



## CITY MANAGER'S OFFICE

CITY HALL  
10300 TORRE AVENUE • CUPERTINO, CA 95014-3255  
TELEPHONE: (408) 777-3223 • FAX: (408) 777-3366  
CUPERTINO.ORG

July 10, 2020

TO: The Honorable Mayor and Members of the City Council  
FROM: Deborah L. Feng, City Manager  
SUBJECT: Items of Interest

---

---

## **In This Issue**

### **General City News and Updates**

1. City Communications Regarding COVID-19 (Coronavirus)
2. New Health Officer Order Issued for Santa Clara County
3. Information Regarding Parking Violations
4. City of Cupertino and Meriwest Credit Union Offering Emergency Assistance Funding for Cupertino Tenants Impacted by COVID-19

### **City Tax Updates**

1. Transient Occupancy Tax
2. Property Tax Update
3. First Quarter Sales Tax Update

### **Parks and Recreation Updates**

1. <hack> Cupertino is Going Virtual
2. Free Virtual Fitness Class Update
3. Updates about Private Lessons for Golf, Tennis, and Personal Training
4. #CupertinoCares–Fourth of July Celebration Boxes

## **General City News and Updates**

### **City Communications Regarding COVID-19 (Coronavirus)**

The City of Cupertino continues to monitor the effects of the coronavirus (COVID-19) as the safety of our residents remains our highest priority. All City facilities remain closed until further notice. While City Hall is closed to the public, the City continues to provide essential services online at [cupertino.org](http://cupertino.org) and by phone at (408) 777-3200. These essential services include responding to 311 requests and maintaining the City's infrastructure, among others. For detailed and up-to-date information regarding COVID-19, visit [U.S. Centers for Disease Control and Prevention \(CDC\)](https://www.cdc.gov) and [Santa Clara County Public Health Department](https://www.sccphd.org)

### **New Health Officer Order Issued for Santa Clara County**

As COVID-19 rates across our state and region continue to increase, the Santa Clara County Health Officer is shifting to a new approach to contain the virus and protect the safety of our community. The new [Health Officer Order](#), issued July 2, 2020, imposes strict across-the-board risk reduction measures on activities and businesses. The Order also allows certain activities to resume if those measures are followed, primarily those that were already open in surrounding jurisdictions. Find a summary on the City's [Coronavirus page](#)

### **Information Regarding Parking Violations**

The City of Cupertino has received numerous complaints regarding possible parking violations across Cupertino. Residents should be aware that they must move their vehicles at times, including during hours of street sweeping, in permit parking zones, and after 72 consecutive hours of being parked without moving, among others. While the City relaxed some parking enforcement during the county Shelter-in-Place Order, full parking enforcement—including citations that range from \$35 to \$336—will be reinstated beginning Monday, July 20. This is being done in anticipation of additional traffic and parking issues in connection to the new Health Officer Order, which goes into effect on Monday, July 13, that allows for more activities to take place.

For more information, visit the City's [Parking Regulations page](#)

### **City of Cupertino and Meriwest Credit Union Offering Emergency Assistance Funding for Cupertino Tenants Impacted by COVID-19**

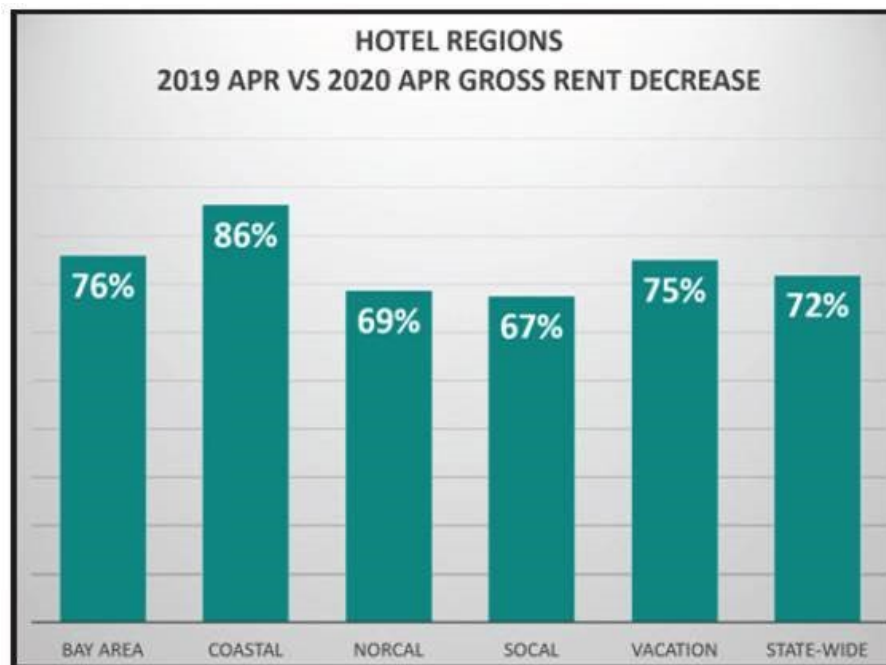
The City of Cupertino has partnered with Meriwest Credit Union to provide \$100,000 in emergency assistance loans to Cupertino tenants impacted by COVID-19. Beginning on July 1, 2020, eligible households can receive up to \$3,000 in loan funds on a first-come, first-served basis while funds are available. Household income may not exceed 100% of the Area Median Income (AMI).

For more information, call (877) 637-4937 or visit [meriwest.com/rentrelief](http://meriwest.com/rentrelief)

## **City Tax Updates**

### **Transient Occupancy Tax**

Over the years, the City has experienced tremendous growth in transient occupancy tax (TOT), commonly referred to as a “hotel tax.” TOT is a pass-through tax in which hotel guests are charged a 12% rate. Hotels collect this tax from the occupant and remit to the City. From Fiscal Year 2016-2017 through Fiscal Year 2018-2019, the City experienced a 47.7% increase in tax revenue, primarily attributable to the construction of new hotels in Cupertino (Residence Inn and Hyatt House). However, the impacts of COVID-19 were felt immediately in the winter of 2019 and spring of 2020. For example, TOT declined in April 2020 by approximately 69% below budgeted expectations. FY 19-20 is anticipated to end the year at approximately \$7.9 million—\$1.7 million or 18% below the adopted budget—but approximately \$2 million above the City’s COVID-19 impact projections. As the City moves forward into FY 20-21, staff anticipates similar monthly declines. However, much remains uncertain as county and state health orders continue to dictate the City’s TOT revenue. Below is a graph from the HdL Companies’ most recent update for TOT as of April 2020 in the State of California.



