELING
- We are satisfied with walking daily for exercise. Do not go out at night anymore.
- work full time, age

Q6. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

(N=342)

	Fully met	Mostly met	Partly met	Not met	No need
Q6-1. Community center (multi-use space for all ages)	11.7%	15.8%	14.6%	9.9%	48.0%
Q6-2. Community gardens	10.2%	15.2%	11.7%	10.5%	52.3%
Q6-3. Diamond sports fields (e.g., baseball, softball)	5.0%	8.8%	10.2%	6.7%	69.3%
Q6-4. Environmental education center	3.2%	7.3%	7.9%	10.8%	70.8%
Q6-5. Golf course	3.2%	4.7%	5.3%	13.7%	73.1%
Q6-6. Indoor basketball/volleyball courts (indoor gyms)	2.6%	6.1%	9.9%	18.1%	63.2%
Q6-7. Indoor walking/jogging track	4.4%	7.0%	9.9%	22.8%	55.8%
Q6-8. Lawn bowling	4.4%	4.4%	5.6%	5.8%	79.8%
Q6-9. Multi-use trails (biking, walking, jogging, hiking)	15.5%	21.9%	25.7%	14.3%	22.5%
Q6-10. Off-leash dog park	8.2%	7.6%	10.8%	8.8%	64.6%
Q6-11. Open space & conservation areas	13.5%	29.5%	19.9%	9.1%	28.1%
Q6-12. Outdoor amphitheater/outdoor performing arts venue	6.4%	12.6%	15.8%	14.0%	51.2%
Q6-13. Outdoor exercise/fitness equipment	5.3%	11.4%	18.4%	15.8%	49.1%
Q6-14. Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	7.9%	12.6%	18.1%	16.1%	45.3%
Q6-15. Pickleball courts (dedicated)	2.9%	4.4%	9.6%	17.8%	65.2%
Q6-16. Picnic areas & shelters	16.4%	22.8%	20.8%	7.9%	32.2%
Q6-17. Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	4.7%	10.8%	13.2%	10.2%	61.1%
Q6-18. Skate parks	3.5%	6.1%	6.1%	6.1%	78.1%
Q6-19. Specialty bike parks (BMX park/pump track)	2.6%	5.3%	5.6%	6.4%	80.1%
Q6-20. Splash pads	1.8%	3.5%	8.5%	9.9%	76.3%

Q6. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q6-21. Swimming pool	4.4%	9.9%	18.4%	29.2%	38.0%
Q6-22. Tennis courts (dedicated)	6.4%	10.5%	12.6%	6.4%	64.0%
Q6-23. Universally accessible play areas	9.4%	14.6%	15.5%	5.0%	55.6%
Q6-24. Other	0.3%	0.6%	0.9%	1.2%	97.1%

WITHOUT NO NEED

Q6. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

(N=342)

	Fully met	Mostly met	Partly met	Not met
Q6-1. Community center (multi-use space for all ages)	22.5%	30.3%	28.1%	19.1%
Q6-2. Community gardens	21.5%	31.9%	24.5%	22.1%
Q6-3. Diamond sports fields (e.g., baseball, softball)	16.2%	28.6%	33.3%	21.9%
Q6-4. Environmental education center	11.0%	25.0%	27.0%	37.0%
Q6-5. Golf course	12.0%	17.4%	19.6%	51.1%
Q6-6. Indoor basketball/volleyball courts (indoor gyms)	7.1%	16.7%	27.0%	49.2%
Q6-7. Indoor walking/jogging track	9.9%	15.9%	22.5%	51.7%
Q6-8. Lawn bowling	21.7%	21.7%	27.5%	29.0%
Q6-9. Multi-use trails (biking, walking, jogging, hiking)	20.0%	28.3%	33.2%	18.5%
Q6-10. Off-leash dog park	23.1%	21.5%	30.6%	24.8%
Q6-11. Open space & conservation areas	18.7%	41.1%	27.6%	12.6%
Q6-12. Outdoor amphitheater/outdoor performing arts venue	13.2%	25.7%	32.3%	28.7%
Q6-13. Outdoor exercise/fitness equipment	10.3%	22.4%	36.2%	31.0%
Q6-14. Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	14.4%	23.0%	33.2%	29.4%
Q6-15. Pickleball courts (dedicated)	8.4%	12.6%	27.7%	51.3%
Q6-16. Picnic areas & shelters	24.1%	33.6%	30.6%	11.6%
Q6-17. Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	12.0%	27.8%	33.8%	26.3%
Q6-18. Skate parks	16.0%	28.0%	28.0%	28.0%
Q6-19. Specialty bike parks (BMX park/pump track)	13.2%	26.5%	27.9%	32.4%
Q6-20. Splash pads	7.4%	14.8%	35.8%	42.0%

WITHOUT NO NEED

Q6. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q6-21. Swimming pool	7.1%	16.0%	29.7%	47.2%
Q6-22. Tennis courts (dedicated)	17.9%	29.3%	35.0%	17.9%
Q6-23. Universally accessible play areas	21.1%	32.9%	34.9%	11.2%
Q6-24. Other	10.0%	20.0%	30.0%	40.0%

Q6-24. Other:

Q6-24. Other	Number	Percent
Senior Center	2	20.0 %
Indoor badminton or outdoor badminton nets	1	10.0 %
Play structures	1	10.0 %
PARKS WITH KIDS PLAY AREAS	1	10.0 %
Indoor gym and pool at senior center	1	10.0 %
Playgrounds	1	10.0 %
Roller Hockey	1	10.0 %
18-hole golf course	1	10.0 %
NEED DOG PARK	1	10.0 %
Total	10	100.0 %

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. Top choice	Number	Percent
Community center (multi-use space for all ages)	35	10.2 %
Community gardens	4	1.2 %
Diamond sports fields (e.g., baseball, softball)	9	2.6 %
Environmental education center	2	0.6 %
Golf course	16	4.7 %
Indoor basketball/volleyball courts (indoor gyms)	8	2.3 %
Indoor walking/jogging track	15	4.4 %
Multi-use trails (biking, walking, jogging, hiking)	61	17.8 %
Off-leash dog park	17	5.0 %
Open space & conservation areas	23	6.7 %
Outdoor amphitheater/outdoor performing arts venue	2	0.6 %
Outdoor exercise/fitness equipment	3	0.9 %
Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	8	2.3 %
Pickleball courts (dedicated)	4	1.2 %
Picnic areas & shelters	21	6.1 %
Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	12	3.5 %
Skate parks	2	0.6 %
Specialty bike parks (BMX park/pump track)	4	1.2 %
Swimming pool	38	11.1 %
Tennis courts (dedicated)	7	2.0 %
Universally accessible play areas	14	4.1 %
None chosen	37	10.8 %
Total	342	100.0 %

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 2nd choice	Number	Percent
Community center (multi-use space for all ages)	16	4.7 %
Community gardens	18	5.3 %
Diamond sports fields (e.g., baseball, softball)	3	0.9 %
Environmental education center	4	1.2 %
Golf course	9	2.6 %
Indoor basketball/volleyball courts (indoor gyms)	13	3.8 %
Indoor walking/jogging track	14	4.1 %
Multi-use trails (biking, walking, jogging, hiking)	61	17.8 %
Off-leash dog park	13	3.8 %
Open space & conservation areas	32	9.4 %
Outdoor amphitheater/outdoor performing arts venue	10	2.9 %
Outdoor exercise/fitness equipment	8	2.3 %
Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	12	3.5 %
Pickleball courts (dedicated)	11	3.2 %
Picnic areas & shelters	28	8.2 %
Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	3	0.9 %
Specialty bike parks (BMX park/pump track)	3	0.9 %
Splash pads	2	0.6 %
Swimming pool	25	7.3 %
Tennis courts (dedicated)	3	0.9 %
Universally accessible play areas	3	0.9 %
None chosen	51	14.9 %
Total	342	100.0 %

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 3rd choice	Number	Percent
Community center (multi-use space for all ages)	21	6.1 %
Community gardens	19	5.6 %
Diamond sports fields (e.g., baseball, softball)	6	1.8 %
Environmental education center	2	0.6 %
Golf course	4	1.2 %
Indoor basketball/volleyball courts (indoor gyms)	11	3.2 %
Indoor walking/jogging track	16	4.7 %
Lawn bowling	2	0.6 %
Multi-use trails (biking, walking, jogging, hiking)	36	10.5 %
Off-leash dog park	16	4.7 %
Open space & conservation areas	27	7.9 %
Outdoor amphitheater/outdoor performing arts venue	6	1.8 %
Outdoor exercise/fitness equipment	10	2.9 %
Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	15	4.4 %
Pickleball courts (dedicated)	13	3.8 %
Picnic areas & shelters	21	6.1 %
Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	2	0.6 %
Skate parks	2	0.6 %
Specialty bike parks (BMX park/pump track)	4	1.2 %
Splash pads	4	1.2 %
Swimming pool	25	7.3 %
Tennis courts (dedicated)	4	1.2 %
Universally accessible play areas	7	2.0 %
None chosen	69	20.2 %
Total	342	100.0 %

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 4th choice	Number	Percent
Community center (multi-use space for all ages)	14	4.1 %
Community gardens	26	7.6 %
Diamond sports fields (e.g., baseball, softball)	2	0.6 %
Environmental education center	6	1.8 %
Golf course	8	2.3 %
Indoor basketball/volleyball courts (indoor gyms)	11	3.2 %
Indoor walking/jogging track	7	2.0 %
Lawn bowling	2	0.6 %
Multi-use trails (biking, walking, jogging, hiking)	18	5.3 %
Off-leash dog park	10	2.9 %
Open space & conservation areas	20	5.8 %
Outdoor amphitheater/outdoor performing arts venue	13	3.8 %
Outdoor exercise/fitness equipment	13	3.8 %
Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	8	2.3 %
Pickleball courts (dedicated)	1	0.3 %
Picnic areas & shelters	22	6.4 %
Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	8	2.3 %
Skate parks	1	0.3 %
Specialty bike parks (BMX park/pump track)	3	0.9 %
Splash pads	5	1.5 %
Swimming pool	20	5.8 %
Tennis courts (dedicated)	4	1.2 %
Universally accessible play areas	17	5.0 %
None chosen	103	30.1 %
Total	342	100.0 %

SUM OF TOP 4 CHOICES

Q7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household? (top 4)

Q7. Top choice	Number	Percent
Community center (multi-use space for all ages)	86	25.1 %
Community gardens	67	19.6 %
Diamond sports fields (e.g., baseball, softball)	20	5.8 %
Environmental education center	14	4.1 %
Golf course	37	10.8 %
Indoor basketball/volleyball courts (indoor gyms)	43	12.6 %
Indoor walking/jogging track	52	15.2 %
Lawn bowling	4	1.2 %
Multi-use trails (biking, walking, jogging, hiking)	176	51.5 %
Off-leash dog park	56	16.4 %
Open space & conservation areas	102	29.8 %
Outdoor amphitheater/outdoor performing arts venue	31	9.1 %
Outdoor exercise/fitness equipment	34	9.9 %
Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	43	12.6 %
Pickleball courts (dedicated)	29	8.5 %
Picnic areas & shelters	92	26.9 %
Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	25	7.3 %
Skate parks	5	1.5 %
Specialty bike parks (BMX park/pump track)	14	4.1 %
Splash pads	11	3.2 %
Swimming pool	108	31.6 %
Tennis courts (dedicated)	18	5.3 %
Universally accessible play areas	41	12.0 %
None chosen	37	10.8 %
Total	1145	

Q8. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

(N=342)

