

## History

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Cupertino owes its name and earliest mention in recorded history to the 1776 expedition led by the Spanish explorer Captain Juan Bautista de Anza. Starting in Sonora, Mexico, Anza led a group up the coast of California, aiming to establish a presidio (fort) on San Francisco Bay.



In late March, Anza left the majority of his party of men, women, and children in Monterey to rest and pressed on through the Santa Clara Valley to his San Francisco destination with 18 men and Pedro Font, a diarist, cartographer, and Franciscan priest.

With the expedition encamped in what is now Cupertino, Font christened the creek next to the encampment the Arroyo San Joseph Cupertino in honor of his patron, San Guiseppe (San Joseph) of Copertino, Italy. The arroyo is now known as Stevens Creek.

The village of Cupertino sprang up at the crossroads of Saratoga-Sunnyvale Road (now DeAnza Boulevard) and Stevens Creek Boulevard. It was first known as West Side, but by 1898, the post office at the Crossroads needed a more unique name. John T. Doyle, a San Francisco lawyer and historian, had given the name Cupertino to his winery in recognition of the name bestowed on the nearby creek – likewise, in 1904, the same name was applied to the Crossroads and to the post office as the Home Union Store in the northeast corner of the Crossroads changed its name to The Cupertino Store.



Although Cupertino's pioneer settlers planted grapes in the late 1800s, many switched to keeping orchards when phylloxera, a root louse, struck the thriving wine industry in 1895. As the orchards flourished, the valley became known for the spring profusion of blossoms.

In the late 1940's Cupertino was swept up in Santa Clara Valley's postwar population explosion. Concerned by unplanned development, higher taxes, and piecemeal annexation to adjacent cities, Cupertino's community leaders began a drive for incorporation in 1954. The incorporation was approved in the September 27, 1955 election, and Cupertino officially became Santa Clara County's 13<sup>th</sup> City on October 10, 1955.

A major milestone in Cupertino's development was the creation of Vallco Business and Industrial Park by some of the city's largest landowners in the early 1960's. Of the 25 property owners, 17 decided to pool their land to form Vallco Park and six sold their land to Varian Associates, a thriving young electronics firm founded by Russell Varian. The name Vallco was derived from the names of the principal developers: Varian Associates and the Leonard, Lester, Craft, and Orlando families.

## 2016 Community Economic Profile

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Cupertino, with a population of 60,668 and the city limits stretching across 13 square miles, is considered one of the most prestigious cities to live and work in the San Francisco Bay Area.

Economic health is an essential component to maintaining a balanced city, which provides high-level opportunities and services that create and help sustain a sense of community and quality of life. Public and private interests must be mutual so that our success as a partnership is a direct reflection of our success as a community. The cornerstone of this partnership is a cooperative and responsive government that fosters business and residential prosperity and strengthens working relationships among all sectors of the community.

Our economic development strategies are tailored to address the specific needs of Cupertino. Because Cupertino is a mature, 90% built-out city, we focus on business retention and revitalization. For example, business recruitment is site-specific and targeted to industries that enhance, rather than draw from, our existing business base.

Cupertino is home to many well-known high-tech companies, offering a dynamic and exciting business climate. Apple Inc., Verigy, Durect Corporation, and Trend Micro are headquartered in the city. DeAnza College, one of the largest single-campus community colleges in the country, is another major employer.



The City's proactive economic development efforts have resulted in a number of innovative, mutually beneficial partnerships with local companies. The City strives to retain and attract local companies through active outreach and a responsive and customer-oriented entitlement process.

Another popular shopping venue is the Cupertino Marketplace, located just across Vallco Mall. A popular destination by high school students in the area, the Marketplace has a variety of hangout locations such as Yogurtland, Super Cue, La Patisserie Bakery, and Beard Papa's. In addition to shopping for Japanese groceries and goods at Marukai and Daiso,



customers can eat at one of the many culturally diverse restaurants, including Merlion Restaurant, Harumi Sushi, Gyu-Kaku Japanese BBQ, One Pot Shabu Shabu, Kong's Korean Tofu & BBQ, PotSticker King, Wingstop, Erik's Deli Café, J.T. McHart's Pizza, and Elephant Bar.