### **Property Tax Update**

On July 1, 2020, Santa Clara County Assessor Larry Stone delivered the annual assessment roll to the county’s Finance Agency Director, which reflected the assessed value of all property as of January 1, 2020. The total net assessed value of all real and business property grew by \$35.5 billion to a total of \$551.5 billion—a 6.87% increase over the prior year. “There is little doubt that the 2020 assessment roll captures the peak of the longest economic boom in Silicon Valley’s history,” Assessor Stone said. Since the Great Recession, the assessment roll has grown by \$255.5 billion. Assessor Stone also mentioned, “Since property assessments are based upon market value of property as of January 1, I fully expect this year will be a transition year. Next year will not be as positive, as we will be considering the full economic impact of COVID-19 on real estate

values.” The City of Cupertino’s 2020-2021 roll totals for secured and unsecured property tax are included below:

<b>Cupertino Roll Towards 2019-2020 Compared to 2020-2021</b>			
	<b>2019/2020</b>	<b>2020/2021</b>	<b>Change</b>
			<b>%</b>
Secured <sup>1</sup>	\$ 24,370,718,536	\$ 25,397,331,860	4.21%
Unsecured <sup>2</sup>	\$ 1,642,461,888	\$ 2,423,984,683	47.58%
<b>Total</b>	<b>\$ 26,013,180,424</b>	<b>\$ 27,821,316,543</b>	<b>6.95%</b>

Secured property is any property that can’t be moved, such as homes or land. Proposition 13 limits the tax rate to 1% of a property’s current assessed value, plus any voter-approved bonds and assessments. The proposition also states that property values can’t increase more than 2% annually based on the California Consumer Price Index. However, property is reassessed whenever it changes owners or undergoes new construction.

Unsecured property tax is an ad-valorem (value based) property tax that is the liability of the person or entity assessed for the tax. Because the tax is not secured by real property, such as land, the tax is called “unsecured.” Common examples of unsecured property are boats, aircraft, business fixtures, and business personal property.

Find details and more information from the County Assessor in the attachment below.

### **First Quarter Sales Tax Update**

The City receives 1% of proceeds from sales and use taxes imposed within Cupertino boundaries. Sales tax receipts for the first quarter of the 2020 calendar year (January to March) are 23.8% above the same period one year ago. The HdL Companies report attached below provides a high-level analysis of sales tax receipts for the City.

Regarding statewide sales tax trends, according to the HdL Companies, local one cent tax revenues for California overall were 18.8% lower than January to March of 2019, mainly due to the Shelter-in-Place Order and non-essential business restrictions that were in place during the last two weeks of the quarter. Additionally, according to the HdL Consensus Forecast for the first two quarters of 2020, statewide sales tax trends indicate severe drops in the following industries primarily due to COVID-19 restrictions and social distancing protocols:

- Fuel Stations: -55%
- Restaurants/Hotels: -50%
- General Consumer Goods: -45%
- Auto Sales: -35%

However, these drops were largely offset by new revenue from implementation of the Wayfair v. South Dakota decision that now requires out-of-state retailers to collect and remit Californian’s sales and use tax. Other offsets included a surge in online shopping that boosted receipts from

the county use tax allocation pools and from online retailers who maintain and ship their inventory from within California.

View details regarding the top businesses in Cupertino, revenue comparison, and more in the attachment below.

## **Parks and Recreation Updates**

### **<hack> Cupertino is Going Virtual**

The City of Cupertino's official hackathon, <hack> Cupertino, is going virtual! Due to the ongoing COVID-19 pandemic, this year's <hack> Cupertino will be held entirely online from Saturday, July 18, to Saturday, July 25. Coders of all levels, ages 13 to 18, are invited to put their creativity and coding skills to the test.

Participants will be presented with a theme during the opening ceremony (held virtually) on July 18 at 6:00 p.m. and will have one week to create an app, software, or website which addresses that theme. Prizes will be awarded to the top three projects and t-shirts will be given to all participants.

For hackathon details, including registration information, visit [cupertino.org/hackcupertino](https://cupertino.org/hackcupertino).

### **Free Virtual Fitness Class Update**

The City of Cupertino has updated its free virtual fitness class schedule with changes that went into effect on Monday, July 6. The City is excited to continue offering free, daily fitness classes for residents to stay active and fit while at home. Below is the updated virtual fitness class schedule:

- Zumba with Monica | Mondays at 9:00 a.m. – 10:00 a.m.
- Bootcamp with Raychel | Tuesdays at 8:30 a.m. – 9:30 a.m.
- Zumba Gold with Grace | Wednesdays at 10:30 a.m. – 11:30 a.m.
- Body Sculpting with Raychel | Thursdays at 10:30 a.m. – 11:30 a.m.
- U-Jam with Monica | Fridays at 9:00 a.m. – 10:00 a.m.

Classes that will not be continuing as part of the City's free virtual fitness class schedule include Chair X with Polly, Feldenkrais with Michelle, Pilates with Jill, Yoga with Polly, and Bombay Jam with Archana.

Check out the offerings by visiting the City's [Virtual Recreation page](#).

### **Updates about Private Lessons for Golf, Tennis, and Personal Training**

Private tennis lessons resumed at the Cupertino Sports Center on Monday, June 29. Semi-private lessons are available for members of the same household. Tennis lessons can be booked by calling the Sports Center at (408) 777-3160.

Private outdoor personal training will resume for Cupertino Sports Center members on Monday, July 20. Cupertino Sports Center members may begin booking private outdoor personal training on Friday, July 17, by calling the Sports Center at (408) 777-3160.



Private golf lessons will resume at the Blackberry Farm Golf Course on Saturday, July 18. Semi-private lessons are available for members of the same household. Private golf lessons can be booked by calling the Pro Shop at (408) 253-9200.

### **#CupertinoCares—Fourth of July Celebration Boxes**

To celebrate the Fourth of July, #CupertinoCares created a fun Fourth of July Celebration Box for residents. Boxes included mini American flags, light-up bracelets, ingredients for s'mores, giveaways from the Santa Clara County Sheriff's Office and Santa Clara County Fire Department, and much more! Boxes were free and available on a first-come, first-served basis. In total, staff delivered 200 boxes on Wednesday, July 1, to Cupertino residents—just in time for the weekend festivities.



## City Hall Contact Information

The City continues to provide essential services by phone or online. Find more information [here](#).

Department	Phone Number	Email Address	Hours
Front Desk	(408) 777-3200	PIO@Cupertino.org	M-Th 7:30 am-5:30 pm F 7:30 am-4:30 pm
City Manager's Office	(408) 777-3212	Manager@Cupertino.org	M-Th 7:30 am-5:30 pm F 7:30 am-4:30 pm
City Clerk's Office	(408) 777-3223	CityClerk@Cupertino.org	M-Th 7:30 am-5:30 pm F 7:30 am-4:30 pm
Building Division	(408) 777-3228	Building@Cupertino.org	M-F 7:30 am-4:00 pm
Planning Division	(408) 777-3308	Planning@Cupertino.org	M-F 7:30 am-4:00 pm
Public Works	(408) 777-3354	Engineering@Cupertino.org	M-Th 7:30 am-5:30 pm F 7:30 am-4:30 pm
Finance Division	(408) 777-3220	FinList@Cupertino.org	M-Th 8:00 am-5:00 pm F 8:00 am-4:00 pm
Quinlan Community Center	(408) 777-3120	Recreation@Cupertino.org	Returning calls within 24 hours
Senior Center	(408) 777-3150	SeniorCntr@Cupertino.org	Returning calls within 24 hours
County Sheriff's Office Non-Emergency	(408) 299-2311	Sheriff@Cupertino.org	M-F 8:00 am-5:00 pm

\*Please note some lines may be unattended from 12:00 p.m. to 1:00 p.m.