	Fully met	Mostly met	Partly met	Not met	No need
Q8-1. After school programs for youth of all ages	2.6%	5.0%	9.6%	7.3%	75.4%
Q8-2. Community special events	9.6%	17.8%	17.8%	11.1%	43.6%
Q8-3. Cultural enrichment programs	6.1%	12.0%	17.8%	9.6%	54.4%
Q8-4. eGaming/eSports	1.5%	2.3%	2.9%	6.4%	86.8%
Q8-5. Fitness & wellness programs	5.3%	14.9%	22.8%	16.7%	40.4%
Q8-6. Gymnastics/tumbling programs	2.9%	4.7%	5.6%	8.2%	78.7%
Q8-7. Lawn bowling activities/leagues	2.0%	2.9%	5.3%	6.4%	83.3%
Q8-8. Out of school day camps	2.3%	3.2%	7.6%	7.9%	78.9%
Q8-9. Out of school sports camps	2.3%	4.1%	6.4%	8.2%	78.9%
Q8-10. Outdoor environmental/nature camps & programs	3.5%	6.4%	12.3%	11.4%	66.4%
Q8-11. Outdoor recreation (hiking, canoe, kayak, archery, etc.)	4.4%	8.8%	13.7%	23.7%	49.4%
Q8-12. Performing arts programs (dance/ music)	3.5%	8.2%	15.2%	10.5%	62.6%
Q8-13. Pickleball lessons & leagues	1.8%	3.5%	9.1%	15.5%	70.2%
Q8-14. Preschool programs/early childhood education	2.6%	4.4%	5.8%	6.7%	80.4%
Q8-15. Programs for at risk youth/crime prevention	1.2%	3.2%	7.0%	9.4%	79.2%
Q8-16. Programs for people with special needs	1.5%	3.5%	6.1%	9.1%	79.8%
Q8-17. Recreation/competitive swim team	2.0%	3.2%	6.1%	17.5%	71.1%
Q8-18. Sports leagues	3.8%	7.3%	8.8%	11.4%	68.7%
Q8-19. STEAM (science, technology, engineering, arts & mathematics)/tech classes	2.6%	7.6%	11.7%	11.1%	67.0%
Q8-20. Swim lessons	3.8%	5.8%	13.2%	15.5%	61.7%

Q8. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q8-21. Tennis lessons & leagues	2.9%	5.8%	7.0%	9.6%	74.6%
Q8-22. Visual arts/crafts/performing arts programs	4.4%	7.9%	14.3%	12.0%	61.4%
Q8-23. Water fitness programs/lap swimming	4.1%	4.1%	15.5%	21.6%	54.7%
Q8-24. Other	0.3%	0.3%	0.0%	1.2%	98.2%

WITHOUT NO NEED

Q8. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

(N=342)

	Fully met	Mostly met	Partly met	Not met
Q8-1. After school programs for youth of all ages	10.7%	20.2%	39.3%	29.8%
Q8-2. Community special events	17.1%	31.6%	31.6%	19.7%
Q8-3. Cultural enrichment programs	13.5%	26.3%	39.1%	21.2%
Q8-4. eGaming/eSports	11.1%	17.8%	22.2%	48.9%
Q8-5. Fitness & wellness programs	8.8%	25.0%	38.2%	27.9%
Q8-6. Gymnastics/tumbling programs	13.7%	21.9%	26.0%	38.4%
Q8-7. Lawn bowling activities/leagues	12.3%	17.5%	31.6%	38.6%
Q8-8. Out of school day camps	11.1%	15.3%	36.1%	37.5%
Q8-9. Out of school sports camps	11.1%	19.4%	30.6%	38.9%
Q8-10. Outdoor environmental/nature camps & programs	10.4%	19.1%	36.5%	33.9%
Q8-11. Outdoor recreation (hiking, canoe, kayak, archery, etc.)	8.7%	17.3%	27.2%	46.8%
Q8-12. Performing arts programs (dance/ music)	9.4%	21.9%	40.6%	28.1%
Q8-13. Pickleball lessons & leagues	5.9%	11.8%	30.4%	52.0%
Q8-14. Preschool programs/early childhood education	13.4%	22.4%	29.9%	34.3%
Q8-15. Programs for at risk youth/crime prevention	5.6%	15.5%	33.8%	45.1%
Q8-16. Programs for people with special needs	7.2%	17.4%	30.4%	44.9%
Q8-17. Recreation/competitive swim team	7.1%	11.1%	21.2%	60.6%
Q8-18. Sports leagues	12.1%	23.4%	28.0%	36.4%
Q8-19. STEAM (science, technology, engineering, arts & mathematics)/tech classes	8.0%	23.0%	35.4%	33.6%
Q8-20. Swim lessons	9.9%	15.3%	34.4%	40.5%

WITHOUT NO NEED

Q8. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q8-21. Tennis lessons & leagues	11.5%	23.0%	27.6%	37.9%
Q8-22. Visual arts/crafts/performing arts programs	11.4%	20.5%	37.1%	31.1%
Q8-23. Water fitness programs/lap swimming	9.0%	9.0%	34.2%	47.7%
Q8-24. Other	16.7%	16.7%	0.0%	66.7%

Q8-24. Other

- badminton
- basketball league
- basketball league
- Golf
- Parks for my grandkids to play at when they visit. We like the remodeled Westwood oaks and Homeridge playgrounds
- physical fitness area

Q9. Which FOUR programs/activities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. Top choice	Number	Percent
After school programs for youth of all ages	23	6.7 %
Community special events	40	11.7 %
Cultural enrichment programs	11	3.2 %
Fitness & wellness programs	38	11.1 %
Gymnastics/tumbling programs	7	2.0 %
Lawn bowling activities/leagues	1	0.3 %
Out of school day camps	4	1.2 %
Out of school sports camps	3	0.9 %
Outdoor environmental/nature camps & programs	6	1.8 %
Outdoor recreation (hiking, canoe, kayak, archery, etc.)	29	8.5 %
Performing arts programs (dance/music)	9	2.6 %
Pickleball lessons & leagues	11	3.2 %
Preschool programs/early childhood education	13	3.8 %
Programs for at risk youth/crime prevention	1	0.3 %
Recreation/competitive swim team	11	3.2 %
Sports leagues	1	0.3 %
STEAM (science, technology, engineering, arts & mathematics)/ tech classes	4	1.2 %
Swim lessons	13	3.8 %
Tennis lessons & leagues	6	1.8 %
Visual arts/crafts/performing arts programs	2	0.6 %
Water fitness programs/lap swimming	32	9.4 %
None chosen	77	22.5 %
Total	342	100.0 %

Q9. Which FOUR programs/activities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 2nd choice	Number	Percent
After school programs for youth of all ages	12	3.5 %
Community special events	23	6.7 %
Cultural enrichment programs	13	3.8 %
eGaming/eSports	4	1.2 %
Fitness & wellness programs	32	9.4 %
Gymnastics/tumbling programs	5	1.5 %
Lawn bowling activities/leagues	1	0.3 %
Out of school day camps	8	2.3 %
Out of school sports camps	4	1.2 %
Outdoor environmental/nature camps & programs	10	2.9 %
Outdoor recreation (hiking, canoe, kayak, archery, etc.)	23	6.7 %
Performing arts programs (dance/music)	10	2.9 %
Pickleball lessons & leagues	8	2.3 %
Preschool programs/early childhood education	7	2.0 %
Programs for at risk youth/crime prevention	3	0.9 %
Programs for people with special needs	2	0.6 %
Recreation/competitive swim team	8	2.3 %
Sports leagues	8	2.3 %
STEAM (science, technology, engineering, arts & mathematics)/ tech classes	5	1.5 %
Swim lessons	20	5.8 %
Tennis lessons & leagues	6	1.8 %
Visual arts/crafts/performing arts programs	6	1.8 %
Water fitness programs/lap swimming	20	5.8 %
None chosen	104	30.4 %
Total	342	100.0 %

Q9. Which FOUR programs/activities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 3rd choice	Number	Percent
After school programs for youth of all ages	6	1.8 %
Community special events	19	5.6 %
Cultural enrichment programs	11	3.2 %
Fitness & wellness programs	28	8.2 %
Gymnastics/tumbling programs	3	0.9 %
Out of school day camps	9	2.6 %
Out of school sports camps	2	0.6 %
Outdoor environmental/nature camps & programs	8	2.3 %
Outdoor recreation (hiking, canoe, kayak, archery, etc.)	30	8.8 %
Performing arts programs (dance/music)	12	3.5 %
Pickleball lessons & leagues	5	1.5 %
Preschool programs/early childhood education	4	1.2 %
Programs for at risk youth/crime prevention	5	1.5 %
Programs for people with special needs	9	2.6 %
Recreation/competitive swim team	4	1.2 %
Sports leagues	8	2.3 %
STEAM (science, technology, engineering, arts & mathematics)/ tech classes	10	2.9 %
Swim lessons	10	2.9 %
Tennis lessons & leagues	2	0.6 %
Visual arts/crafts/performing arts programs	13	3.8 %
Water fitness programs/lap swimming	11	3.2 %
None chosen	133	38.9 %
Total	342	100.0 %

Q9. Which FOUR programs/activities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 4th choice	Number	Percent
After school programs for youth of all ages	9	2.6 %
Community special events	6	1.8 %
Cultural enrichment programs	12	3.5 %
Fitness & wellness programs	10	2.9 %
Gymnastics/tumbling programs	7	2.0 %
Lawn bowling activities/leagues	1	0.3 %
Out of school day camps	3	0.9 %
Out of school sports camps	10	2.9 %
Outdoor environmental/nature camps & programs	11	3.2 %
Outdoor recreation (hiking, canoe, kayak, archery, etc.)	22	6.4 %
Performing arts programs (dance/music)	9	2.6 %
Pickleball lessons & leagues	9	2.6 %
Preschool programs/early childhood education	5	1.5 %
Programs for at risk youth/crime prevention	7	2.0 %
Programs for people with special needs	5	1.5 %
Recreation/competitive swim team	5	1.5 %
Sports leagues	10	2.9 %
STEAM (science, technology, engineering, arts & mathematics)/ tech classes	8	2.3 %
Swim lessons	12	3.5 %
Tennis lessons & leagues	6	1.8 %
Visual arts/crafts/performing arts programs	7	2.0 %
Water fitness programs/lap swimming	11	3.2 %
None chosen	157	45.9 %
Total	342	100.0 %

SUM OF TOP 4 CHOICES

Q9. Which FOUR programs/activities from the list in Question 8 are MOST IMPORTANT to your household? (top 4)

Q9. Top choice	Number	Percent
After school programs for youth of all ages	50	14.6 %
Community special events	88	25.7 %
Cultural enrichment programs	47	13.7 %
eGaming/eSports	4	1.2 %
Fitness & wellness programs	108	31.6 %
Gymnastics/tumbling programs	22	6.4 %
Lawn bowling activities/leagues	3	0.9 %
Out of school day camps	24	7.0 %
Out of school sports camps	19	5.6 %
Outdoor environmental/nature camps & programs	35	10.2 %
Outdoor recreation (hiking, canoe, kayak, archery, etc.)	104	30.4 %
Performing arts programs (dance/music)	40	11.7 %
Pickleball lessons & leagues	33	9.6 %
Preschool programs/early childhood education	29	8.5 %
Programs for at risk youth/crime prevention	16	4.7 %
Programs for people with special needs	16	4.7 %
Recreation/competitive swim team	28	8.2 %
Sports leagues	27	7.9 %
STEAM (science, technology, engineering, arts & mathematics)/ tech classes	27	7.9 %
Swim lessons	55	16.1 %
Tennis lessons & leagues	20	5.8 %
Visual arts/crafts/performing arts programs	28	8.2 %
Water fitness programs/lap swimming	74	21.6 %
None chosen	77	22.5 %
Total	974	

Q10. Santa Clara Parks and Recreation is in the process of evaluating its event offerings. From the list below, which THREE of the single or multi-day event concepts would you and the members of your household be MOST INTERESTED in participating?