On the other side of Vallco Mall is the Cupertino Village, home to 99 Ranch Market, Ten Ren Tea, Fantasia Coffee & Tea, Joy Luck Palace, and other Asian restaurants, bakeries, and shops.

The city features many other stores, including TJ Maxx and Home Goods, Whole Foods, Target, and over 160 restaurants to serve the local workforce and residents. Cupertino features five hotels: Cupertino Inn, Hilton

Garden Inn, Marriott Courtyard, the Cypress Hotel, operated by the Kimpton Group and The Aloft Cupertino Hotel, operated by Starwood Hotels & Resorts.

In addition, Cupertino is excited to have new retail commercial development projects underway, including Main Street Cupertino on Stevens Creek Boulevard, the Biltmore on DeAnza Boulevard, and Saich Way Station on Stevens Creek Boulevard and Saich Way. Each project features mixed use to accommodate the growing retail and residential needs of the community.



The City of Cupertino has a history of providing high-level municipal services to complement the sense of community and quality of life enjoyed by our constituents. The City will continue to enhance and promote a strong local economy to provide municipal services that make Cupertino a place that people are proud to call home.

## 2016 City Profile

The City of Cupertino operates as a general law city with a City Council-City Manager form of government. Five council members serve four year, overlapping terms, with elections held every two years. The council meets twice a month on the first and third Tuesday at 6:45 p.m. in the Community Hall. The meetings can be viewed on the City website.

The City has 184.75 authorized full-time benefited employee positions. City departments include Administration (City Council, Commissions, City Clerk, City Manager, City Attorney, Environmental Affairs); Administrative Services (Finance, Human Resources); Community Development (Planning, Building, Housing Services, Economic Development, Code Enforcement); Recreation and Community Services (Parks and Recreation, Community Events,

Sports and Fitness, Senior Programs, Youth and Teen Programs, Neighborhood Services, Emergency Preparedness); Public Works (Engineering, Maintenance, Transportation, Solid Waste, and Storm Drain Management); and Information Services (IT, GIS, Public Affairs). Police service is provided by the Santa Clara County Sheriff’s Department, and fire service is provided through the Santa Clara County Fire District.

Assisting the City Council are several citizen advisory commissions/committees including housing, telecommunications, fine arts, library, planning, audit, parks and recreation, bicycle and pedestrian, teens, economic development, strategic planning, sustainability, and public safety. Members of the volunteer boards are appointed by the City Council and vacancies are announced so that interested residents can apply for the positions. Residents are kept informed about city services and programs through the *Cupertino Scene*, a monthly newsletter; the *City Channel*, Cupertino’s government access cable TV channel; and the city’s website.

**Housing**

The average listing of an existing single-family home is \$1,634,245 as of 2015 For housing programs in Cupertino, please see “Programs & Applications.”

**Community Health Care Facilities**

Cupertino is served by the Cupertino Medical Clinic, NovaCare Occupational Health Services. Nearby hospitals include Kaiser Permanente Medical Center in Santa Clara, El Camino Hospital in Mountain View, O’Connor Hospital in San Jose, Community Hospital of Los Gatos, Stanford Hospital in Palo Alto, and the Saratoga Walk-in Clinic in Saratoga.