## The Scene

The Scene is back! This July, read the City Council's resolution in solidarity with the Black community, meet the new Director of Parks and Recreation, and discover City information more easily with new online applications. Download the July Scene at [cupertino.org/scene](http://cupertino.org/scene).

## Upcoming Agenda Items

Attached is the City Council agenda forecast through August 18.

## Law Enforcement

Attached are the Sheriff's weekly reports for June 22 – July 5.



# CITY OF CUPERTINO

## Upcoming Draft Agenda Items

CUPERTINO

---

### City Council

**Tuesday, July 21, 2020**

#### **Ceremonial Matters & Presentations**

19-6493                      Subject: Proclamation declaring August 6 as West Valley Community Services Day

#### **Consent Calendar**

19-6439                      Subject: Approve the July 7 City Council minutes

19-5984                      Subject: Authorize execution of design services agreement for Junipero Serra Trail

19-6298                      Subject: Award of the Sports Center Seismic Retrofit

20-6916                      Subject: Award construction contract for the 2020 Pavement Maintenance Phase 2, Project No. 2020-101 and authorize a cost-share agreement between the City of Cupertino and the City of San Jose for pavement restoration of Bollinger Road

20-6917                      Subject: Approve cost share agreement with the City of San Jose for resurfacing of Bollinger Road

20-7242                      Subject: Award of McClellan Rd Separated Bikeway Ph 2

20-7827                      Subject: Parks and Recreation Commission FY 2020/21 Work Program.

20-7828                      Subject: Library Commission FY 2020/21 Work Program.

20-7832                      Subject: Accept Accounts Payable for the period ending May 04, 2020

20-7833                      Subject: Accept Accounts Payable for the period ending May 18, 2020

20-7834                      Subject: Accept Accounts Payable for the period ending May 26, 2020

20-7835                      Subject: Accept Accounts Payable for the period ending June 01, 2020

20-7836                      Subject: Accept Accounts Payable for the period ending June 08, 2020

20-7837                      Subject: Accept Accounts Payable for the period ending June 15, 2020

20-7838                      Subject: Accept Accounts Payable for the period ending June 22, 2020

20-7839                      Subject: Accept Accounts Payable for the period ending June 29, 2020

#### **Second Reading of Ordinances**

20-7840                      Subject: Municipal Code Amendment to Cupertino Municipal Code Chapter 2.88 Audit Committee §100 Duties-Powers-Responsibilities.

20-7612                      Subject: Municipal Code Amendment to add a chapter to the Cupertino Municipal Code requiring electronic filing of campaign statements



Thursday, July 09, 2020

---

**20-6851**                    Subject: Second reading of the Municipal Code Amendments to regulate Short-Term Rental activity in the City. A new Chapter 5.08 (Short Term Rental Activity) is proposed and amendments are proposed to Chapter 3.12 (Transient Occupancy Tax), Chapter 19.08 (Definitions), Chapter 19.12 (Administration), Chapter 19.20 (Permitted, Conditional and Excluded Use in Agricultural and Residential Zones) and Chapter 19.120 (Home Occupations), of the Cupertino Municipal Code. Application No(s): MCA-2018-02; Applicant(s): City of Cupertino; Location: Citywide

**Public Hearings**

**20-7615**                    Subject: Hearing to approve lien assessment and collection of fees on private parcels resulting from abatement of public nuisance (weeds and/or brush) for the annual Weed and Brush Abatement Programs.

**20-7773**                    Subject: Work Program- Housing Survey

**Ordinances and Action Items**

**20-7810**                    Subject: Prohibition of parking along McClellan Road between Stelling Road and De Anza Boulevard, and along Pacifica Drive between De Anza Boulevard and Torre Avenue

**20-7771**                    Subject: Consideration of Dogs Off-Leash Area (DOLA) Trial extension at Jollyman Park

**20-7841**                    Subject: Discuss the Cities Association endorsement of the Schools & Communities First (SCF) initiative before its August 12 meeting (Sinks/Scharf added on 7/7/20)

**Reports by Council and Staff (10 Minutes)**

**20-7673**                    Subject: City Manager update on COVID-19 response efforts

**19-6415**                    Subject: Report on Committee assignments

**Tuesday, August 18, 2020**

**Study Session**

**20-7580**                    Subject: SB 743 Study Session, the transition from Level of Service (LOS) to Vehicle Miles Traveled (VMT)

**Consent Calendar**

**19-6292**                    Subject: Award of the Stevens Creek Boulevard CI IV Separated Bikeway Phase 1 (Wolfe Rd to Tantau Ave) project

**19-6440**                    Subject: Approve the July 21 City Council minutes

**19-6441**                    Subject: Approve the August 4 City Council minutes

**20-7447**                    Subject: Award of Design Build Contract for Library Expansion

**Second Reading of Ordinances**

**20-7826**            Subject: Second Reading of Ordinance 20-XXX, An Ordinance of the City Council of the City of Cupertino Amending Table 11.24.150 of the Cupertino Municipal Code relating to Prohibition of Parking along certain street, McClellan Road between Mira Vista Avenue and De Anza Boulevard, and Pacifica Drive between De Anza Boulevard and Torre Avenue

**Public Hearings**

**20-7683**            Subject: Petition for Reconsideration of the City Council's April 21, 2020 decision denying an appeal and upholding the Planning Commission's approval of a Minor Residential Permit to allow a second-story balcony. (Application: RM-2017-39; Applicant: Francis Kun (Tsai residence); Project Location: 21865 San Fernando Avenue; A.P.N.: 357-15-043; Appellant(s): Shayjan Huang and Eric and Cindy Fang)

**20-7546**            Subject: Development proposal to demolish a 71,250 square foot retail center (The Oaks), remove and replace 74 protected trees, and construct a mixed-used development consisting of 267 housing units (88 Rowhouse/Townhomes, 179 senior apartments of which 48 are senior affordable apartments) 27 memory care rooms, and 20,000 square feet of commercial space. The applicant is requesting a Heart of the City Exception for retail frontage along Stevens Creek Boulevard. The applicant is also requesting a density bonus and density bonus waivers for height, building plane, and below market rate housing dispersion. An Environmental Impact Report has been prepared. Application No(s): DP-2018-05, ASA-2018-05, TM-2018-03, TR-2018-22, U-2019-03, EXC-2019-03 (EA-2018-04); Applicant(s): Mark Tersini (KT Urban); Location: 21267 Stevens Creek Boulevard APN #326-27-042, -043  
(Continued from June 2).