Q10. Top choice	Number	Percent
Cultural celebrations (ethnic music, traditions, performances)	47	13.7 %
Competitions (triathlon, bike, 5K/10K runs, adventure/obstacle courses)	25	7.3 %
Employment/job fairs	12	3.5 %
Entertainment (music, movies, performers)	46	13.5 %
Environmental event (Water Matters Day, sustainability, recycling)	7	2.0 %
Food events (farmer's market, food tastings, beer/wine)	92	26.9 %
Health & wellness events (nutrition counseling, preventative health education, mental health wellness, City resources)	9	2.6 %
Holiday celebrations (Memorial, Veterans, 4th of July)	36	10.5 %
Educational workshops for seniors & youth (Fraud Prevention, D.A.R.E., etc.)	10	2.9 %
Sports tournaments (baseball, basketball, football, dodgeball, pickleball, soccer)	16	4.7 %
Summer Camp Information Fair	6	1.8 %
None chosen	36	10.5 %
Total	342	100.0 %

Q10. Santa Clara Parks and Recreation is in the process of evaluating its event offerings. From the list below, which THREE of the single or multi-day event concepts would you and the members of your household be MOST INTERESTED in participating?

Q10. 2nd choice	Number	Percent
Cultural celebrations (ethnic music, traditions, performances)	32	9.4 %
Competitions (triathlon, bike, 5K/10K runs, adventure/obstacle courses)	19	5.6 %
Employment/job fairs	13	3.8 %
Entertainment (music, movies, performers)	71	20.8 %
Environmental event (Water Matters Day, sustainability, recycling)	9	2.6 %
Food events (farmer's market, food tastings, beer/wine)	76	22.2 %
Health & wellness events (nutrition counseling, preventative health education, mental health wellness, City resources)	18	5.3 %
Holiday celebrations (Memorial, Veterans, 4th of July)	31	9.1 %
Educational workshops for seniors & youth (Fraud Prevention, D.A.R.E., etc.)	7	2.0 %
Sports tournaments (baseball, basketball, football, dodgeball, pickleball, soccer)	15	4.4 %
Summer Camp Information Fair	4	1.2 %
None chosen	47	13.7 %
Total	342	100.0 %

Q10. Santa Clara Parks and Recreation is in the process of evaluating its event offerings. From the list below, which THREE of the single or multi-day event concepts would you and the members of your household be MOST INTERESTED in participating?

Q10. 3rd choice	Number	Percent
Cultural celebrations (ethnic music, traditions, performances)	28	8.2 %
Competitions (triathlon, bike, 5K/10K runs, adventure/obstacle courses)	20	5.8 %
Employment/job fairs	6	1.8 %
Entertainment (music, movies, performers)	38	11.1 %
Environmental event (Water Matters Day, sustainability, recycling)	17	5.0 %
Food events (farmer's market, food tastings, beer/wine)	50	14.6 %
Health & wellness events (nutrition counseling, preventative health education, mental health wellness, City resources)	25	7.3 %
Holiday celebrations (Memorial, Veterans, 4th of July)	46	13.5 %
Educational workshops for seniors & youth (Fraud Prevention, D.A.R.E., etc.)	19	5.6 %
Sports tournaments (baseball, basketball, football, dodgeball, pickleball, soccer)	13	3.8 %
Summer Camp Information Fair	9	2.6 %
None chosen	71	20.8 %
Total	342	100.0 %

SUM OF TOP 3 CHOICES

Q10. Santa Clara Parks and Recreation is in the process of evaluating its event offerings. From the list below, which THREE of the single or multi-day event concepts would you and the members of your household be MOST INTERESTED in participating? (top 3)

Q10. Top choice	Number	Percent
Cultural celebrations (ethnic music, traditions, performances)	107	31.3 %
Competitions (triathlon, bike, 5K/10K runs, adventure/obstacle courses)	64	18.7 %
Employment/job fairs	31	9.1 %
Entertainment (music, movies, performers)	155	45.3 %
Environmental event (Water Matters Day, sustainability, recycling)	33	9.6 %
Food events (farmer's market, food tastings, beer/wine)	218	63.7 %
Health & wellness events (nutrition counseling, preventative health education, mental health wellness, City resources)	52	15.2 %
Holiday celebrations (Memorial, Veterans, 4th of July)	113	33.0 %
Educational workshops for seniors & youth (Fraud Prevention, D.A.R.E., etc.)	36	10.5 %
Sports tournaments (baseball, basketball, football, dodgeball, pickleball, soccer)	44	12.9 %
Summer Camp Information Fair	19	5.6 %
None chosen	36	10.5 %
Total	908	

Q11. If you or someone in your household is over 50 years old, please indicate how well your/their needs are being met for each of the programs/activities listed below that promote ACTIVE AGING on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

(N=342)

	Fully met	Mostly met	Partly met	Not met	No need
Q11-1. Alzheimer/Parkinson's programs	0.3%	2.0%	2.0%	4.7%	90.9%
Q11-2. Arts & crafts programs & activities	1.5%	5.6%	8.2%	7.9%	76.9%
Q11-3. Computer classes & programs	1.2%	2.9%	6.7%	6.7%	82.5%
Q11-4. Dance lessons & programs	1.5%	2.3%	5.0%	7.0%	84.2%
Q11-5. Day trips, tours, & excursions to popular tourist attractions	2.3%	2.6%	8.2%	10.2%	76.6%
Q11-6. Financial services program (tax filing)	1.2%	2.9%	6.1%	4.1%	85.7%
Q11-7. Healthy living programs & screenings (blood pressure, cancer, vision, etc.)	1.5%	4.4%	9.6%	7.6%	76.9%
Q11-8. Housing programs	0.9%	1.5%	4.4%	5.0%	88.3%
Q11-9. Legal assistance programs	0.9%	2.9%	3.5%	7.0%	85.7%
Q11-10. Lunch/meal programs	1.8%	2.9%	5.6%	3.8%	86.0%
Q11-11. Music classes & programs	1.2%	2.9%	7.0%	5.3%	83.6%
Q11-12. Special events at the senior center	2.9%	5.6%	7.0%	7.9%	76.6%
Q11-13. Special interest classes (gardening, writing, book clubs)	2.9%	3.5%	7.6%	7.9%	78.1%
Q11-14. Support groups	1.2%	2.0%	3.5%	6.1%	87.1%
Q11-15. Transportation programs/services	2.3%	2.0%	5.3%	5.6%	84.8%
Q11-16. Volunteer opportunities programs	1.5%	3.2%	7.3%	7.0%	81.0%
Q11-17. Weekly programs (cards, billiards, mahjong)	2.3%	2.6%	5.8%	4.1%	85.1%
Q11-18. Other	0.3%	0.3%	0.6%	0.6%	98.2%

WITHOUT NO NEED

Q11. If you or someone in your household is over 50 years old, please indicate how well your/their needs are being met for each of the programs/activities listed below that promote ACTIVE AGING on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

(N=342)

	Fully met	Mostly met	Partly met	Not met
Q11-1. Alzheimer/Parkinson's programs	3.2%	22.6%	22.6%	51.6%
Q11-2. Arts & crafts programs & activities	6.3%	24.1%	35.4%	34.2%
Q11-3. Computer classes & programs	6.7%	16.7%	38.3%	38.3%
Q11-4. Dance lessons & programs	9.3%	14.8%	31.5%	44.4%
Q11-5. Day trips, tours, & excursions to popular tourist attractions	10.0%	11.3%	35.0%	43.8%
Q11-6. Financial services program (tax filing)	8.2%	20.4%	42.9%	28.6%
Q11-7. Healthy living programs & screenings (blood pressure, cancer, vision, etc.)	6.3%	19.0%	41.8%	32.9%
Q11-8. Housing programs	7.5%	12.5%	37.5%	42.5%
Q11-9. Legal assistance programs	6.1%	20.4%	24.5%	49.0%
Q11-10. Lunch/meal programs	12.5%	20.8%	39.6%	27.1%
Q11-11. Music classes & programs	7.1%	17.9%	42.9%	32.1%
Q11-12. Special events at the senior center	12.5%	23.8%	30.0%	33.8%
Q11-13. Special interest classes (gardening, writing, book clubs)	13.3%	16.0%	34.7%	36.0%
Q11-14. Support groups	9.1%	15.9%	27.3%	47.7%
Q11-15. Transportation programs/services	15.4%	13.5%	34.6%	36.5%
Q11-16. Volunteer opportunities programs	7.7%	16.9%	38.5%	36.9%
Q11-17. Weekly programs (cards, billiards, mahjong)	15.7%	17.6%	39.2%	27.5%
Q11-18. Other	16.7%	16.7%	33.3%	33.3%

Q11-18. Other

- Cycling club or rides.
- Lap swimming is my primary use of my senior center membership, I attend at Mary Gomez 4-5 times per week but MISS the ISC !!!!
  There was a community Ed class that got me started with guitar with Rich Hawthorne and I have continued privately w him but now I wish there were adult jam sessions thru the senior center
- Off leash dog parks
- Off leash dog parks
- Senior center pool/fitness center
- SWIMMING

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. Top choice	Number	Percent
Alzheimer/Parkinson's programs	9	2.6 %
Arts & crafts programs & activities	15	4.4 %
Computer classes & programs	10	2.9 %
Dance lessons & programs	8	2.3 %
Day trips, tours, & excursions to popular tourist attractions	13	3.8 %
Financial services program (tax filing)	4	1.2 %
Healthy living programs & screenings (blood pressure, cancer, vision, etc.)	10	2.9 %
Housing programs	8	2.3 %
Legal assistance programs	5	1.5 %
Lunch/meal programs	2	0.6 %
Music classes & programs	8	2.3 %
Special events at the senior center	8	2.3 %
Special interest classes (gardening, writing, book clubs)	10	2.9 %
Transportation programs/services	8	2.3 %
Volunteer opportunities programs	9	2.6 %
Weekly programs (cards, billiards, mahjong)	6	1.8 %
None chosen	209	61.1 %
Total	342	100.0 %

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 2nd choice	Number	Percent
Alzheimer/Parkinson's programs	4	1.2 %
Arts & crafts programs & activities	13	3.8 %
Computer classes & programs	4	1.2 %
Dance lessons & programs	6	1.8 %
Day trips, tours, & excursions to popular tourist attractions	18	5.3 %
Financial services program (tax filing)	4	1.2 %
Healthy living programs & screenings (blood pressure, cancer, vision, etc.)	16	4.7 %
Housing programs	6	1.8 %
Legal assistance programs	7	2.0 %
Lunch/meal programs	2	0.6 %
Music classes & programs	3	0.9 %
Special events at the senior center	8	2.3 %
Special interest classes (gardening, writing, book clubs)	11	3.2 %
Support groups	1	0.3 %
Transportation programs/services	3	0.9 %
Volunteer opportunities programs	6	1.8 %
Weekly programs (cards, billiards, mahjong)	6	1.8 %
None chosen	224	65.5 %
Total	342	100.0 %

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 3rd choice	Number	Percent
Arts & crafts programs & activities	11	3.2 %
Computer classes & programs	5	1.5 %
Dance lessons & programs	3	0.9 %
Day trips, tours, & excursions to popular tourist attractions	11	3.2 %
Financial services program (tax filing)	8	2.3 %
Healthy living programs & screenings (blood pressure, cancer, vision, etc.)	6	1.8 %
Housing programs	2	0.6 %
Legal assistance programs	1	0.3 %
Lunch/meal programs	9	2.6 %
Music classes & programs	5	1.5 %
Special events at the senior center	12	3.5 %
Special interest classes (gardening, writing, book clubs)	17	5.0 %
Support groups	3	0.9 %
Transportation programs/services	4	1.2 %
Volunteer opportunities programs	5	1.5 %
Weekly programs (cards, billiards, mahjong)	6	1.8 %
None chosen	234	68.4 %
Total	342	100.0 %

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household?