**Utilities**

|                                    |   |
|------------------------------------|---|
| <i>Gas &amp; Electric</i>          | Pacific Gas and Electric, 800-743-5000  |
| <i>Phone</i>                       | AT&T residential service, 800-894-2355<br>AT&T business service, 800-750-2355 |
| <i>Cable</i>                       | Comcast, 800- 945-2288  |
| <i>Solid Waste &amp; Recycling</i> | Recology, 408-725-0420  |
| <i>Water</i>                       | San Jose Water Company, 408-279-7900<br>California Water, 650-917-0152        |
| <i>Sewer Service</i>               | Cupertino Sanitary District, 408-253-7071                                     |

**Tax Rates and Government Services**

Residential, commercial, and industrial property is appraised at full market value as it existed on March 1, 1975, with increases limited to a maximum of 2% annually. Property created or sold since March 1, 1975 bears full cash value as of the time created or sold, plus the 2% annual increase. The basic tax rate is \$1.00 per \$100 (full cash value) plus any tax levied to cover bonded indebtedness for county, city, school, and other taxing agencies. Assessed valuations and tax rates are published annually after July 1.

*Assessed Valuation (Secured and Unsecured)*

Cupertino: \$17,218,254,668 (7/1/15)

County: \$373,922,973,322 (7/1/15)

*Retail Sales Tax*

Grand Total = 8.7500%.

Breakdown = Cupertino 1%, State General Fund 3.9375%, State and Local Revenue Fund 1.0625%, State Local Public Safety 0.5%, State Local Revenue 0.5%, State Education Protection 0.25%, County Transportation 0.25%, Local District (Valley Transportation Authority) 1.25%.

**Transportation**

*Rail:* The CalTrain station is four miles north of city. The Amtrak station is 10 miles south.

*Air:* The San Francisco International Airport is located roughly 30 miles north, and the Mineta San Jose International Airport is located approximately 11 miles south.

*Bus:* Cupertino is served by the Santa Clara Valley Transportation Authority. The routes listed below pass through the City. For Cupertino-specific schedules and maps visit their online website:

Route 23 San Jose – Mountain View/Palo Alto

Route 25 San Jose – De Anza College

Route 26 Eastridge – Lockheed

Route 36 East San Jose – Vallco

Route 51 Vallco – Moffett/Ames

Route 53 Westgate – Sunnyvale

Route 54 West Valley – Fair Oaks/ Tasman

Route 55 De Anza – Great America

Route 81 East San Jose – Vallco

Express 101 Camden/Branham – Palo Alto

Express 501 Palo Alto – I.B.M Bailey

*Car:* The City of Cupertino is in the heart of the world renowned Silicon Valley. The major highway transportation facilities are Interstate Route 280 and State Route 85 freeways. The City is linked internally by several principal arterials and Santa Clara County expressways. Principal arterials are De Anza Boulevard, Stevens Creek Boulevard, and Wolfe Road. Nearby expressways are Lawrence Expressway and Foothill Expressway.

**Sister Cities**

Cupertino has four sister cities: Copertino, Italy; Hsinchu, Taiwan; Toyokawa, Japan, and Bhubaneswar, India.

## Education

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Winner of numerous state and national awards for excellence, our city's schools are widely acknowledged as models of quality instruction.

Cupertino Union School District serves 18,000 students in a 26 square mile area that includes Cupertino and portions of five other cities. The district has 20 elementary schools and five middle schools, including several choice programs. Eighteen schools have received state and/or national awards for educational excellence.



Student achievement is exceptionally high. Historically, district test scores place Cupertino among the premier public school districts in California. The district is a leader in the development of standards-based system of education and is nationally recognized for leadership in the use of technology as an effective tool for learning. Quality teaching and parent involvement are the keys to the district's success.

The Fremont Union High School District serves 10,000 students in a 42 square mile area covering all of Cupertino, most of Sunnyvale, and portions of San Jose, Los Altos, Saratoga, and Santa Clara. The five high schools of the district have garnered many awards and recognition based on both the achievement of students and the programs designed to support student achievements. Many high schools in the district exceed their established achievement targets for the State Academic Performance Index. District students are encouraged to volunteer and provide service to organizations within the community. During their senior year, if students complete 80 hours of service to a non-profit community organization, they are recognized with a "Community Service Award" medal that may be worn at their graduation ceremonies.