**Ordinances and Action Items**

**20-7005**            Subject: Adopt Resolution No. 20-XXX to accept the 2020 Blackberry Farm (BBF) Entrance Road Improvements Feasibility Study Report, select a preferred alternative, and adopt a resolution approving the Dedication of Right-of-Way at 10301 Byrne Avenue (APN 357-11-020) to accommodate future BBF Entrance Road Improvements.

**Reports by Council and Staff (10 Minutes)**

**20-7674**            Subject: City Manager update on COVID-19 response efforts

**19-6417**            Subject: Report on Committee assignments



CUPERTINO

# CITY OF CUPERTINO

## Upcoming Draft Agenda Items

---

### City Council

#### Date to be Determined

#### Study Session

- 17-3360      Subject: Annual Placeholder for 2nd meeting in May - Budget Study Session
- 17-3361      Subject: Annual Placeholder for 2nd meeting in February - Study Session on Council Work Program for fiscal year
- 19-5827      Subject: Study Session on the process to review development applications and determine consistency with the General Plan policies and Zoning Code regulations. (Chao/Paul added 7/16/19).
- 19-5915      Subject: Study Session regarding potential voluntary community benefits that would advance General Plan policies (Chao/Willey added 7/16/19).
- 19-6198      Subject: Placeholder for amending fee schedule (April 2020), including an increase on the retrieval of temporary signs picked up from right of way (real estate and/or political signs)
- 19-6264      Subject: Study Session regarding status of the Objective Standards Update to General Plan and Zoning Ordinance FY-2019-2020 Work Program Item (Application No.: CP-2019-03; Applicant: City of Cupertino; Location: City-wide), provide direction to staff (continued from 10/1/19). SPECIAL MEETING?
- 19-6267      Subject: Study Session to look at the Environmental Review Committee (ERC) scope and amend the Cupertino Municipal Code to reflect the additional scope (Paul/Chao 8/6/19), (Paul/Scharf 10/1/19).
- 19-6284      Subject: Study session regarding potential ordinance updates/cleanup on banning gas powered lawn equipment (Paul/Chao added on 8/6/19).
- 19-6347      Subject: Discussion of De Anza student housing issues (Scharf/Chao added 10/15/19).
- 19-6595      Subject: Study Session on Apple's bay area affordable housing projects (Willey/Paul added on 11/19/19).
- 19-6767      Subject: Study Session on easements (Scharf added 12/17/19)
- 19-6769      Subject: Study Session on housing with concurrent draft survey (Willey/Scharf added 12/17/19)
- 20-7303      Subject: Continued Study Session on Density Bonus Law (Chao/Scharf added 4/7/20)

20-7769            Subject: Study Session on weed and brush abatement (Chao/Willey added 6/16/20)

20-7774            Subject: Fiber Optics Wireless Master Plan

**Council Goal Setting**

19-6496            Subject: Work Program update

19-6274            Subject: Annual Placeholder - Council Goal Setting (late Feb)

**Ceremonial Matters & Presentations**

19-6199            Subject: Annual placeholder to present proclamation declaring one week in May as National Public Works Week

18-4445            Subject: Annual Placeholder for second meeting in September - Proclamation declaring the 2nd week in October as Code Enforcement Officer Appreciation Week.

**Consent Calendar**

17-3362            Subject: Annual Placeholder for first meeting in March - Approve the City Work Program for fiscal year \_\_\_\_\_

17-3363            Subject: Annual Placeholder for first meeting in June in even-numbered years - Call an election for Councilmembers

19-6290            Subject: Award of the McClellan Road Separated Bikeway Phase 3 (De Anza Blvd/Pacifica/McClellan Intersection modifications) project

19-6293            Subject: Award construction contract for the Linda Vista Trail project

19-6296            Subject: Award of the Regnart Road Improvements Phase 1 project

**Public Hearings**

15-0973            Subject: HOC setback requirements

**Ordinances and Action Items**

19-5786            Subject: Neighborhood Community Garden Selection/Program Criteria

19-5997            Subject: Authorize an amendment of the FY 2019-20 Capital Improvement Program to include a 100% Solar Electric Vehicle Public Charging Station at Cupertino Sports Center

18-4699            Subject: Annual Placeholder for 1st or 2nd meeting in January - Council Committee appointments

19-5342            Subject: Mobile vendor ordinance

19-6291            Subject: Award of the Bike Boulevard Improvements (Phases 1-3)

19-6498            Subject: Council discussion on the FASTER initiative to raise sales tax 1% (Sinks/Scharf 11/5/19).

19-6712            Subject: Take position on PG&E regarding separate district

19-6771            Subject: Via Pilot Shuttle and AB 5 Update

20-6914            Subject: Transportation Impact Fee Study (Sinks/Paul/Scharf added 1/21/20)

- 20-7211            Subject: Municipal code amendment regarding the allocation of the City Attorney's time (Scharf/Paul added 3/3/20)
- 20-7212            Subject: RV parking ordinance
- 20-7233            Subject: Sales tax for 2020
- 20-7234            Subject: Transient occupancy tax (TOT) increase for 2022
- 20-7262            Subject: Approving an Internal Audit Charter
- 20-7344            Subject: Discuss the City's position on development (Willey/Chao added 4/22/20)
- 20-7438            Subject: Establish further clarification and guidelines for the permitting of small cells and to present the potential updates to Council (Chao/Willey/Scharf)
- 20-7609            Subject: Consider Establishing Library Field as a City Park (Chao/Scharf added 5/19/20)
- 20-7671            Subject: Revisit establishing a transportation commission before the start of the annual commission recruitment cycle in September (Chao/Paul added 6/2/20)

**Reports by Council and Staff (10 Minutes)**

- 19-5610            Subject: City Hall Update
- 19-5061            Subject: Water Asset Municipal Water System Option Update