Q12. 4th choice	Number	Percent
Alzheimer/Parkinson's programs	2	0.6 %
Arts & crafts programs & activities	8	2.3 %
Computer classes & programs	5	1.5 %
Dance lessons & programs	2	0.6 %
Day trips, tours, & excursions to popular tourist attractions	8	2.3 %
Financial services program (tax filing)	5	1.5 %
Healthy living programs & screenings (blood pressure, cancer, vision, etc.)	10	2.9 %
Housing programs	1	0.3 %
Legal assistance programs	2	0.6 %
Lunch/meal programs	7	2.0 %
Special events at the senior center	7	2.0 %
Special interest classes (gardening, writing, book clubs)	7	2.0 %
Support groups	4	1.2 %
Transportation programs/services	8	2.3 %
Volunteer opportunities programs	6	1.8 %
Weekly programs (cards, billiards, mahjong)	5	1.5 %
None chosen	255	74.6 %
Total	342	100.0 %

SUM OF TOP 4 CHOICES

Q12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household? (top 4)

Q12. Top choice	Number	Percent
Alzheimer/Parkinson's programs	15	4.4 %
Arts & crafts programs & activities	47	13.7 %
Computer classes & programs	24	7.0 %
Dance lessons & programs	19	5.6 %
Day trips, tours, & excursions to popular tourist attractions	50	14.6 %
Financial services program (tax filing)	21	6.1 %
Healthy living programs & screenings (blood pressure, cancer, vision, etc.)	42	12.3 %
Housing programs	17	5.0 %
Legal assistance programs	15	4.4 %
Lunch/meal programs	20	5.8 %
Music classes & programs	16	4.7 %
Special events at the senior center	35	10.2 %
Special interest classes (gardening, writing, book clubs)	45	13.2 %
Support groups	8	2.3 %
Transportation programs/services	23	6.7 %
Volunteer opportunities programs	26	7.6 %
Weekly programs (cards, billiards, mahjong)	23	6.7 %
None chosen	209	61.1 %
Total	655	

Q13. Please rate your level of agreement with the following statements about some potential benefits of the City of Santa Clara's parks and recreation services.

(N=342)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q13-1. Helps to attract new residents	19.0%	27.8%	19.9%	6.1%	1.5%	25.7%
Q13-2. Helps to reduce crime in my neighborhood & keep kids out of trouble	21.1%	30.1%	14.3%	5.0%	2.0%	27.5%
Q13-3. Improves my (my household's) mental health & reduces stress	28.1%	31.9%	14.6%	2.0%	0.9%	22.5%
Q13-4. Improves my (my household's) physical health & fitness	30.1%	32.2%	13.7%	2.0%	1.5%	20.5%
Q13-5. Increases my (my household's) property value	21.1%	28.7%	18.1%	4.4%	0.3%	27.5%
Q13-6. Is age-friendly & accessible to all age groups	22.8%	29.8%	16.1%	5.3%	1.5%	24.6%
Q13-7. Makes Santa Clara a more desirable place to live	32.7%	31.0%	12.6%	3.2%	0.3%	20.2%
Q13-8. Positively impacts economic/business development/ tourism	20.5%	27.8%	18.1%	5.6%	0.6%	27.5%
Q13-9. Preserves open space & protects the environment	27.8%	32.5%	11.1%	4.1%	0.6%	24.0%
Q13-10. Provides jobs/ professional development for youth	13.7%	20.8%	23.7%	6.4%	0.9%	34.5%
Q13-11. Provides positive social interactions for me (my household/family)	24.3%	28.4%	15.8%	4.4%	0.9%	26.3%
Q13-12. Provides volunteer opportunities for the community	17.3%	26.6%	19.0%	3.8%	0.0%	33.3%

WITHOUT DON'T KNOW

Q13. Please rate your level of agreement with the following statements about some potential benefits of the City of Santa Clara's parks and recreation services. (without "don't know")

(N=342)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q13-1. Helps to attract new residents	25.6%	37.4%	26.8%	8.3%	2.0%
Q13-2. Helps to reduce crime in my neighborhood & keep kids out of trouble	29.0%	41.5%	19.8%	6.9%	2.8%
Q13-3. Improves my (my household's) mental health & reduces stress	36.2%	41.1%	18.9%	2.6%	1.1%
Q13-4. Improves my (my household's) physical health & fitness	37.9%	40.4%	17.3%	2.6%	1.8%
Q13-5. Increases my (my household's) property value	29.0%	39.5%	25.0%	6.0%	0.4%
Q13-6. Is age-friendly & accessible to all age groups	30.2%	39.5%	21.3%	7.0%	1.9%
Q13-7. Makes Santa Clara a more desirable place to live	41.0%	38.8%	15.8%	4.0%	0.4%
Q13-8. Positively impacts economic/business development/tourism	28.2%	38.3%	25.0%	7.7%	0.8%
Q13-9. Preserves open space & protects the environment	36.5%	42.7%	14.6%	5.4%	0.8%
Q13-10. Provides jobs/ professional development for youth	21.0%	31.7%	36.2%	9.8%	1.3%
Q13-11. Provides positive social interactions for me (my household/family)	32.9%	38.5%	21.4%	6.0%	1.2%
Q13-12. Provides volunteer opportunities for the community	25.9%	39.9%	28.5%	5.7%	0.0%

Q14. Which FOUR of the benefits from the list in Question 13 are MOST IMPORTANT to you and members of your household?

Q14. Top choice	Number	Percent
Helps to attract new residents	7	2.0 %
Helps to reduce crime in my neighborhood & keep kids out of trouble	54	15.8 %
Improves my (my household's) mental health & reduces stress	65	19.0 %
Improves my (my household's) physical health & fitness	43	12.6 %
Increases my (my household's) property value	22	6.4 %
Is age-friendly & accessible to all age groups	19	5.6 %
Makes Santa Clara a more desirable place to live	31	9.1 %
Positively impacts economic/business development/tourism	1	0.3 %
Preserves open space & protects the environment	17	5.0 %
Provides jobs/professional development for youth	3	0.9 %
Provides positive social interactions for me (my household/ family)	8	2.3 %
Provides volunteer opportunities for the community	4	1.2 %
None chosen	68	19.9 %
Total	342	100.0 %

Q14. Which FOUR of the benefits from the list in Question 13 are MOST IMPORTANT to you and members of your household?

Q14. 2nd choice	Number	Percent
Helps to attract new residents	8	2.3 %
Helps to reduce crime in my neighborhood & keep kids out of trouble	32	9.4 %
Improves my (my household's) mental health & reduces stress	51	14.9 %
Improves my (my household's) physical health & fitness	54	15.8 %
Increases my (my household's) property value	22	6.4 %
Is age-friendly & accessible to all age groups	12	3.5 %
Makes Santa Clara a more desirable place to live	36	10.5 %
Positively impacts economic/business development/tourism	6	1.8 %
Preserves open space & protects the environment	22	6.4 %
Provides jobs/professional development for youth	4	1.2 %
Provides positive social interactions for me (my household/ family)	13	3.8 %
Provides volunteer opportunities for the community	6	1.8 %
None chosen	76	22.2 %
Total	342	100.0 %

Q14. Which FOUR of the benefits from the list in Question 13 are MOST IMPORTANT to you and members of your household?

Q14. 3rd choice	Number	Percent
Helps to attract new residents	9	2.6 %
Helps to reduce crime in my neighborhood & keep kids out of trouble	19	5.6 %
Improves my (my household's) mental health & reduces stress	28	8.2 %
Improves my (my household's) physical health & fitness	33	9.6 %
Increases my (my household's) property value	19	5.6 %
Is age-friendly & accessible to all age groups	22	6.4 %
Makes Santa Clara a more desirable place to live	38	11.1 %
Positively impacts economic/business development/tourism	12	3.5 %
Preserves open space & protects the environment	25	7.3 %
Provides jobs/professional development for youth	10	2.9 %
Provides positive social interactions for me (my household/ family)	25	7.3 %
Provides volunteer opportunities for the community	7	2.0 %
None chosen	95	27.8 %
Total	342	100.0 %

Q14. Which FOUR of the benefits from the list in Question 13 are MOST IMPORTANT to you and members of your household?

Q14. 4th choice	Number	Percent
Helps to attract new residents	5	1.5 %
Helps to reduce crime in my neighborhood & keep kids out of trouble	19	5.6 %
Improves my (my household's) mental health & reduces stress	19	5.6 %
Improves my (my household's) physical health & fitness	25	7.3 %
Increases my (my household's) property value	13	3.8 %
Is age-friendly & accessible to all age groups	22	6.4 %
Makes Santa Clara a more desirable place to live	37	10.8 %
Positively impacts economic/business development/tourism	10	2.9 %
Preserves open space & protects the environment	22	6.4 %
Provides jobs/professional development for youth	10	2.9 %
Provides positive social interactions for me (my household/ family)	26	7.6 %
Provides volunteer opportunities for the community	13	3.8 %
None chosen	121	35.4 %
Total	342	100.0 %

SUM OF TOP 4 CHOICES

Q14. Which FOUR of the benefits from the list in Question 13 are MOST IMPORTANT to you and members of your household? (top 4)

Q14. Top choice	Number	Percent
Helps to attract new residents	29	8.5 %
Helps to reduce crime in my neighborhood & keep kids out of trouble	124	36.3 %
Improves my (my household's) mental health & reduces stress	163	47.7 %
Improves my (my household's) physical health & fitness	155	45.3 %
Increases my (my household's) property value	76	22.2 %
Is age-friendly & accessible to all age groups	75	21.9 %
Makes Santa Clara a more desirable place to live	142	41.5 %
Positively impacts economic/business development/tourism	29	8.5 %
Preserves open space & protects the environment	86	25.1 %
Provides jobs/professional development for youth	27	7.9 %
Provides positive social interactions for me (my household/ family)	72	21.1 %
Provides volunteer opportunities for the community	30	8.8 %
None chosen	68	19.9 %
Total	1076	

Q15. Please rate your level of satisfaction with the overall value that your household receives from Santa Clara parks, trails, recreation facilities, pools, programs, or services.

Q15. Your level of satisfaction with overall value that your household receives from Santa Clara parks, trails, recreation facilities, pools, programs, or services	Number	Percent
Very satisfied	42	12.3 %
Satisfied	111	32.5 %
Neutral	93	27.2 %
Dissatisfied	40	11.7 %
Very dissatisfied	15	4.4 %
Don't know	41	12.0 %
Total	342	100.0 %

WITHOUT DON'T KNOW

Q15. Please rate your level of satisfaction with the overall value that your household receives from Santa Clara parks, trails, recreation facilities, pools, programs, or services. (without "don't know")

Q15. Your level of satisfaction with overall value that your household receives from Santa Clara parks, trails, recreation facilities, pools, programs, or services	Number	Percent
Very satisfied	42	14.0 %
Satisfied	111	36.9 %
Neutral	93	30.9 %
Dissatisfied	40	13.3 %
Very dissatisfied	15	5.0 %
Total	301	100.0 %

Q16. Maintenance. Please rate your satisfaction with each of the following maintenance activities provided in the Santa Clara Parks and Recreation System.

