



CUPERTINO

# Community Profile

## History

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Cupertino owes its name and earliest mention in recorded history to the 1776 expedition led by the Spaniard, Don Juan Bautista de Anza, from Sonora, Mexico to the Port of San Francisco to found the presidio of St. Francis.



Leaving the majority of the party of men, women, and children in Monterey to rest from their travels, deAnza, his diarist and cartographer, Petrus Font, and 18 other men pressed on through the Santa Clara Valley in late March to their San Francisco destination.

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 Cupertino, 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 new name to distinguish it from other similarly named towns. 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 by Petrus Font. In 1904 the name was applied to the Crossroads and to the post office when the Home Union Store incorporated under the name, The Cupertino Stores, Inc.

Many of Cupertino's pioneer European settlers planted their land in grapes. Vineyards and wineries proliferated on Montebello Ridge, on the lower foothills, and on the flat lands below.

After 1906 a lot more than grape growing was going on in Cupertino. Orchards were thriving and new businesses were being started. 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 in 1954 for incorporation. Cupertino rancher Norman Nathanson, the Cupertino - Monta Vista Improvement Association, and the Fact Finding Committee played important roles in this movement.

Incorporation was approved in the September 27, 1955 election. 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 by some of the city's largest landowners of Vallco Business and Industrial Park in the early 1960's. Of the 25 property owners, 17 decided to pool their land to form Vallco Park, six sold to Varian Associates, a

thriving young electronics firm, founded by Russell Varian, and two opted for transplanting to farms elsewhere. The name Vallco was derived from the names of the principal developers: Varian Associates and the Leonard, Lester, Craft, and Orlando families.

## 2015 Community Economic Profile

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Cupertino, with a population of 60,009 and city limits stretching across 13 square miles, is considered to be one of the San Francisco Bay Area's most prestigious cities in which to live and work.

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 this is a mature, and 90% built-out city, the focus is on business retention and revitalization. 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, and offers 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 an entitlement process that is responsive and customer oriented.

The Vallco shopping center includes JC Penney, and Sears as anchors and features many exciting entertainment and eating venues. Shoppers can enjoy the latest shows at the AMC 16-

screen theater, skating at the mall's full-size ice rink, and bowling at the chic and upscale Bowl Mor Lanes. They can begin or top off the evening with fine dining at the critically-acclaimed Alexander's Steakhouse or enjoy more casual cuisine at TGI Friday's, Benihana's, Dynasty Seafood Restaurant, California Fresh, and the international food court. 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.

The redevelopment of "Homestead Square," located at Homestead Road and DeAnza Boulevard, will include a 24-hour Safeway, Ulta, Ross Stores, Stein Mart and numerous other tenants to complement the area. Ride Aid, Michael's and FedEx Kinko's are also part of the project and currently open for business. Construction is scheduled to be complete by the end of the 2014.

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.

## **2015 City Profile**

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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 City has 169.75 authorized full-time benefited employee positions. City departments include Administration (City Council, commissions, City Clerk, City Manager, City Attorney, Environmental Affairs, economic development, code enforcement); Administrative Services (finance, human resources); Community Development (planning, building, housing services); Recreation and Community Services (neighborhood watch, emergency preparedness); Public Works (engineering, maintenance, transportation, solid waste, and storm drain management); and Public and Environmental 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 which include housing, telecommunications, fine arts, library, planning, audit, parks and recreation, bicycle and pedestrian, teen, economic development, strategic planning, and public safety. Members of the volunteer boards are appointed by the City Council and vacancies are announced so that interested residents may 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 \$1,441,342 as of 2014.

### ***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***

*Gas & Electric* – Pacific Gas and Electric, 800-743-5000.

*Phone* – AT&T, residential service, 800-894-2355; business service, 800-750-2355.

*Cable* – Comcast, 800- 945-2288.

*Solid Waste & Recycling* – Recology, 408-725-0420.

*Water* – San Jose Water Company, 408-279-7900 and California Water, 650-917-0152.

*Sewer Service* – 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 will bear 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, or other taxing agencies. Assessed valuations and tax rates are published annually after July 1.

Retail Sales Tax: 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%, County Transportation 0.25%, Local District (Valley Transportation Authority) 1.125%. Grand Total = 8.7500%.

Assessed Valuation: (Secured and Unsecured)

Cupertino: \$16,206,163,709 (7/1/14)

County: \$357,339,245,945 (7/1/14)

### ***Transportation***

Rail – CalTrain service to Gilroy and San Francisco, with local station four miles north of city; Amtrak station is 10 miles south.

Air –Mineta San Jose International Airport 11 miles south; San Francisco International Airport 30 miles north.

Bus – Santa Clara Valley Transportation Authority. Highways – Interstate Route 280, State Route 85.