**Santa Clara County Office of the Sheriff**  
**Weekly Activity Summary**  
**6/22/2020 – 6/28/2020**  
**CUPERTINO**



**PATROL ACTIVITY SUMMARY**

DATE	BEAT	ACTIVITY	COMMENTS
6/22	C9	Identity Theft	On 2/6, the victim discovered unknown suspect(s) used the victim's personal information to access the victim's bank account and conducted fraudulent transactions for a total loss of about \$1,086. The victim lives in Cupertino.
6/22	C5	Vandalism	On 6/7, unknown suspect(s) slashed two tires of a vehicle parked at 99 Ranch Market in the Cupertino Village shopping center on N. Wolfe Road. The total amount of damage was about \$276.
6/22	C2	Petty Theft	Between 12:00 PM on 6/15 and 11:35 AM on 6/22, unknown suspect(s) took the front and rear license plates from a vehicle parked in the 10000 block of Vista Knoll Boulevard for an unknown total loss.
6/22	C3	Commercial Burglary	Between 11:00 PM on 6/19 and 6:00 AM on 6/22, unknown suspect(s) broke through a chain link fence at Homestead High School on Homestead Road, entered a utility shed and stole a trailer cart. The total amount of damage and loss was about \$3,500.
6/22	C3	Commercial Burglary	At 11:30 PM on 6/19, unknown suspect(s) entered a laundry room at a condominium complex in the 10000 block of Park Circle West by prying a door open and took coins from a washing machine for an unknown total loss.
6/22	C4	Possession of a Controlled Substance ARREST	At 2:18 AM, deputies made contact with a pedestrian in the area of N. De Anza Boulevard and Valley Green Drive. An investigation revealed the suspect pedestrian was in possession of Methamphetamine, in violation of the suspect's probation terms. The suspect was cited and released.
6/22	C9	Non-Injury Collision	Occurred at 8:48 AM at Carver Drive and Hunter Way.
6/22	C4	Vehicle Burglary	At 2:35 PM, unknown suspect(s) broke through a window of a vehicle parked at BJ's Restaurant and Brewhouse on N. De Anza Boulevard and took a bag containing electronics for a total loss of about \$2,175.
6/22	C5	Non-Injury Hit and Run Collision	Occurred at 3:40 PM at N. Wolfe and Homestead Roads.
6/22	C6	Battery	At 3:45 PM, deputies responded to a disturbance call at Cupertino Healthcare on Voss Avenue. An investigation revealed the suspect punched and kicked the victim. The case will be submitted to the District Attorney's Office for review.
6/23	C3	Organized Retail Theft	At 12:32 PM, unknown suspects entered Stein Mart in the Homestead Square shopping center on Homestead Road, acted in concert, and took about \$4,000 of store merchandise without paying.
6/24	C6	Identity Theft, Forgery	Between 3/31 and 6/24, unknown suspect(s) obtained the victim's personal identifying information, made changes to the victim's bank account, applied for several loans and credit cards and forged the victim's name on two checks and attempted to cash them for an unknown total loss. The victim lives in Cupertino.

**PATROL ACTIVITY SUMMARY**

<b>DATE</b>	<b>BEAT</b>	<b>ACTIVITY</b>	<b>COMMENTS</b>
6/24	C5	Commercial Burglary	Between 7:00 AM on 6/21 and 6:50 AM on 6/24, unknown suspect(s) entered a vacant hotel room at the Hilton Garden Inn by removing a window panel and took a comforter, coffee maker, microwave and television for a total loss of about \$820.
6/24	C7	Vehicle Tampering, Possession of Imitation Firearm and Marijuana while Under Age, Resisting Arrest ARREST	At 10:23 PM, deputies responded to a suspicious persons call in the 8100 block of Presidio Drive on report of three juveniles walking down the street trying to open vehicle doors. One suspect fled from deputies, but was ultimately detained. An investigation revealed the suspects were also in possession of an imitation firearm and Marijuana while underage in addition to the vehicle tampering. All three were cited and released to parents.
6/25	C5	Reckless Driving	At 4:05 AM, deputies attempted to stop a motorist in the area of N. Wolfe Road and Stevens Creek Boulevard for traffic violations, but as the deputy approached the vehicle on foot, the suspect drove away at a high rate of speed. Both the suspect driver and passenger, who has an outstanding felony warrant, are known and at large.
6/25	C4	Peeping/Prowling, Petty Theft	Between 4:34 PM and 4:55 PM, an unknown suspect was prowling around and looking into the Gochi restaurant at the Oakmont Square shopping center on Homestead Road. The suspect also took a trailer hitch cover from a vehicle parked in the alley behind the business for a total loss of about \$100.
6/26	C2	Stolen Vehicle	Between 4:30 PM on 6/25 and 10:41 AM on 6/26, unknown suspect(s) stole a vehicle parked in the 10000 block of Creston Drive. The vehicle was left unlocked with the keys inside and the total loss is unknown.
6/26	C6	Vehicle Tampering	Between 12:00 AM and 1:30 PM, unknown suspect(s) tampered with a vehicle parked in the 22000 block of Stevens Creek Boulevard and stole a catalytic converter for a total loss of about \$2,500.
6/28	C8	Theft by False Pretenses	Between 5/15 and 6/28, unknown suspect(s) telephoned the victim claiming to be the police, stated the victim was implicated in making criminal threats, and then instructed the victim to provide money to avoid jail, to which the victim complied, for a total loss of about \$25,000. The victim lives in Cupertino.
6/28	C7	Petty Theft	Between 11:30 PM on 6/26 and 11:00 AM on 6/28, unknown suspect(s) took the rear license plate from a vehicle parked in the 21000 block for an unknown total loss.
6/28	C4	Petty Theft	Between 11:00 PM on 6/27 and 10:00 AM on 6/28, unknown suspect(s) entered an unlocked vehicle parked in the 19000 block of Wheaton Drive and took a cellular phone and set of vehicle keys for a total loss of about \$625.
6/28	C3	Shoplifting	At 3:36 PM, an unknown suspect took about \$550 of store merchandise without paying from Stein Mart in the Homestead Square shopping center on Homestead Road.



**Santa Clara County Office of the Sheriff**  
**Weekly Activity Summary**  
**6/29/2020 – 7/5/2020**  
**CUPERTINO**



**PATROL ACTIVITY SUMMARY**

DATE	BEAT	ACTIVITY	COMMENTS
6/29	C7	Theft by Credit Card	Between 12/28/19 and 3/13/20, unknown suspect(s) conducted fraudulent transactions using the victim's credit card for a total loss of about \$286. The victim lives in Cupertino.
6/29	C9	Forgery, Grand Theft	Between 4/14 and 6/28, unknown suspect(s) took the victim's outgoing check from the mail using unknown means, then altered and cashed the check for a total loss of about \$8,008. The victim lives in Cupertino.
6/29	C3	Shoplifting	On 5/29 and 6/25, an unknown suspect entered Target in the Bottegas Cupertino shopping center on Stevens Creek Boulevard and took store merchandise without paying for a total loss of about \$605.
6/29	C3	Embezzlement ARREST	Between 6/12 and 6/28, the suspect embezzled from Target in the Bottegas Cupertino shopping center on Stevens Creek Boulevard for a total loss of about \$3,091. The suspect was cited and released.
6/29	C3	Shoplifting	At 1:23 PM on 6/26, an unknown suspect entered Target in the Bottegas Cupertino shopping center on Stevens Creek Boulevard and took store merchandise without paying for a total loss of about \$515.
6/29	C8	Petty Theft	Between 6:00 PM on 6/27 and 11:21 AM on 6/29, unknown suspect(s) took the rear license plate from a vehicle parked in the 7300 block of Rollingdell Drive for an unknown total loss.
6/29	C3	Grand Theft	Between 4:00 AM and 4:20 AM, unknown suspect(s) stole an emergency light from a security vehicle at Vallco Mall on N. Wolfe Road for a total loss of about \$1,000.
6/29	C3	Recovered Stolen License Plate	At 7:33 PM, deputies recovered a stolen license plate from a vehicle parked at the 76 gas station on Valley Green Drive. The license plate was stolen from a vehicle in San Jose and the suspect(s) are unknown and at large.
6/29	C3	Injury Collision	Occurred at 9:40 PM at Homestead Road and N. De Anza Boulevard.
6/30	C7	Theft by False Pretenses	Between 6/8 and 6/30, unknown suspect(s) e-mailed the victim, claimed to be the victim's investor, and ultimately convinced the victim to wire money to various bank accounts for a total loss of about \$80,000. The victim lives in Cupertino.
6/30	C8	Check Fraud	On 6/30, the victim discovered unknown suspect(s) used a fake check to rent the victim's residence in the 1000 block of Westlynn Way for a total loss of about \$1,900.
6/30	C8	Registration Fraud, Expired DL and Registration ARREST	At 9:34 AM, deputies stopped a motorist at Stevens Creek Boulevard and Stelling Road for a traffic violation. An investigation revealed the suspect driver affixed a fraudulent registration tab to the vehicle's license plate, and was driving with both an expired driver's license and vehicle registration. The suspect was cited and released.