(N=342)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Athletic field maintenance	7.3%	16.4%	17.5%	6.7%	5.0%	47.1%
Q16-2. Athletic outdoor court maintenance (tennis, pickleball, basketball, etc.)	6.7%	19.3%	20.5%	6.7%	4.1%	42.7%
Q16-3. Community/recreation/ senior center maintenance	7.9%	19.0%	19.9%	7.9%	1.8%	43.6%
Q16-4. Dog park (off leash) maintenance & care	3.8%	9.1%	11.4%	5.3%	2.9%	67.5%
Q16-5. Graffiti removal/vandalism repair	6.1%	21.9%	20.5%	9.6%	3.2%	38.6%
Q16-6. Landscape care (flower beds)	13.2%	30.4%	19.9%	9.6%	3.5%	23.4%
Q16-7. Mowing	16.1%	29.8%	19.0%	6.7%	4.7%	23.7%
Q16-8. Natural area/conservation area management	10.5%	22.5%	23.1%	6.7%	1.5%	35.7%
Q16-9. Path/trail (paved) maintenance	10.8%	30.1%	18.4%	9.1%	4.4%	27.2%
Q16-10. Pavilion/picnic area maintenance	11.7%	27.5%	18.7%	7.0%	4.1%	31.0%
Q16-11. Playground safety & maintenance	12.9%	24.3%	14.0%	7.9%	3.2%	37.7%
Q16-12. Pool/splash pad/spray ground maintenance	3.8%	10.2%	12.3%	7.6%	10.2%	55.8%
Q16-13. Restroom maintenance	4.7%	20.2%	23.1%	15.5%	6.1%	30.4%
Q16-14. Specialized facility maintenance	3.5%	8.2%	12.0%	4.7%	2.6%	69.0%
Q16-15. Trail (non-paved) maintenance	7.6%	21.1%	16.4%	9.4%	2.3%	43.3%
Q16-16. Trash/litter/waste pickup	12.3%	26.9%	20.5%	10.8%	4.7%	24.9%

Q16. Maintenance. Please rate your satisfaction with each of the following maintenance activities provided in the Santa Clara Parks and Recreation System.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-17. Urban forest/tree maintenance	10.5%	24.0%	20.8%	6.1%	2.3%	36.3%
Q16-18. Waterways/rivers/ streams	8.2%	19.0%	17.8%	13.7%	2.6%	38.6%

WITHOUT DON'T KNOW

Q16. Maintenance. Please rate your satisfaction with each of the following maintenance activities provided in the Santa Clara Parks and Recreation System. (without "don't know")

(N=342)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Athletic field maintenance	13.8%	30.9%	33.1%	12.7%	9.4%
Q16-2. Athletic outdoor court maintenance (tennis, pickleball, basketball, etc.)	11.7%	33.7%	35.7%	11.7%	7.1%
Q16-3. Community/recreation/ senior center maintenance	14.0%	33.7%	35.2%	14.0%	3.1%
Q16-4. Dog park (off leash) maintenance & care	11.7%	27.9%	35.1%	16.2%	9.0%
Q16-5. Graffiti removal/ vandalism repair	10.0%	35.7%	33.3%	15.7%	5.2%
Q16-6. Landscape care (flower beds)	17.2%	39.7%	26.0%	12.6%	4.6%
Q16-7. Mowing	21.1%	39.1%	24.9%	8.8%	6.1%
Q16-8. Natural area/ conservation area management	16.4%	35.0%	35.9%	10.5%	2.3%
Q16-9. Path/trail (paved) maintenance	14.9%	41.4%	25.3%	12.4%	6.0%
Q16-10. Pavilion/picnic area maintenance	16.9%	39.8%	27.1%	10.2%	5.9%
Q16-11. Playground safety & maintenance	20.7%	39.0%	22.5%	12.7%	5.2%
Q16-12. Pool/splash pad/ spray ground maintenance	8.6%	23.2%	27.8%	17.2%	23.2%
Q16-13. Restroom maintenance	6.7%	29.0%	33.2%	22.3%	8.8%
Q16-14. Specialized facility maintenance	11.3%	26.4%	38.7%	15.1%	8.5%
Q16-15. Trail (non-paved) maintenance	13.4%	37.1%	28.9%	16.5%	4.1%

WITHOUT DON'T KNOW

Q16. Maintenance. Please rate your satisfaction with each of the following maintenance activities provided in the Santa Clara Parks and Recreation System. (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-16. Trash/litter/waste pickup	16.3%	35.8%	27.2%	14.4%	6.2%
Q16-17. Urban forest/tree maintenance	16.5%	37.6%	32.6%	9.6%	3.7%
Q16-18. Waterways/rivers/ streams	13.3%	31.0%	29.0%	22.4%	4.3%

Q17. Which of the FOUR maintenance activities from the list in Question 16 are MOST IMPORTANT to you and members of your household?

Q17. Top choice	Number	Percent
Athletic field maintenance	19	5.6 %
Athletic outdoor court maintenance (tennis, pickleball, basketball, etc.)	12	3.5 %
Community/recreation/senior center maintenance	20	5.8 %
Dog park (off leash) maintenance & care	13	3.8 %
Graffiti removal/vandalism repair	23	6.7 %
Landscape care (flower beds)	11	3.2 %
Mowing	11	3.2 %
Natural area/conservation area management	19	5.6 %
Path/trail (paved) maintenance	30	8.8 %
Pavilion/picnic area maintenance	10	2.9 %
Playground safety & maintenance	15	4.4 %
Pool/splash pad/spray ground maintenance	18	5.3 %
Restroom maintenance	19	5.6 %
Specialized facility maintenance	1	0.3 %
Trail (non-paved) maintenance	8	2.3 %
Trash/litter/waste pickup	17	5.0 %
Urban forest/tree maintenance	6	1.8 %
Waterways/rivers/streams	12	3.5 %
None chosen	78	22.8 %
Total	342	100.0 %

Q17. Which of the FOUR maintenance activities from the list in Question 16 are MOST IMPORTANT to you and members of your household?

Q17. 2nd choice	Number	Percent
Athletic field maintenance	9	2.6 %
Athletic outdoor court maintenance (tennis, pickleball, basketball, etc.)	16	4.7 %
Community/recreation/senior center maintenance	17	5.0 %
Dog park (off leash) maintenance & care	5	1.5 %
Graffiti removal/vandalism repair	26	7.6 %
Landscape care (flower beds)	11	3.2 %
Mowing	11	3.2 %
Natural area/conservation area management	13	3.8 %
Path/trail (paved) maintenance	41	12.0 %
Pavilion/picnic area maintenance	10	2.9 %
Playground safety & maintenance	20	5.8 %
Pool/splash pad/spray ground maintenance	12	3.5 %
Restroom maintenance	21	6.1 %
Specialized facility maintenance	3	0.9 %
Trail (non-paved) maintenance	12	3.5 %
Trash/litter/waste pickup	16	4.7 %
Urban forest/tree maintenance	6	1.8 %
Waterways/rivers/streams	6	1.8 %
None chosen	87	25.4 %
Total	342	100.0 %

Q17. Which of the FOUR maintenance activities from the list in Question 16 are MOST IMPORTANT to you and members of your household?

Q17. 3rd choice	Number	Percent
Athletic field maintenance	7	2.0 %
Athletic outdoor court maintenance (tennis, pickleball, basketball, etc.)	7	2.0 %
Community/recreation/senior center maintenance	13	3.8 %
Dog park (off leash) maintenance & care	5	1.5 %
Graffiti removal/vandalism repair	21	6.1 %
Landscape care (flower beds)	10	2.9 %
Mowing	11	3.2 %
Natural area/conservation area management	8	2.3 %
Path/trail (paved) maintenance	34	9.9 %
Pavilion/picnic area maintenance	9	2.6 %
Playground safety & maintenance	18	5.3 %
Pool/splash pad/spray ground maintenance	6	1.8 %
Restroom maintenance	26	7.6 %
Specialized facility maintenance	3	0.9 %
Trail (non-paved) maintenance	14	4.1 %
Trash/litter/waste pickup	25	7.3 %
Urban forest/tree maintenance	18	5.3 %
Waterways/rivers/streams	12	3.5 %
None chosen	95	27.8 %
Total	342	100.0 %

Q17. Which of the FOUR maintenance activities from the list in Question 16 are MOST IMPORTANT to you and members of your household?

Q17. 4th choice	Number	Percent
Athletic field maintenance	10	2.9 %
Athletic outdoor court maintenance (tennis, pickleball, basketball, etc.)	6	1.8 %
Community/recreation/senior center maintenance	7	2.0 %
Dog park (off leash) maintenance & care	5	1.5 %
Graffiti removal/vandalism repair	21	6.1 %
Landscape care (flower beds)	9	2.6 %
Mowing	5	1.5 %
Natural area/conservation area management	9	2.6 %
Path/trail (paved) maintenance	12	3.5 %
Pavilion/picnic area maintenance	17	5.0 %
Playground safety & maintenance	19	5.6 %
Pool/splash pad/spray ground maintenance	4	1.2 %
Restroom maintenance	33	9.6 %
Trail (non-paved) maintenance	12	3.5 %
Trash/litter/waste pickup	33	9.6 %
Urban forest/tree maintenance	13	3.8 %
Waterways/rivers/streams	14	4.1 %
None chosen	113	33.0 %
Total	342	100.0 %

SUM OF TOP 4 CHOICES

Q17. Which of the FOUR maintenance activities from the list in Question 16 are MOST IMPORTANT to you and members of your household? (top 4)

Q17. Top choice	Number	Percent
Athletic field maintenance	45	13.2 %
Athletic outdoor court maintenance (tennis, pickleball, basketball, etc.)	41	12.0 %
Community/recreation/senior center maintenance	57	16.7 %
Dog park (off leash) maintenance & care	28	8.2 %
Graffiti removal/vandalism repair	91	26.6 %
Landscape care (flower beds)	41	12.0 %
Mowing	38	11.1 %
Natural area/conservation area management	49	14.3 %
Path/trail (paved) maintenance	117	34.2 %
Pavilion/picnic area maintenance	46	13.5 %
Playground safety & maintenance	72	21.1 %
Pool/splash pad/spray ground maintenance	40	11.7 %
Restroom maintenance	99	28.9 %
Specialized facility maintenance	7	2.0 %
Trail (non-paved) maintenance	46	13.5 %
Trash/litter/waste pickup	91	26.6 %
Urban forest/tree maintenance	43	12.6 %
Waterways/rivers/streams	44	12.9 %
None chosen	78	22.8 %
Total	1073	

Q18(1-9). Improvements to Existing Facilities: The following is a list of actions the City of Santa Clara could take to improve the parks and recreation system. Please indicate your support for each potential action using a scale of 5 to 1, where 5 means "Very Supportive," and 1 means "Not at all Supportive."