# Community Statistics

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

Population in City Limits	60,009
Median Household Income	\$131,517
Median Age	39
Registered Voters	25,934
Democrats	9,507
Republicans	5,479
American Independent	367
Other	297
No Political Party designated	10,284

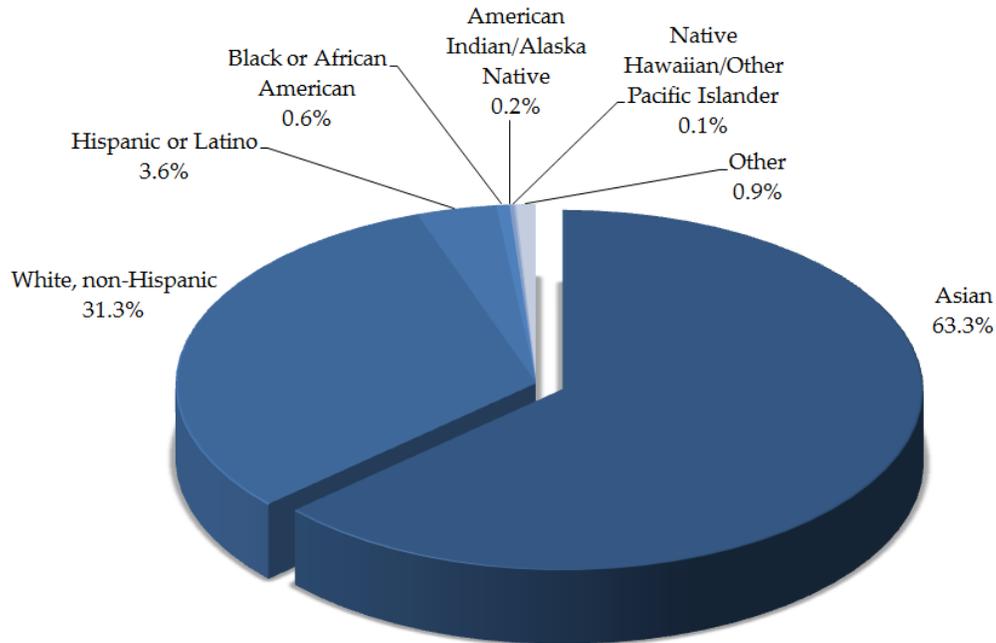
## Top 40 Sales Tax Producers First Quarter 2013 (In Alphabetical Order)

A2Z Development	Elephant Restaurant	Sears
Alexander's Steakhouse	Granite Rock Company	Shane Diamond Jewelers
Apple Computers Corporation	Hewlett-Packard	Shell Service Station
Argonaut Window & Door	JC Penney Company	Staples
Benihana of Tokyo	Joy Luck Place Restaurant	Target
BJ's Restaurant & Brewery	Macy's	TJ Maxx
California Dental Arts	Marina Foods	Union 76 Service Station
Chevron Service Stations	Michael's Arts & Crafts	US Gas Service Station
Cupertino Smog Pros	Mirapath	Valero Service Station
CVS Pharmacy	Ricoh Corp.	Verigy
Cypress Hotel – Park Place Restaurant	Rohde & Schwarz	Verizon Wireless
DeAnza College Campus Center	Rotten Robbie Service Station	Whole Foods
Dynasty Restaurant	Ranch 99 Market	
Insight Direct	Scandinavian Designs	

**Cupertino is ranked as #12 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

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### *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, replastered 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 is also included as well as a child watch center. 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, a computer lab and classes, language instruction including English as a second language, 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 are held in the Community Hall as well as Planning Commission and Parks and Recreation Commission sessions.

The 54,000 square foot library continues to be one of the busiest 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, livestock barn, and two historic buildings: Baer's Blacksmith Shop, originally located at DeAnza and Stevens Creek, and the old water tower from the Parish Ranch, now the site of Memorial Park.

Rolling Hills 4-H Club members raise rabbits, chickens, sheep, swine, and cattle and a Junior



Nature Museum, which features small live animal exhibits and dispenses information about bird, animal, and plant species of the area. McClellan Ranch is located at 22221 McClellan Road. Telephone: 408-777-3120.

## **Education**

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Winner of numerous state and national awards for excellence, our city's schools are widely acknowledged to be 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 a 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 achievement. Many high schools in the district exceed their established achievement targets for the State Academic Performance Index. District students are encouraged to volunteer and/or 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 during 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 through 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.

## 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, traditionally 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*

Stargazers have a Cupertino facility catering to their interests, the Fujitsu Planetarium on the DeAnza College campus. 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 at 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 one and one half 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, 10185 N. Stelling Road, attempts to develop and expand the learning opportunities that it offers to the ethnically diverse community of the City of Cupertino. Telephone: 408-973-1495.

### *Farmers' Market*

Residents and visitors can visit the two farmers' markets on Friday from 9:00 a.m. to 1:00 p.m. at the Vallco Shopping Mall parking lot behind JCPenney, and 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 Stocklmeir Library Archives boasts a large collection of books, a pamphlet file, 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 or natural history are offered by the center each quarter. For more information, call 408-864-8987. The center is open September through June 9:30 a.m. to noon and 1:00 p.m. to 4:00 p.m. Tuesday through Thursday.