**PATROL ACTIVITY SUMMARY**

DATE	BEAT	ACTIVITY	COMMENTS
6/30	C8	Reckless Evading	At 4:35 PM, deputies attempted to stop a motorcyclist at S. De Anza Boulevard and Sunrise Drive for a traffic violation, but the suspect rider did not stop and recklessly evaded. The pursuit was terminated and the suspect is unknown and at large.
6/30	C7	Injury Collision	Occurred at 5:04 PM at McClellan Road and Clubhouse Lane.
7/1	C5	Ignition Interlock Device Required, Suspended DL ARREST	At 5:35 AM, deputies stopped a motorist in the 5300 block of Stevens Creek Boulevard for a traffic violation. An investigation revealed the suspect motorist was driving with a suspended license in a vehicle without an ignition interlock device, as required by court order. The suspect was cited and released.
7/1	C7	Possession of Marijuana and Controlled Substance, Minor in Possession of Alcohol, Contribute to Delinquency of Minor, Communicable Disease Prevention and Control Violation ARREST	At 9:16 PM, deputies responded to the 22000 block of Regnart Road on report of a suspicious vehicle. An investigation revealed the suspect driver had over one ounce of Marijuana inside the vehicle, in addition to Dextroamphetamine pills without a prescription. The suspect, who was also a minor in possession of alcohol and was contributing to the delinquency of the two minor passengers in the vehicle, was also in violation of the County health order. The suspect was cited and released.
7/1	C7	Residential Burglary	At 9:50 PM, an unknown suspect entered a residence in the 10000 block of Wilkinson Avenue through a sliding glass door using unknown means, but quickly fled the scene without taking anything when confronted by the victim resident.
7/2	C3	Vehicle Burglary	Between 8:00 PM on 7/1 and 8:00 AM on 7/2, unknown suspect(s) broke through the windows of two vehicles parked on Gardena Drive and Gardena Court. Keys and money were taken from one of the vehicles for an unknown total loss.
7/2	C7	Possession of Drug Paraphernalia ARREST	At 12:35 AM, deputies stopped a bicyclist at S. De Anza Boulevard and Prospect Road for a traffic violation. An investigation revealed the suspect bicyclist was in possession of drug paraphernalia. The suspect was cited and released.
7/2	C9	Stolen Vehicle	Between 7:47 PM and 7:53 PM, unknown suspect(s) stole a vehicle, left running with the key in the ignition, from a parking garage at the Montebello condo complex on Stevens Creek Boulevard. The vehicle had an unknown value.
7/3	C9	Commercial Burglary	Between 6:30 PM on 7/2 and 2:33 AM on 7/3, unknown suspect(s) entered two maintenance rooms at the Montebello condo complex on Stevens Creek Boulevard by prying doors open. Both rooms were searched, but nothing was taken.
7/3	C8	Shoplifting	At 4:50 PM, two unknown suspects entered CVS in the McClellan Square shopping center on S. De Anza Boulevard and took store merchandise without paying for a total loss of about \$170.
7/4	C9	Non-Injury Collision	Occurred at 11:51 AM at S. Portal and Price Avenues.
7/4	C5	Possession of a Controlled Substance and Drug Paraphernalia ARREST	At 4:26 PM, deputies stopped a motorist in the 19000 block of Stevens Creek Boulevard for traffic violations. An investigation revealed the suspect driver was in possession of Methamphetamine and drug paraphernalia. The suspect was cited and released.

# **MEDIA RELEASE**

County of Santa Clara  
Office of the County Assessor  
County Government Center, East Wing  
70 West Hedding Street  
San Jose, California 95110-1770  
1-408-299-5500 FAX 1-408-297-9526  
E-Mail: david.ginsborg@asr.sccgov.org  
Web Site: <http://www.sccassessor.org/>



---

*Lawrence E. Stone, Assessor*

For Immediate Release:  
July 1, 2020

Contact: David Ginsborg  
(408) 299-5572

## **2020 Assessment Roll Captures Another Economic Peak: Tops \$551.5 Billion**

On July 1, 2020, County Assessor Larry Stone delivered the annual assessment roll to the Santa Clara County Finance Agency Director reflecting the assessed value of all property as of the lien (valuation) date, January 1, 2020. The total net assessed value of all real and business property grew by \$35.5 billion to a total of \$551.5 billion, a 6.87% increase over the prior year. “There is little doubt that the 2020 assessment roll captures the peak of the longest economic boom in Silicon Valley’s history,” said Assessor Larry Stone. Since the Great Recession, the assessment roll has grown by \$255.5 billion. This year’s growth in assessed value was led by the cities of Sunnyvale and Mountain View with 10.37% and 8.99% growth, respectively. Saratoga and the unincorporated areas of the County recorded the smallest year over year growth of 4.34% and 2.64%, respectively.

The major beneficiaries of property tax revenue are public schools, community colleges, cities, and the County. Fifty percent of local property tax revenue generated in Santa Clara County goes to fund public education. “From teacher salaries to books to laptops, Fremont Union High School District depends almost entirely upon revenue from property taxes” said Bill Wilson, Vice President of the Fremont Union High School District Board of Trustees.

“Since property assessments are based upon market value of property as of January 1, I fully expect this year will be a transition year,” said Stone. “Next year will not be as positive, as we will be considering the full economic impact of COVID-19 on real estate values,” he said.

Assessments this year are based upon transactions between January 1, 2019 and January 1, 2020. “Earlier this year, I advised schools and local government officials that there were signs of a decline in the same geographic areas. It was becoming clear the economic boom of the past 10 years was not sustainable, and that the 2020 assessment roll would reflect the apex of 10 consecutive years of economic prosperity.”

“I had hoped for a gradual decline. Instead the pandemic-triggered recession, and the political chaos that followed, has created the worst economic crisis since the Great Depression. I expected the next recession would be a ‘normal’ recession, a ‘soft landing’. Unfortunately, we are facing a ‘crash landing’, that one analyst described as like being in a wheelchair pushed down a very long flight of stairs.”