(N=342)

	Very supportive	Somewhat supportive	Neutral	Not supportive	Not at all supportive	Don't know
Q18-1. General repair & increase maintenance of parks & facilities	42.7%	26.3%	8.2%	0.3%	0.0%	22.5%
Q18-2. Improve existing aquatic facilities	37.4%	18.1%	9.4%	3.5%	2.0%	29.5%
Q18-3. Add/expand/improve trails/walking loops in existing parks	36.5%	25.4%	12.6%	1.8%	0.3%	23.4%
Q18-4. Improve ADA/disabled persons accessibility at parks	25.7%	24.3%	19.6%	3.2%	1.2%	26.0%
Q18-5. Improve/expand natural open space areas in existing parks	33.0%	24.6%	15.8%	1.2%	1.2%	24.3%
Q18-6. Improve restroom facilities in existing parks	35.7%	25.1%	13.5%	1.8%	1.2%	22.8%
Q18-7. Improve playgrounds in existing parks	30.1%	23.4%	14.0%	5.6%	0.9%	26.0%
Q18-8. Renovate recreation/ senior centers	25.4%	24.3%	18.7%	4.1%	2.0%	25.4%
Q18-9. Add Wi-Fi/other technology improvements to existing parks	21.3%	17.3%	19.9%	11.4%	9.4%	20.8%

WITHOUT DON'T KNOW

Q18(1-9). Improvements to Existing Facilities: The following is a list of actions the City of Santa Clara could take to improve the parks and recreation system. Please indicate your support for each potential action using a scale of 5 to 1, where 5 means "Very Supportive," and 1 means "Not at all Supportive." (without "don't know")

(N=342)

	Very supportive	Somewhat supportive	Neutral	Not supportive	Not at all supportive
Q18-1. General repair & increase maintenance of parks & facilities	55.1%	34.0%	10.6%	0.4%	0.0%
Q18-2. Improve existing aquatic facilities	53.1%	25.7%	13.3%	5.0%	2.9%
Q18-3. Add/expand/improve trails/walking loops in existing parks	47.7%	33.2%	16.4%	2.3%	0.4%
Q18-4. Improve ADA/ disabled persons accessibility at parks	34.8%	32.8%	26.5%	4.3%	1.6%
Q18-5. Improve/expand natural open space areas in existing parks	43.6%	32.4%	20.8%	1.5%	1.5%
Q18-6. Improve restroom facilities in existing parks	46.2%	32.6%	17.4%	2.3%	1.5%
Q18-7. Improve playgrounds in existing parks	40.7%	31.6%	19.0%	7.5%	1.2%
Q18-8. Renovate recreation/ senior centers	34.1%	32.5%	25.1%	5.5%	2.7%
Q18-9. Add Wi-Fi/other technology improvements to existing parks	26.9%	21.8%	25.1%	14.4%	11.8%

Q18(10-15). Developing New Facilities: The following is a list of actions the City of Santa Clara could take to improve the parks and recreation system. Please indicate your support for each potential action using a scale of 5 to 1, where 5 means "Very Supportive," and 1 means "Not at all Supportive."

(N=342)

	Very supportive	Somewhat supportive	Neutral	Not supportive	Not at all supportive	Don't know
Q18-10. Develop new parks	33.9%	21.9%	15.2%	3.8%	0.6%	24.6%
Q18-11. Develop new sports facilities (fields, basketball, pickleball)	28.7%	24.0%	16.7%	4.1%	3.5%	23.1%
Q18-12. Develop new off-leash dog parks	15.2%	17.5%	20.8%	10.5%	8.5%	27.5%
Q18-13. Develop new trail & bike lane connections)	33.3%	21.3%	12.9%	5.0%	3.2%	24.3%
Q18-14. Develop new splashpads	12.3%	16.7%	20.2%	7.3%	7.9%	35.7%
Q18-15. Develop/improve community-wide event venues	26.3%	25.1%	18.7%	3.8%	1.8%	24.3%

WITHOUT DON'T KNOW

Q18(10-15). Developing New Facilities: The following is a list of actions the City of Santa Clara could take to improve the parks and recreation system. Please indicate your support for each potential action using a scale of 5 to 1, where 5 means "Very Supportive," and 1 means "Not at all Supportive." (without "don't know")

(N=342)

	Very supportive	Somewhat supportive	Neutral	Not supportive	Not at all supportive
Q18-10. Develop new parks	45.0%	29.1%	20.2%	5.0%	0.8%
Q18-11. Develop new sports facilities (fields, basketball, pickleball)	37.3%	31.2%	21.7%	5.3%	4.6%
Q18-12. Develop new off-leash dog parks	21.0%	24.2%	28.6%	14.5%	11.7%
Q18-13. Develop new trail & bike lane connections)	44.0%	28.2%	17.0%	6.6%	4.2%
Q18-14. Develop new splashpads	19.1%	25.9%	31.4%	11.4%	12.3%
Q18-15. Develop/improve community-wide event venues	34.7%	33.2%	24.7%	5.0%	2.3%

Q19. Which FOUR actions from the list in Question 18 on the previous page would you be MOST WILLING to fund?

Q19. Top choice	Number	Percent
General repair & increase maintenance of parks & facilities	60	17.5 %
Improve existing aquatic facilities	48	14.0 %
Add/expand/improve trails/walking loops in existing parks	17	5.0 %
Improve ADA/disabled persons accessibility at parks	6	1.8 %
Improve/expand natural open space areas in existing parks	13	3.8 %
Improve restroom facilities in existing parks	13	3.8 %
Improve playgrounds in existing parks	17	5.0 %
Renovate recreation/senior centers	10	2.9 %
Add Wi-Fi/other technology improvements to existing parks	7	2.0 %
Develop new parks	22	6.4 %
Develop new sports facilities (fields, basketball, pickleball)	16	4.7 %
Develop new off-leash dog parks	9	2.6 %
Develop new trail & bike lane connections)	26	7.6 %
Develop new splashpads	2	0.6 %
Develop/improve community-wide event venues	5	1.5 %
None chosen	71	20.8 %
Total	342	100.0 %

Q19. Which FOUR actions from the list in Question 18 on the previous page would you be MOST WILLING to fund?

Q19. 2nd choice	Number	Percent
General repair & increase maintenance of parks & facilities	37	10.8 %
Improve existing aquatic facilities	26	7.6 %
Add/expand/improve trails/walking loops in existing parks	32	9.4 %
Improve ADA/disabled persons accessibility at parks	10	2.9 %
Improve/expand natural open space areas in existing parks	22	6.4 %
Improve restroom facilities in existing parks	26	7.6 %
Improve playgrounds in existing parks	15	4.4 %
Renovate recreation/senior centers	12	3.5 %
Add Wi-Fi/other technology improvements to existing parks	7	2.0 %
Develop new parks	16	4.7 %
Develop new sports facilities (fields, basketball, pickleball)	17	5.0 %
Develop new off-leash dog parks	9	2.6 %
Develop new trail & bike lane connections)	22	6.4 %
Develop new splashpads	2	0.6 %
Develop/improve community-wide event venues	7	2.0 %
None chosen	82	24.0 %
Total	342	100.0 %

Q19. Which FOUR actions from the list in Question 18 on the previous page would you be MOST WILLING to fund?

Q19. 3rd choice	Number	Percent
General repair & increase maintenance of parks & facilities	20	5.8 %
Improve existing aquatic facilities	10	2.9 %
Add/expand/improve trails/walking loops in existing parks	24	7.0 %
Improve ADA/disabled persons accessibility at parks	10	2.9 %
Improve/expand natural open space areas in existing parks	21	6.1 %
Improve restroom facilities in existing parks	29	8.5 %
Improve playgrounds in existing parks	20	5.8 %
Renovate recreation/senior centers	13	3.8 %
Add Wi-Fi/other technology improvements to existing parks	8	2.3 %
Develop new parks	15	4.4 %
Develop new sports facilities (fields, basketball, pickleball)	16	4.7 %
Develop new off-leash dog parks	5	1.5 %
Develop new trail & bike lane connections)	31	9.1 %
Develop new splashpads	4	1.2 %
Develop/improve community-wide event venues	10	2.9 %
None chosen	106	31.0 %
Total	342	100.0 %

Q19. Which FOUR actions from the list in Question 18 on the previous page would you be MOST WILLING to fund?

Q19. 4th choice	Number	Percent
General repair & increase maintenance of parks & facilities	27	7.9 %
Improve existing aquatic facilities	11	3.2 %
Add/expand/improve trails/walking loops in existing parks	12	3.5 %
Improve ADA/disabled persons accessibility at parks	5	1.5 %
Improve/expand natural open space areas in existing parks	20	5.8 %
Improve restroom facilities in existing parks	23	6.7 %
Improve playgrounds in existing parks	17	5.0 %
Renovate recreation/senior centers	10	2.9 %
Add Wi-Fi/other technology improvements to existing parks	8	2.3 %
Develop new parks	20	5.8 %
Develop new sports facilities (fields, basketball, pickleball)	7	2.0 %
Develop new off-leash dog parks	10	2.9 %
Develop new trail & bike lane connections)	24	7.0 %
Develop new splashpads	6	1.8 %
Develop/improve community-wide event venues	17	5.0 %
None chosen	125	36.5 %
Total	342	100.0 %

SUM OF TOP 4 CHOICES

Q19. Which FOUR actions from the list in Question 18 on the previous page would you be MOST WILLING to fund? (top 4)

Q19. Top choice	Number	Percent
General repair & increase maintenance of parks & facilities	144	42.1 %
Improve existing aquatic facilities	95	27.8 %
Add/expand/improve trails/walking loops in existing parks	85	24.9 %
Improve ADA/disabled persons accessibility at parks	31	9.1 %
Improve/expand natural open space areas in existing parks	76	22.2 %
Improve restroom facilities in existing parks	91	26.6 %
Improve playgrounds in existing parks	69	20.2 %
Renovate recreation/senior centers	45	13.2 %
Add Wi-Fi/other technology improvements to existing parks	30	8.8 %
Develop new parks	73	21.3 %
Develop new sports facilities (fields, basketball, pickleball)	56	16.4 %
Develop new off-leash dog parks	33	9.6 %
Develop new trail & bike lane connections)	103	30.1 %
Develop new splashpads	14	4.1 %
Develop/improve community-wide event venues	39	11.4 %
None chosen	71	20.8 %
Total	1055	

Q20. From the following list, please CHECK ALL of the ways you learn about the City of Santa Clara parks, recreation facilities, and programs, events, activities and services.

Q20. Ways you learn about City parks, recreation facilities, & programs, events, activities & services	Number	Percent
City activity guide	235	68.7 %
City weekly newsletter	102	29.8 %
City website	174	50.9 %
Materials at parks or recreation facilities	78	22.8 %
Conversations with recreation staff	24	7.0 %
Newspaper	32	9.4 %
Friends & neighbors	130	38.0 %
Promotions at special events	66	19.3 %
Banners at parks or City facilities	143	41.8 %
Email/eBlasts from City	112	32.7 %
Facebook	64	18.7 %
X/Twitter	9	2.6 %
Instagram	38	11.1 %
Flyers	42	12.3 %
Other	14	4.1 %
Total	1263	

Q20-15. Other:

Q20-15. Other	Number	Percent
Google maps	2	14.3 %
Google	1	7.1 %
BlueSky	1	7.1 %
NEXTDOOR	1	7.1 %
Apartment bulletin board	1	7.1 %
Mail	1	7.1 %
San Jose Spotlight	1	7.1 %
Calendar and inside Santa Clara mailings	1	7.1 %
SCYSL, schools, city council members	1	7.1 %
Monthly report	1	7.1 %
NEWS TV	1	7.1 %
Calendar	1	7.1 %
Nextdoor, broadcasted city council meetings	1	7.1 %
Total	14	100.0 %

Q21. From the list in Question 20, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation programs and activities?

Q21. Top choice	Number	Percent
City activity guide	86	25.1 %
City weekly newsletter	40	11.7 %
City website	37	10.8 %
Materials at parks or recreation facilities	7	2.0 %
Conversations with recreation staff	2	0.6 %
Newspaper	4	1.2 %
Friends & neighbors	4	1.2 %
Promotions at special events	4	1.2 %
Banners at parks or City facilities	11	3.2 %
Email/eBlasts from City	53	15.5 %
Facebook	19	5.6 %
X/Twitter	4	1.2 %
Instagram	16	4.7 %
Flyers	6	1.8 %
None chosen	49	14.3 %
Total	342	100.0 %

Q21. From the list in Question 20, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation programs and activities?