*Cupertino is served by two local institutions of higher education: DeAnza College and the University of San Francisco. In addition to these schools, Cupertino's location offers easy access to Stanford University, Santa Clara University and San Jose State University.*

Building on its tradition of excellence and innovation, DeAnza College challenges students of every background to develop their intellect, character, and abilities; to achieve their educational goals; and to serve their community in a diverse and changing world.

DeAnza College offers a wide range of quality programs and services to meet the work force development needs of our region. The college prepares current and future employees of Silicon Valley in traditional classroom settings and customized training arranged by employers. Several DeAnza programs encourage economic development through college credit courses, short-term programs, services for manufacturers, technical assistance, and/or recruitment and retention services.

# Programs & Applications

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## Community Outreach Programs

### *Leadership 95014*

Leadership 95014 is a program designed by the City of Cupertino, Wilfred Jarvis Institute, and other local sponsors to offer an exciting adult program that is guaranteed to enhance the participants' leadership skills. The ten full-day sessions feature inside looks at local governments, the social sector, local non-profit organizations, and educational institutions. This 9-month program is offered annually, September to May, and applications can be found online.



### *Neighborhood Block Leader Program*

Good neighborhoods are those where neighbors work together on common issues and look out for each other. Block leaders take extra steps to connect neighbors and build community, making our neighborhoods safer and more harmonious. The Block Leader Program teaches residents how to get to know their neighbors and how to organize activities so neighbors can more easily communicate with each other. Block leaders are vital links between City Hall and the neighborhoods, and leaders gain the inside track on neighborhood development activities.



### *Neighborhood Watch*

Neighborhood Watch is a crime prevention program that enlists the active participation of citizens in cooperation with law enforcement to reduce crime in our communities. It involves: neighbors getting to know each other and working together in a program of mutual assistance; citizens being trained to recognize and report suspicious activities in their neighborhoods; and implementation of crime prevention techniques such as home security and operation identification. To organize a Neighborhood Watch program in your neighborhood, please contact the Neighborhood Watch Coordinator at 408.777.3177.

### *eCAP*

Email Community Alert Program (eCAP) was created by the Santa Clara County Sheriff's Office to prevent and reduce crime by raising community awareness, minimizing opportunities for crime, and increasing the possibility of solving crimes with the public's help. Cupertino residents may voluntarily register their email addresses with the Sheriff's Office for community alert messages. Citizens can sign-up at a Neighborhood Watch meeting or log-on to the City of Cupertino's eCAP online registration.

## Affordable Housing: BMR (Below Market Rate) Program

The City of Cupertino requires 15% of all new construction be affordable to households below 120% of the County median income. Rental units are affordable to very low and low-income households while ownership units are affordable to median and moderate-income households.

The City of Cupertino contracts with West Valley Community Services (WVCS) to screen and place qualified households in most of the city's BMR units. WVCS maintains a waiting list of interested persons for these BMR units. If interested, please call 408.255.8033. More information can be found online.

## Smart Phone Applications

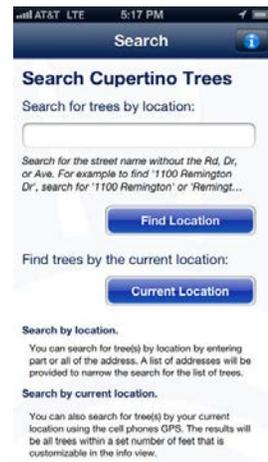


### *Mobile 95014*

City of Cupertino's Mobile 95014 app offers latest listing of Cupertino news and events as well as local parks, schools, and recreation offerings in the city. This app showcases environmental services and community services such as Block Leaders and Neighborhood Watch programs. Users can learn about public safety and contact City Council members and City officials. The app also offers links to Cupertino's social media sites.

### *Trees 95014*

Trees 95014 is an iPhone/iPad and Android app which provides details about the city-planted trees in Cupertino. Users can search for trees by street name or by current location. The search results show the picture of the tree and details such as location, height, diameter, and species. Cupertino residents can also sign up their tree, name their tree, and request tree service through this app.