The 2020 assessment roll captures the market value of transactions as of January 1, following a period of exceptional economic growth, in which the Silicon Valley unemployment rate hit a record 2.3%.



New construction of major commercial and multi-family housing projects accounted for 17.5% of the total increase in assessments. Property acquisitions and developments by Google, Adobe, mega-developer Jay Paul, and others in San Jose's urban core, contributed significantly to assessment growth. The assessment of business property, i.e. machinery, equipment, computers, and fixtures grew by 5.27%, topping \$40.6 billion. The final component of assessment roll growth is the 2% increase in the assessed value of all properties mandated by Proposition 13.

#### Despite Pandemic Assessment Roll Delivered On-Time

"The pandemic caused shelter-in-place order pushed our organization to new levels of performance. The work of dedicated assessment professionals is critical not only for schools and cities, but also for funding essential first-responders and healthcare workers in their effort to defeat COVID 19," said Stone. Despite the shelter-in-place order, the Assessor's Office has continued to provide on-line and telephone customer service to taxpayers.

#### Requesting a Temporary Reduction in Assessed Value

"As Assessor, my responsibility is to insure that accurate values are enrolled to reflect market conditions. When market value (as of the lien date, January 1, 2020) falls below the existing assessment, my office is required to temporarily reduce the assessed value to reflect the declining market value," said Stone. "This year my appraisers reduced assessed values on a modest number of properties for a total reduction of \$875 million. Next year, post-Covid, could be a very different story. "There is little doubt on January 1, 2021, the market value of many commercial properties will be eligible for significant temporary reductions," said Stone.

"The picture is less clear for residential property," said Stone. The market value of single-family homes has actually increased 5% year-over-year, according to Multiple Listing Service. The culmination of fewer homes for sale and lower interest rates have buoyed the residential market.

Property owners who demonstrate their assessed value is higher than the market value of their property are encouraged to request an informal review of their assessment. The appraisal staff will complete as many informal reviews as possible prior to August 1, the deadline for making changes that will be reflected on the property tax bill mailed in the fall. To apply for a reduction go to [www.sccassessor.org/prop8](http://www.sccassessor.org/prop8).

The Assessor's Office has a brief two-minute video that answers the question, "why assessed values for most properties have not declined this year". The video can be accessed at <https://youtu.be/kFC2X0cG-qY>.

#### Annual Notification of Assessed Value

On June 30, the Assessor's Office mailed annual assessment notices to 493,000 property owners, reporting each property's 2020 assessed value. The notice serves as the basis for the property tax bill mailed in the fall. Santa Clara County is one of only nine counties in California which provides early notice to all property owners. "Most property owners in California learn of their assessed value for the first time when they receive their property tax bill in October," said Stone.

The County Finance Agency has an on-line tool to help property owners learn exactly how much of their property taxes go to neighborhood public schools, community colleges and government agencies, including the 15 cities and County government.

Property owners who disagree with the assessed value printed on the notice are encouraged to take advantage of the Assessor's "online tool," available 24/7, enabling property owners to review the sale of comparable properties used to determine their assessment. This interactive service modeled after

online banking, the Opt-In Tool, allows taxpayers to securely receive assessment notices, in addition to interacting with the Assessor's Office electronically rather than by mail, telephone, or in person. To access the data, a property owner must have a username and password created last year, or the PIN listed on the annual assessment notice. To login go to: <https://www.sccassessor.org/index.php/email-opt-in/manage-your-account>.

The annual notice also describes the process for filing a formal assessment appeal by the September 15, 2020 deadline. Residential property owners who decide to file a formal appeal, are encouraged to request their appeal be adjudicated by an independent residential Value Hearing Officer (VHO), rather than the more formal three-member Assessment Appeals Board. VHO hearings are scheduled frequently, allowing a more rapid resolution.

“Property owners who disagree with the assessed value should not wait for the tax bill before filing an appeal, as the tax bill is mailed by the Tax Collector after the assessment appeal filing deadline,” said Stone. More information is available from the Clerk of the Board by calling (408) 299-5088, or going to their website: <http://www.sccgov.org/assessmentappeals>.

More information about the Assessor's Office is available at [www.sccassessor.org](http://www.sccassessor.org).

# Q1 2020



# City of Cupertino Sales Tax *Update*

Second Quarter Receipts for First Quarter Sales (January - March 2020)

## Cupertino In Brief

Cupertino's receipts from January through March were 23.8% above the first sales period in 2019. Excluding reporting aberrations, actual sales were up 21.7%.

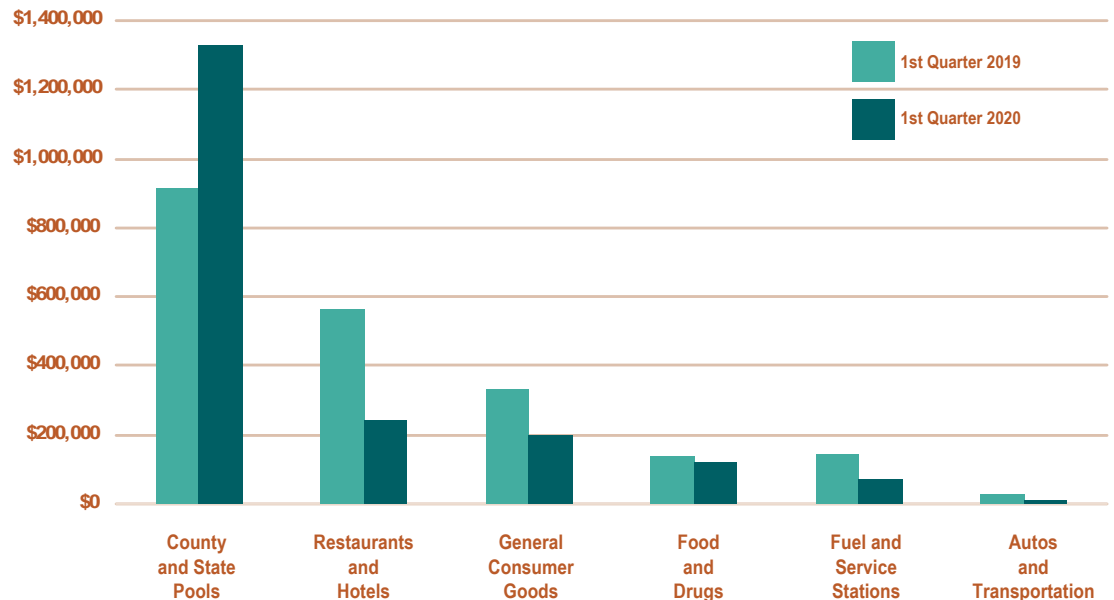
The City's share of the countywide pool spiked 60.4% for two reasons. Allocations climbed upward as recent legislation allowed tax collection from third-party sellers on internet-based market platforms. In addition, higher local point of sale allocations due to higher business to business transactions bumped up the return.