Q21. 2nd choice	Number	Percent
City activity guide	41	12.0 %
City weekly newsletter	38	11.1 %
City website	57	16.7 %
Materials at parks or recreation facilities	12	3.5 %
Conversations with recreation staff	1	0.3 %
Newspaper	9	2.6 %
Friends & neighbors	8	2.3 %
Promotions at special events	8	2.3 %
Banners at parks or City facilities	28	8.2 %
Email/eBlasts from City	39	11.4 %
Facebook	14	4.1 %
X/Twitter	3	0.9 %
Instagram	16	4.7 %
Flyers	5	1.5 %
None chosen	63	18.4 %
Total	342	100.0 %

Q21. From the list in Question 20, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation programs and activities?

Q21. 3rd choice	Number	Percent
City activity guide	39	11.4 %
City weekly newsletter	24	7.0 %
City website	32	9.4 %
Materials at parks or recreation facilities	18	5.3 %
Conversations with recreation staff	2	0.6 %
Newspaper	7	2.0 %
Friends & neighbors	10	2.9 %
Promotions at special events	11	3.2 %
Banners at parks or City facilities	36	10.5 %
Email/eBlasts from City	27	7.9 %
Facebook	17	5.0 %
X/Twitter	1	0.3 %
Instagram	11	3.2 %
Flyers	8	2.3 %
None chosen	99	28.9 %
Total	342	100.0 %

SUM OF TOP 3 CHOICES

Q21. From the list in Question 20, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation programs and activities? (top 3)

Q21. Top choice	Number	Percent
City activity guide	166	48.5 %
City weekly newsletter	102	29.8 %
City website	126	36.8 %
Materials at parks or recreation facilities	37	10.8 %
Conversations with recreation staff	5	1.5 %
Newspaper	20	5.8 %
Friends & neighbors	22	6.4 %
Promotions at special events	23	6.7 %
Banners at parks or City facilities	75	21.9 %
Email/eBlasts from City	119	34.8 %
Facebook	50	14.6 %
X/Twitter	8	2.3 %
Instagram	43	12.6 %
Flyers	19	5.6 %
None chosen	49	14.3 %
Total	864	

Q22. How many years have you lived in the City of Santa Clara?

Q22. How many years have you lived in City of Santa Clara	Number	Percent
0-5 years	77	22.5 %
6-10 years	44	12.9 %
11-20 years	60	17.5 %
21-30 years	50	14.6 %
31+ years	95	27.8 %
Not provided	16	4.7 %
Total	342	100.0 %

WITHOUT NOT PROVIDED

Q22. How many years have you lived in the City of Santa Clara? (without "not provided")

Q22. How many years have you lived in City of Santa Clara	Number	Percent
0-5 years	77	23.6 %
6-10 years	44	13.5 %
11-20 years	60	18.4 %
21-30 years	50	15.3 %
31+ years	95	29.1 %
Total	326	100.0 %

Q23. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

Q23. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	56	16.4 %
No	269	78.7 %
Not provided	17	5.0 %
Total	342	100.0 %

WITHOUT NOT PROVIDED

Q23. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry? (without "not provided")

Q23. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	56	17.2 %
No	269	82.8 %
Total	325	100.0 %

Q24. Which of the following best describes your race/ethnicity?

Q24. Your race/ethnicity	Number	Percent
Asian or Asian Indian	161	47.1 %
Black or African American	8	2.3 %
American Indian or Alaska Native	3	0.9 %
White	105	30.7 %
Native Hawaiian or other Pacific Islander	4	1.2 %
Other	17	5.0 %
Total	298	

Q24-6. Self-describe your race/ethnicity:

Q24-6. Self-describe your race/ethnicity	Number	Percent
Hispanic	2	11.8 %
Portuguese	2	11.8 %
Italian American	1	5.9 %
Multi race	1	5.9 %
Mexican	1	5.9 %
South American	1	5.9 %
Slavic	1	5.9 %
Jewish	1	5.9 %
Hispanic/Native American	1	5.9 %
Filipino/Hispanic	1	5.9 %
Greek,French, American Indian, English	1	5.9 %
Filipino	1	5.9 %
Native American	1	5.9 %
Latino	1	5.9 %
Middle Eastern	1	5.9 %
Total	17	100.0 %

Q25. Your gender:

Q25. Your gender	Number	Percent
Male	162	47.4 %
Female	165	48.2 %
Non-binary	2	0.6 %
Prefer not to answer	13	3.8 %
Total	342	100.0 %

WITHOUT PREFER NOT TO ANSWER

Q25. Your gender: (without "prefer not to answer")

Q25. Your gender	Number	Percent
Male	162	49.2 %
Female	165	50.2 %
Non-binary	2	0.6 %
Total	329	100.0 %

Q26. Your age:

Q26. Your age	Number	Percent
18-34	70	20.5 %
35-44	69	20.2 %
45-54	67	19.6 %
55-64	67	19.6 %
65+	69	20.2 %
Total	342	100.0 %

Q27. What is the primary language spoken in your home?

Q27. Primary language spoken in your home	Number	Percent
English	281	87.5 %
Spanish	14	4.4 %
Chinese	7	2.2 %
Cantonese	3	0.9 %
Hindi	2	0.6 %
Vietnamese	2	0.6 %
Telugu	1	0.3 %
Kannada	1	0.3 %
Bengali	1	0.3 %
Tamil	1	0.3 %
Marathi	1	0.3 %
Japanese	1	0.3 %
Serbo Croatian	1	0.3 %
Portuguese	1	0.3 %
Tamal	1	0.3 %
Llocano	1	0.3 %
Arabic	1	0.3 %
Albanian	1	0.3 %
Total	321	100.0 %

7 Survey Instrument

City of Santa Clara
The Center of What's Possible

City Manager's Office

October 21, 2024

Dear Santa Clara Resident:

The City of Santa Clara is excited to announce that we are creating a **Parks & Recreation Master Plan** as a guide to develop, rehabilitate, maintain, and fund the community's parks and recreational facilities and programs for decades to come – we want to hear from you!
We are conducting a survey to help determine the City's parks and recreation priorities. This survey will take approximately 10-15 minutes to complete. The time you invest in completing this survey will aid the City in taking a resident-driven approach to enhance our community and improve the quality of life for all residents. To accurately represent a cross-section of the community, your household was one of a limited number randomly selected to participate.

Your voice is important!
Your response to this survey will remain anonymous and will be reported in group form only. We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. Please return your completed survey within the next two weeks using the enclosed postage-paid return-reply envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you prefer to take the survey online, please visit **SantaClaraSurvey.org**.

If you have any questions, please contact ETC Institute's project manager Ryan Murray at ryan.murray@etcinstitute.com or at 913-254-4598.

Don't miss this opportunity to have your voice heard and help us meet the ever-changing recreation needs of all community members.

Sincerely,

Jōvan D. Grogan
City Manager

1500 Warburton Avenue • Santa Clara, CA 95050 • Phone: 408-615-2210 • Fax: 408-241-6771 • www.SantaClaraCA.gov

City of Santa Clara Parks and Recreation Needs Assessment Survey

The City of Santa Clara requests your input to help determine park and recreation priorities for our community. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. If you prefer, you can complete the survey online at *santaclarasurvey.org*. We greatly appreciate your time!

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1. Including yourself, how many people in your household are...

Under age 5: ____	Ages 15-19: ____	Ages 35-44: ____	Ages 65-74: ____
Ages 5-9: ____	Ages 20-24: ____	Ages 45-54: ____	Ages 75-84: ____
Ages 10-14: ____	Ages 25-34: ____	Ages 55-64: ____	Ages 85+: ____

2. Have you or any member of your household visited any parks or recreation facilities offered by the City of Santa Clara during the past 12 months?

____(1) Yes *[Answer Q2a-c.]* ____(2) No *[Skip to Q3.]*

2a. How often do you visit Santa Clara parks and/or recreation facilities?

____(1) More than 5 times a week
____(2) 2-4 times a week
____(3) Once a week
____(4) 1-3 times a month
____(5) Less than once a month
____(9) Don't know

2b. Overall, how would you rate the physical condition of ALL the City of Santa Clara parks and recreation facilities you have visited?

____(4) Excellent ____(3) Good ____(2) Fair ____(1) Poor

2c. Please CHECK ALL the following reasons that you and members of your household currently use Santa Clara parks and recreation facilities.

____(01) Participate in a program/attend an event/league
____(02) Walk for exercise
____(03) Walk dog(s)
____(04) Play on a playground
____(05) Picnicking/family-friend gathering
____(06) People watch
____(07) Read a book
____(08) Hang out
____(09) Ride a bike
____(10) Run/Jog
____(11) Go swimming/use a splash pad
____(12) Watch birds/wildlife
____(13) Play non-league/program sports (basketball, tennis, pickleball, soccer, lawn bowling)
____(14) Other: _____

3. Has your household participated in any recreation programs or activities offered by the City of Santa Clara during the past 12 months?

____(1) Yes *[Answer Q3a.]* ____(2) No *[Skip to Q4.]*

3a. How would you rate the overall quality of the City of Santa Clara recreation programs and/or activities in which your household has participated?

____(4) Excellent ____(3) Good ____(2) Fair ____(1) Poor

4. From the following list, please CHECK ALL the organizations that you or members of your household have used for recreation programs and activities during the past 12 months.

____(01) City of Santa Clara
____(02) Santa Clara County
____(03) Neighboring cities
____(04) Public/private schools
____(05) Places of worship (e.g., synagogues, churches)
____(06) Private and non-profit youth sports
____(07) Private summer camps
____(08) Private clubs (tennis, health, swim, fitness)
____(09) Homeowners association
____(10) Other: _____

4a. If you or members of your household have used other organizations for recreation programs and activities, please CHECK ALL the following reasons as to why you do so.

____(01) Quality of instructors
____(02) Newer facilities
____(03) Value of program matches the fee paid
____(04) Program times are more convenient
____(05) Offers programs that I am interested in
____(06) Closer to my home
____(07) Other: _____

5. Please CHECK ALL the following reasons that prevent you and members of your household from participating in the City of Santa Clara recreation programs or activities more often.

____(01) Lack of quality instructors
____(02) Old and outdated facilities
____(03) Use programs offered by other agencies
____(04) I don't know what is offered
____(05) Lack of quality programs
____(06) Fees are too high
____(07) Too far from my home
____(08) Program times are not convenient
____(09) Classes are full
____(10) Program not offered
____(11) Registration is difficult
____(12) Poor customer service by staff
____(13) Lack of transportation
____(14) Lack of right program equipment
____(15) Too busy/not interested
____(16) Lack of trust in government
____(17) Language/cultural barriers
____(18) Other: _____

6. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle "9" for "No Need."

	Type of Facility/Amenity	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01.	Community center (multi-use space for all ages)	4	3	2	1	9
02.	Community gardens	4	3	2	1	9
03.	Diamond sports fields (e.g., baseball, softball)	4	3	2	1	9
04.	Environmental education center	4	3	2	1	9
05.	Golf course	4	3	2	1	9
06.	Indoor basketball/volleyball courts (indoor gyms)	4	3	2	1	9
07.	Indoor walking/jogging track	4	3	2	1	9
08.	Lawn bowling	4	3	2	1	9
09.	Multi-use trails (biking, walking, jogging, hiking)	4	3	2	1	9
10.	Off-leash dog park	4	3	2	1	9
11.	Open space and conservation areas	4	3	2	1	9
12.	Outdoor amphitheater/outdoor performing arts venue	4	3	2	1	9
13.	Outdoor exercise/fitness equipment	4	3	2	1	9
14.	Outdoor multi-use courts (basketball, badminton, pickleball, tennis)	4	3	2	1	9
15.	Pickleball courts (dedicated)	4	3	2	1	9
16.	Picnic areas and shelters	4	3	2	1	9
17.	Rectangular sports fields (e.g., football, lacrosse, rugby, soccer)	4	3	2	1	9
18.	Skate parks	4	3	2	1	9
19.	Specialty bike parks (BMX park/pump track)	4	3	2	1	9
20.	Splash pads	4	3	2	1	9
21.	Swimming pool	4	3	2	1	9
22.	Tennis courts (dedicated)	4	3	2	1	9
23.	Universally accessible play areas	4	3	2	1	9
24.	Other: _____	4	3	2	1	9

7. Which FOUR facilities/amenities from the list in Question 6 are MOST IMPORTANT to your household? *[Write in your answers below using the numbers from the list in Question 6, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

8. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle "9" for "No Need."