### *Eats 95014*

Eats 95014 is the local restaurant app that showcases Cupertino's dining options such as restaurants, grocery stores, farmers' markets, and vineyards. The app provides information on the services offered at such eating places including store hours, parking information, noise level, directions, and website link.



### *Ready 95014*

Ready 95014 is an app that puts safety information into the hands of Cupertino residents. Steps to prepare and respond to emergencies including earthquakes, floods, fires, and pandemics are outlined in an easy-to-understand format. The app also streams Cupertino's own AM radio station (1670 AM) and has a map of the City's Area Resource Centers, satellite locations opened after disasters to provide public assistance.

## Geographic Information System (GIS)



For local governments, a GIS is a computer technology that combines geographic data (the locations of manmade and natural features on the earth's surface) and other types of information (names, classifications, addresses, and much more) to generate visual maps and reports. A GIS uses geographic location to relate otherwise disparate data and provides a systematic way to collect and manage location-based information crucial to local government.

The City of Cupertino has been using GIS within individual departments to enhance both operational and analytical functions since 1977. The City has organized their GIS efforts by placing GIS into the Information Technology Division.

### *Cupertino at a Glance*

The Cupertino at a Glance application can be accessed online at:  
[gis.cupertino.org/CupertinoAtAGlance](http://gis.cupertino.org/CupertinoAtAGlance).

### **Cupertino's Green Program**

Cupertino is committed to maintaining the City as a sustainable place to live, learn, work, and play for all the community members. To achieve this goal of safeguarding the community's well-being and environmental health, Cupertino is actively working to implement its first Climate Action Plan (CAP) and provide residents, businesses, and schools with clear and easy-to-access programs and services to jumpstart green leadership. More information can be found online.



### **Social Media Sites**

#### *Facebook Sites*

City of Cupertino Facebook  
Cupertino Parks and Recreation Facebook  
Cupertino Teen Center Facebook  
McClellan Ranch Preserve Facebook  
Cupertino Senior Center Facebook  
Cupertino Sports Center Facebook  
Cupertino Block Leader Facebook

#### *Twitter Sites*

City of Cupertino Twitter  
Cupertino Fields Twitter  
Cupertino Parks and Recreation Twitter

#### *YouTube Site*

City of Cupertino, City Channel

# Community Statistics

## Facts and Figures<sup>1</sup>

|                               |           |
|-------------------------------|-----------|
| Population in City Limits     | 60,668    |
| Median Household Income       | \$134,872 |
| Median Age                    | 40        |
| Registered Voters             | 25,516    |
| Democrats                     | 9,558     |
| Republicans                   | 4,887     |
| American Independent          | 373       |
| Other                         | 206       |
| No Political Party designated | 10,445    |

## Top 40 Sales Tax Producers

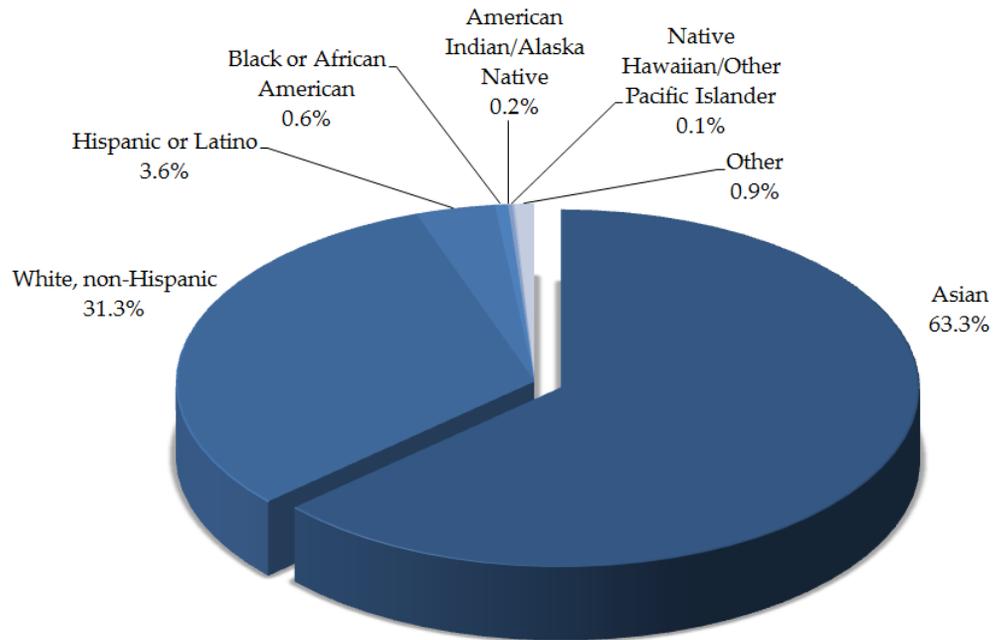
Third Quarter 2015, in Alphabetical Order