Other segments were adversely impacted as a result of shelter in place declarations in mid-March. Less office workers and temporary closures resulted in large tax reductions in casual, fast-casual, fine dining and quick-service restaurants.

General consumer goods had fewer taxable transactions in many sectors while the drop in gas consumption and plunging fuel prices curtailed service stations.

Net of aberrations, taxable sales for all of Santa Clara County grew 1.5% over the comparable time period; the Bay Area was down 2.9%.

## SALES TAX BY MAJOR BUSINESS GROUP



### TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

99 Ranch Market	Insight Public Sector
Alliance	Kura Revolving Sushi Bar
Apple	Mirapath
Argonaut Window & Door	Rotten Robbie
Benihana	Safeway
BJ's Restaurant & Brewhouse	Seagate Technology
Bowlmor Cupertino	Shane Company
California Dental Arts	Shell
Chevron	Target
Galpao Gaucho	TJ Maxx
Haidilao Hot Pot	Ulta Beauty
Insight Direct	Valero
	Whole Foods Market

### REVENUE COMPARISON

Three Quarters – Fiscal Year To Date (Q3 to Q1)

	2018-19	2019-20
Point-of-Sale	\$20,168,196	\$23,121,949
County Pool	4,128,050	5,238,784
State Pool	10,922	13,111
<b>Gross Receipts</b>	<b>\$24,307,169</b>	<b>\$28,373,844</b>

**Statewide Results**

With stay at home/non-essential business restrictions in place during the last two weeks of the quarter, local one cent tax revenues for the state overall, were 18.8% lower than January to March of 2019. Taxpayer relief programs accounted for much of the decline with receipts down roughly 3.1% after factoring for payment deferrals and other accounting anomalies.

Severe drops in auto sales, general consumer goods, service stations and restaurants were largely offset by new revenue from implementation of the Wayfair v. South Dakota decision that now requires out-of-state retailers to collect and remit Californian's sales and use tax. Other offsets included a surge in online shopping that boosted receipts from the county use tax allocation pools and from online retailers who maintain and ship their inventory from within California.

The food/drug sector also showed strong gains as did many home supply, dollar and discount stores that remained open during the shutdown.

**New Challenges & Opportunities**

Current indicators suggest that overall tax receipts for the April thru June sales period will bottom out at 27% below the second quarter of 2019. The speed of the rebound in sales activity will be dependent on the availability of adequate testing, treatment therapies and ultimately a vaccine. Until then, physical distancing, COVID-19 protocols and supply chain disruptions will create limitations on some operating capacities and the return to work of all employees. Health fears, discounts and liquidation sales may also keep sales tax revenues below pre-pandemic levels until solutions are in place.

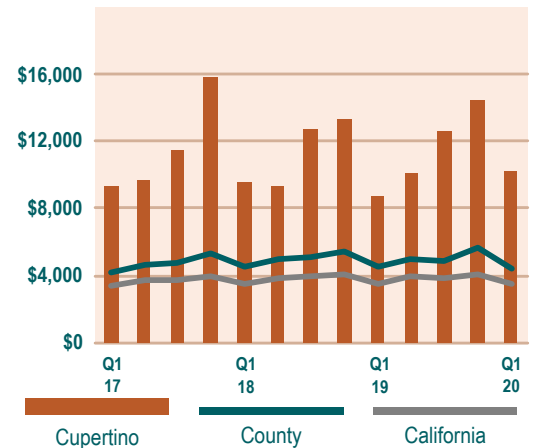
Regardless of when full recovery does occur, reports are that some elements of the economy will be permanently altered. Generation of future tax revenues may require rethinking of local economic strategies.

Over expansion, excessive debt and consumer shifts to online shopping were already resulting in bankruptcies with estimates of up to 25,000 brick-and-mortar store closings by the end of 2020. "Touch and feel" shopping is not going away but retailers see an evolution where in-store shopping is more leisure/recreational oriented with smaller stores offering more show-rooming and delivery/pick-up services. The smaller footprints and lifestyle emphasis offer opportunities to reinstate downtowns and neighborhood centers as economic/social gathering places.

The Pandemic's capture of new online customers and the growing trend of manufacturers and entrepreneurs with new concepts to bypass physical stores and sell directly to the consumer also expands options for agencies without large market populations to generate sales tax through industrial development.

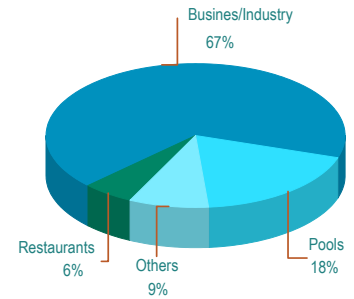
Finally, the Pandemic's disruption of supply chains has also accelerated growing dissatisfaction with overseas arrangements and some reshoring will occur which offers opportunities to leverage a city's existing business base to attract compatible support industries.

**SALES PER CAPITA\***



\*Allocation aberrations have been adjusted to reflect sales activity

**REVENUE BY BUSINESS GROUP**  
Cupertino This Quarter\*



\*Allocation aberrations have been adjusted to reflect sales activity

**CUPERTINO TOP 15 BUSINESS TYPES\*\***

Business Type	*In thousands of dollars			
	Cupertino Q1 '20*	Change	County Change	HdL State Change
Casual Dining	242.0	-29.4%	-21.0%	-18.8%
Contractors	— CONFIDENTIAL —	—	2.0%	3.1%
Discount Dept Stores	— CONFIDENTIAL —	—	4.4%	3.2%
Drug Stores	20.7	3.0%	0.6%	3.4%
Family Apparel	48.9	-15.3%	-24.0%	-21.1%
Fast-Casual Restaurants	59.7	-16.9%	-11.1%	-10.0%
Fine Dining	— CONFIDENTIAL —	—	-27.4%	-24.1%
Fulfillment Centers	— CONFIDENTIAL —	—	286.5%	56.7%
Grocery Stores	100.9	2.4%	13.9%	11.8%
Jewelry Stores	— CONFIDENTIAL —	—	-1.8%	-3.0%
Medical/Biotech	— CONFIDENTIAL —	—	-13.4%	-1.8%
Office Equipment	563.4	-3.5%	-4.3%	-6.6%
Quick-Service Restaurants	56.0	-8.7%	-13.0%	-8.5%
Service Stations	111.7	-26.0%	-16.7%	-9.5%
Specialty Stores	29.3	-16.7%	-11.2%	-10.1%
<b>Total All Accounts</b>	<b>6,048.1</b>	<b>15.4%</b>	<b>-1.0%</b>	<b>-7.3%</b>
<b>County &amp; State Pool Allocation</b>	<b>1,363.0</b>	<b>60.4%</b>	<b>13.7%</b>	<b>22.4%</b>
<b>Gross Receipts</b>	<b>7,411.1</b>	<b>21.7%</b>	<b>1.5%</b>	<b>-3.0%</b>

\*\* Accounting aberrations such as late payments, fund transfers, and audit adjustments have been adjusted to reflect the quarter in which the sales occurred.