	Type of Programs/Services	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01.	After school programs for youth of all ages	4	3	2	1	9
02.	Community special events	4	3	2	1	9
03.	Cultural enrichment programs	4	3	2	1	9
04.	EGaming/ESports	4	3	2	1	9
05.	Fitness and wellness programs	4	3	2	1	9
06.	Gymnastics/tumbling programs	4	3	2	1	9
07.	Lawn bowling activities/leagues	4	3	2	1	9
08.	Out of school day camps	4	3	2	1	9
09.	Out of school sports camps	4	3	2	1	9
10.	Outdoor environmental/nature camps and programs	4	3	2	1	9
11.	Outdoor recreation (hiking, canoe, kayak, archery, etc.)	4	3	2	1	9
12.	Performing arts programs (dance/music)	4	3	2	1	9
13.	Pickleball lessons and leagues	4	3	2	1	9
14.	Preschool programs/early childhood education	4	3	2	1	9
15.	Programs for at risk youth/crime prevention	4	3	2	1	9
16.	Programs for people with special needs	4	3	2	1	9
17.	Recreation/competitive swim team	4	3	2	1	9
18.	Sports leagues	4	3	2	1	9
19.	STEAM (science, technology, engineering, arts and mathematics)/tech classes	4	3	2	1	9
20.	Swim lessons	4	3	2	1	9
21.	Tennis lessons and leagues	4	3	2	1	9
22.	Visual arts/crafts/performing arts programs	4	3	2	1	9
23.	Water fitness programs/lap swimming	4	3	2	1	9
24.	Other: _____	4	3	2	1	9

9. Which FOUR programs/activities from the list in Question 8 are MOST IMPORTANT to your household? *[Write in your answers below using the numbers from the list in Question 8, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

10. Santa Clara Parks and Recreation is in the process of evaluating its event offerings. From the list below, which THREE of the single or multi-day event concepts would you and the members of your household be MOST INTERESTED in participating? *[Write in your answers using the numbers from the list below, or circle "NONE." For example, if your top choice is "Summer Camp Information Fair," you would write "11" in the space next to "1st" below.]*

01. Cultural celebrations (ethnic music, traditions, performances)
02. Competitions (triathlon, bike, 5K/10K runs, adventure/obstacle courses)
03. Employment/job fairs
04. Entertainment (music, movies, performers)
05. Environmental event (Water Matters Day, sustainability, recycling)
06. Food events (farmer's market, food tastings, beer/wine)
07. Health and wellness events (nutrition counseling, preventative health education, mental health wellness, City resources)
08. Holiday celebrations (Memorial, Veterans, 4th of July)
09. Educational workshops for seniors and youth (Fraud Prevention, D.A.R.E., etc.)
10. Sports tournaments (baseball, basketball, football, dodgeball, pickleball, soccer)
11. Summer Camp Information Fair

1st: ____ 2nd: ____ 3rd: ____ NONE

11. If you or someone in your household is over 50 years old, please indicate how well your/their needs are being met for each of the programs/activities listed below that promote ACTIVE AGING on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle "9" for "No Need."

	Type of Active Aging Programs/Services	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01.	Alzheimer/Parkinson's programs	4	3	2	1	9
02.	Arts and Crafts programs and activities	4	3	2	1	9
03.	Computer classes and programs	4	3	2	1	9
04.	Dance lessons and programs	4	3	2	1	9
05.	Day trips, tours, and excursions to popular tourist attractions	4	3	2	1	9
06.	Financial services program (tax filing)	4	3	2	1	9
07.	Healthy living programs and screenings (blood pressure, cancer, vision, etc.)	4	3	2	1	9
08.	Housing programs	4	3	2	1	9
09.	Legal assistance programs	4	3	2	1	9
10.	Lunch/meal programs	4	3	2	1	9
11.	Music classes and programs	4	3	2	1	9
12.	Special events at the senior center	4	3	2	1	9
13.	Special interest classes (gardening, writing, book clubs)	4	3	2	1	9
14.	Support groups	4	3	2	1	9
15.	Transportation programs/services	4	3	2	1	9
16.	Volunteer opportunities programs	4	3	2	1	9
17.	Weekly programs (cards, billiards, mahjong)	4	3	2	1	9
18.	Other: _____	4	3	2	1	9

12. Which FOUR programs/services from the list in Question 11 are MOST IMPORTANT to your household? *[Write in your answers below using the numbers from the list in Question 11, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

13. Please rate your level of agreement with the following statements about some potential benefits of the City of Santa Clara's parks and recreation services by circling the corresponding number.

	Parks and recreation services in Santa Clara...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Helps to attract new residents	5	4	3	2	1	9
02.	Helps to reduce crime in my neighborhood and keep kids out of trouble	5	4	3	2	1	9
03.	Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
04.	Improves my (my household's) physical health and fitness	5	4	3	2	1	9
05.	Increases my (my household's) property value	5	4	3	2	1	9
06.	Is age-friendly and accessible to all age groups	5	4	3	2	1	9
07.	Makes Santa Clara a more desirable place to live	5	4	3	2	1	9
08.	Positively impacts economic/business development/tourism	5	4	3	2	1	9
09.	Preserves open space and protects the environment	5	4	3	2	1	9
10.	Provides jobs/professional development for youth	5	4	3	2	1	9
11.	Provides positive social interactions for me (my household/family)	5	4	3	2	1	9
12.	Provides volunteer opportunities for the community	5	4	3	2	1	9

14. Which FOUR of the benefits from the list in Question 13 are MOST IMPORTANT to you and members of your household? *[Write in your answers below using the numbers from the first column in Question 13, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

15. Please rate your level of satisfaction with the overall value that your household receives from Santa Clara parks, trails, recreation facilities, pools, programs, or services.

____(5) Very satisfied ____(3) Neutral ____(1) Very dissatisfied
____(4) Satisfied ____(2) Dissatisfied ____(9) Don't know

16. <u>Maintenance</u>. Please rate your satisfaction with each of the following maintenance activities provided in the Santa Clara Parks and Recreation System.

	Maintenance Activity/Task	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Athletic field maintenance	5	4	3	2	1	9
02.	Athletic outdoor court maintenance (tennis, pickleball, basketball, etc.)	5	4	3	2	1	9
03.	Community/recreation/senior center maintenance	5	4	3	2	1	9
04.	Dog park (off leash) maintenance and care	5	4	3	2	1	9
05.	Graffiti removal/vandalism repair	5	4	3	2	1	9
06.	Landscape care (flower beds)	5	4	3	2	1	9
07.	Mowing	5	4	3	2	1	9
08.	Natural area/conservation area management	5	4	3	2	1	9
09.	Path/Trail (paved) maintenance	5	4	3	2	1	9
10.	Pavilion/Picnic area maintenance	5	4	3	2	1	9
11.	Playground safety and maintenance	5	4	3	2	1	9
12.	Pool/Splash pad/spray ground maintenance	5	4	3	2	1	9
13.	Restroom maintenance	5	4	3	2	1	9
14.	Specialized facility maintenance	5	4	3	2	1	9
15.	Trail (non-paved) maintenance	5	4	3	2	1	9
16.	Trash/Litter/Waste pickup	5	4	3	2	1	9
17.	Urban forest/tree maintenance	5	4	3	2	1	9
18.	Waterways/Rivers/Streams	5	4	3	2	1	9

17. Which of the FOUR maintenance activities from the list in Question 16 are MOST IMPORTANT to you and members of your household? *[Write in your answers below using the numbers from the first column in Question 16, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

18. The following is a list of actions the City of Santa Clara could take to improve the parks and recreation system. Please indicate your support for each potential action using a scale of 5 to 1, where 5 means "Very Supportive," and 1 means "Not at all Supportive."

	Improvements to Existing Facilities:	Very Supportive	Somewhat Supportive	Neutral	Not Supportive	Not at all Supportive	Don't Know
01.	General repair and increase maintenance of parks and facilities	5	4	3	2	1	9
02.	Improve existing aquatic facilities	5	4	3	2	1	9
03.	Add/expand/improve trails/walking loops in existing parks	5	4	3	2	1	9
04.	Improve ADA/disabled persons accessibility at parks	5	4	3	2	1	9
05.	Improve/expand natural open space areas in existing parks	5	4	3	2	1	9
06.	Improve restroom facilities in existing parks	5	4	3	2	1	9
07.	Improve playgrounds in existing parks	5	4	3	2	1	9
08.	Renovate Recreation/Senior Centers	5	4	3	2	1	9
09.	Add Wi-Fi/other technology improvements to existing parks	5	4	3	2	1	9
	Developing New Facilities:						
10.	Develop new parks	5	4	3	2	1	9
11.	Develop new sports facilities (fields, basketball, pickleball)	5	4	3	2	1	9
12.	Develop new off-leash dog parks	5	4	3	2	1	9
13.	Develop new trail and bike lane connections)	5	4	3	2	1	9
14.	Develop new splashpads	5	4	3	2	1	9
15.	Develop/improve community-wide event venues	5	4	3	2	1	9

19. Which FOUR actions from the list in Question 18 on the previous page would you be MOST WILLING to fund? *[Write in your answers below using the numbers from the list in Question 18, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

20. From the following list, please CHECK ALL of the ways you learn about the City of Santa Clara parks, recreation facilities, and programs, events, activities and services.

____(01) City activity guide
____(02) City weekly newsletter
____(03) City website
____(04) Materials at parks or recreation facilities
____(05) Conversations with recreation staff
____(06) Newspaper
____(07) Friends and neighbors
____(08) Promotions at special events
____(09) Banners at parks or City facilities
____(10) Email/Eblasts from City
____(11) Facebook
____(12) X (Twitter)
____(13) Instagram
____(14) Flyers
____(15) Other: _____

21. From the list above in Question 20, which THREE methods of communication would you MOST PREFER the City use to communicate with you about recreation programs and activities? *[Write in your answers below using the numbers from the list in Question 20, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

Demographics: The following questions are about you and your household. We ask these questions to ensure we reach all groups in Santa Clara and to see if all residents are experiencing City services equitably. Your individual responses will remain confidential.

22. How many years have you lived in the City of Santa Clara? _____ years

23. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

____(1) Yes ____(2) No

24. Which of the following best describes your race/ethnicity? *[Check all that apply.]*

____(01) Asian or Asian Indian
____(02) Black or African American
____(03) American Indian or Alaska Native
____(04) White
____(05) Native Hawaiian or other Pacific Islander
____(99) Other: _____

25. Your gender:

____(1) Male
____(2) Female
____(3) Non-binary
____(4) Prefer not to answer
____(5) Prefer to self-describe: _____

26. Your age: _____ years

27. What is the primary language spoken in your home? _____

28. Would you be willing to participate in future surveys sponsored by the City of Santa Clara?

____(1) Yes *[Please provide your contact information below.]* ____(2) No

Mobile Phone Number: _____ Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely anonymous. The information to the right will ONLY be used to help identify the level of need and priorities in your area. Thank you!