|                              |                           |                           |
|------------------------------|---------------------------|---------------------------|
| A2Z Development              | Harris Climate Control    | Shell Service Stations    |
| Alamillo Rebar               | Insight Direct            | Skanska                   |
| Alexander's Steakhouse       | J C Penney Company        | Staples Office Superstore |
| Apple Computers Corp.        | Macy's                    | Superior Air Handling     |
| Argonaut Window & Doors      | Michael's Arts & Crafts   | Target Stores             |
| Benihana of Tokyo Restaurant | Mirapath                  | TJ Maxx                   |
| BJ's Restaurant and Brewery  | Permasteelisa             | US Gas Service Stations   |
| California Dental Arts       | Rotten Robbie Service St. | Valero Service Stations   |
| Cemex Const Materials        | Safeway                   | Verizon Wireless          |
| Chevron Service Station      | Scandinavian Designs      | Whole Foods Market        |
| Clark Pacific                | Schuff Steel Company      | 99 Ranch Market           |
| De Anza College Campus Ctr.  | Sears                     |                           |
| Dynasty Chinese Seafood      | Seele                     |                           |
| Granite Rock Company         | Shane Diamond Jewelers    |                           |

**Cupertino is ranked as #33 under the 50 Safest Cities in California listed in the Safe Wise (safewise.com) report, a source for home security and safety advice.**

<sup>1</sup> U.S. Census Bureau

## Demographic Information

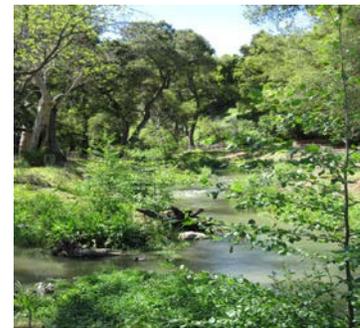


## Community and Recreation Services

### *Blackberry Farm*

Blackberry Farm has been upgraded and restored to improve the natural habitat for native trees, animals, and fish. Improvements to the park include construction of a new ticket kiosk, re-plastered pools, a new water slide, bocce ball, horseshoe courts, and numerous upgrades to the west bank picnic area. The park is located at 21979 San Fernando Avenue. Telephone: 408-777-3140.

*The Blackberry Farm Golf Course* is located at 22100 Stevens Creek Boulevard. Telephone: 408-253-9200.



### *The Quinlan Community Center*

The City of Cupertino's Quinlan Community Center is a 27,000 square foot facility that provides a variety of recreational opportunities.

Most prominent is the Cupertino Room - a multi-purpose room that can accommodate 300 people in a banquet format. Telephone: 408-777-3120.

### *Cupertino Sports Center*

The Sports Center is a great place to meet friends. The facility features 17 tennis courts, complete locker room facilities, and a fully-equipped fitness center featuring free weights, Cybex, and cardio equipment. A teen center and a child-watch center are also included. The center is located at the corner of Stevens Creek Boulevard and Stelling Road. Telephone: 408-777-3160.

***Cupertino Senior Center***

The Senior Center provides a welcome and friendly environment for adults over age 50. There is a full calendar of opportunities for learning, volunteering, and enjoying life. There are exercise classes, computer lab classes, and English as a second language classes, and cultural and special interest classes. The center also coordinates trips and socials.

The Senior Center is located at 21251 Stevens Creek Boulevard and is open Monday through Friday, 8 a.m. to 5 p.m. Telephone: 408-777-3150.

***Civic Center and Library***

The complex has a 6,000 square foot Community Hall, plaza with fountain, trees, and seating areas. City Council meetings, Planning Commission sessions, and Parks and Recreation Commission sessions are held in the Community Hall.

The 54,000 square foot library continues to be one of the busiest libraries in the Santa Clara County Library system. For more information, call 408-446-1677.

***McClellan Ranch Park***

A horse ranch during the 1930's and 40's, this 18-acre park has the appearance of a working ranch. Preserved on the property are the original ranch house, milk barn, and livestock barn. Two historic buildings have been recently renovated: Baer's Blacksmith Shop, originally located at DeAnza and Stevens Creek, and the Environmental Education Center which houses the Nature Museum. Cupertino is famous for its continued dedication to education and environmental sustainability. The original ranch house houses Santa Clara Valley Audubon and Friends of Stevens Creek Trail. Rolling Hills 4-H Club members raise rabbits, chickens, sheep, swine, and cattle. McClellan Ranch is located at 22221 McClellan Road. Telephone: 408-777-3149.



## Things to do and See

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### *Euphrat Museum of Art*

The highly regarded Euphrat Museum of Art, at its new location next to the new Visual Arts and Performance Center at DeAnza College, presents one-of-a-kind exhibitions, publications, and events reflecting the rich diverse heritage of our area. The Museum prides itself on its changing exhibitions of national and international stature emphasizing Bay Area artists. Museum hours are 10 a.m. – 3 p.m. Monday through Thursday. Telephone: 408-864-5464.

### *Fujitsu Planetarium*

The Fujitsu Planetarium on the DeAnza College campus is a must-visit Cupertino facility for stargazers. It hosts a variety of planetarium shows and events, including educational programs for school groups and family astronomy evenings. For more information, visit the website at <http://planetarium.deanza.edu> or call 408-864-8814.

### *Flint Center*

The cultural life of the Peninsula and South Bay is enhanced by programs presented at the Flint Center for Performing Arts located at 21250 Stevens Creek Boulevard in the DeAnza College campus. The center opened in 1971 and was named in honor of Calvin C. Flint, the first chancellor of the Foothill-DeAnza Community College District. The box office is open 10 a.m. – 4 p.m. Tuesday through Friday and 1.5 hours prior to any performance. Box office: 408-864-8816; administrative office: 408-864-8820.



### *Cupertino Historical Society*

The Cupertino Historical Society was founded in 1966 by a group of 177 longtime residents and is dedicated to the preservation and exhibition of the city's history. Their museum, located at the Quinlan Community Center, develops and expands the learning opportunities that it offers to the ethnically diverse community of the City of Cupertino. Telephone: 408-973-1495.

### *Farmers' Market*

There are two farmers' markets located in the City of Cupertino. One is held on Fridays from 9:00 a.m. to 1:00 p.m. at the Vallco Shopping Mall parking lot behind J.C. Penney, and the other is held every Sunday from 9:00 a.m. to 1:00 p.m. at the Cupertino Oaks Shopping Center, 21275 Stevens Creek Blvd.

### *California History Center*

The California History Center and Foundation is located on the DeAnza College campus. The center has published 37 volumes on California history and has a changing exhibit program. The center's Stockmeir Library Archives boast a large collection of books, pamphlet files, oral history tapes, videotapes, and a couple thousand



student research papers. The library's collection is for reference only. Heritage events focusing on California's cultural and/or natural history are offered by the center each quarter. For more information, call 408-864-8987. The center is open September through June, Tuesday through Thursday, from 9:30 a.m. to noon and 1:00 p.m. to 4:00 p.m.