

OCTOBER 2021

# SCENE

A MONTHLY PUBLICATION OF THE CITY OF CUPERTINO

## Budget at a Glance

View the City Budget,  
Revenues, and Expenditures

**PLUS:** VIA-CUPERTINO **COMMUNITY SHUTTLE RELAUNCH** | HELP KEEP  
CUPERTINO SAFE | COVID-19'S **MENTAL HEALTH** CRISIS



CUPERTINO

Save the Date

# Public Safety Forum

Thursday, October 21 at 5:30 p.m.

Join the conversation about the safety and well-being of Cupertino.

## Cupertino Community Hall

10350 Torre Avenue  
Cupertino, CA 95014

Cupertino is one of the safest cities in California.

Help us keep it that way!

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Keep this list of the most useful contacts for the City of Cupertino.

Questions or comments about *The Scene*? Contact staff at [scene@cupertino.org](mailto:scene@cupertino.org).



## Playing a Part in Suicide Prevention

Suicide is the 10th leading cause of death in the United States, according to the Centers for Disease Control and Prevention (CDC). Suicide is a serious public health problem that affects people of all ages. Everyone can do their part to help prevent suicide with the proper education, resources, and healthy discussions that are open, honest, and supportive.

The Cupertino City Council is committed to supporting mental health as demonstrated by the Mental Health Support item in the Council-approved Fiscal Year 2021-2022 City Work Program, as well as in the City's 2021 Legislative Platform which includes support for state and federal legislation that provides services to those experiencing mental health challenges.

Through the policy, the City will promote strategies and resources provided by Santa Clara County and directly outreach to City employees and residents. This City policy will also formalize public safety protocols governing the City's response to a suicide attempt in City facilities.

The City of Cupertino publicly places its full support behind those who work in the fields of mental health, education, law enforcement, and others who serve on the front lines fighting for suicide prevention and mental wellbeing. All residents are urged to play a role in suicide prevention by learning the warning signs, learning how to get help for yourself or others, and understanding that one conversation can change, and even save, another's life.

### #BeThe1To Help Prevent Suicide ([bethe1to.com](http://bethe1to.com))

**Ask:** Express in a supportive, non-judgmental way that you are open to listen.

**Be there:** Show your support by being physically or mentally available.

**Keep them safe:** If you've established that suicide is being considered, establish their immediate safety.

**Help them connect:** Explore local resources and share information for immediate crisis support.

**Follow up:** Check in and see how they're doing to share your ongoing support.

**National Suicide Prevention Lifeline (800) 273-8255**

All Cupertino residents are urged to check in on the wellbeing of our families, friends, and neighbors as we work together to creating a healthier, stronger, and more supportive community.

View the policy and additional resources at [cupertino.org/mentalhealth](http://cupertino.org/mentalhealth).

## On the Road Again Via-Cupertino Shuttle Roars Back to Life

After taking a year-long break due to the COVID-19 pandemic, the Via-Cupertino shuttle program is ready to hit the road again. Service will resume this month with added improvements and more vans (meaning less wait time!).

The new vans, provided by Via, will be Chrysler Pacificas and include upgrades such as an expanded service zone, lower ground clearance, wheelchair accessibility, and more.

Via service will operate from 7 a.m. to 7 p.m. Monday through Friday, and 9 a.m. to 5 p.m. on Saturday. The base fare will be \$4 with a discounted \$2 fare available to seniors, students, low-income, and those with a disability. Weekly and four-week passes will be offered.

For more information, visit [cupertino.org/shuttle](http://cupertino.org/shuttle). You can also call Via customer service to set up an account by phone, and request rides by phone, at (669) 201-1892.

*Note: To create the safest riding environment for everyone, riders will be required to wear a properly fitting face covering until further notice.*



Rendering of Cupertino vehicle wrap





# The Mental Health Crisis of this Pandemic

We are approaching two years since the COVID-19 pandemic hit our world and brought life to a screeching halt. Our personal, social, and professional lives have changed drastically as we've been forced to live our lives confined within the walls of our homes. This coronavirus pandemic has brought with it mortality, social restrictions, political contention, isolation, workplace adjustments, unemployment, and countless other issues. So it comes with no surprise that this pandemic has also brought with it a mental health crisis.

Every year, the United States recognizes the first week of October as Mental Illness Awareness Week (MIAW). This year, MIAW runs from October 3 through October 9 and centers around the National Alliance on Mental Illness's (NAMI) new awareness campaign, "Together for Mental Health." MIAW provides an opportunity to raise awareness, provide support, and fight the stigma surrounding mental health. And as this already long, drawn out pandemic continues, it's only natural that it gets harder and harder to cope with the impacts of COVID-19 on our mental health.

According to the Centers for Disease Control and Prevention (CDC) and NAMI, the increase in American adults experiencing mental health issues during this pandemic is clear:

- One in 12 public health workers reported suicidal thoughts between March and April this year
- Adults with recent symptoms of an anxiety or depressive disorder increased from 36.4% to 41.5% from August 2020 to February 2021
- 47% of survey respondents experienced symptoms of a mood disorder within two weeks of taking the survey
- Only 39% of survey participants reported they have coped "very well" to the changes of everyday life during the pandemic

It is not only important, but imperative that we take care of our physical, emotional, and mental health as we navigate life—especially amid this ongoing pandemic. As Mental Health America (MHA) emphasizes, we don't wait years before treating diabetes, heart disease, or cancer, we try to prevent it. Shouldn't we be proactive and apply the same standard for our mental health concerns? As we've learned from this pandemic, our health is inextricably connected to the health of those around us. One person's health is like one domino in a line of dominoes for every person they interact with. If one domino falls, it can easily cause a considerable ripple effect on those around us. To have a strong domino that won't fall over easily, mental, emotional, and physical concerns need to be prioritized and addressed among our families, friends, and workplaces with support and resources as we are all impacted by mental health, directly or indirectly.

## How to Help and Get Help

**Are you in crisis?**  
Call (855) 278-4204 or text "RENEW" to 741741

**Need someone to talk to?**  
Call (888) 670-1360

Remember that self-care is not selfish. Don't hesitate to take action if you or someone you know needs help or support.

### How to help yourself:

- Find ways to manage your stress
- Connect with your loved ones
- Seek support from professionals and support groups

### How to help others:

- Check in on your loved ones
- Learn signs and symptoms to look for
- Be supportive, understanding, and patient

### Mental health resources:

**Santa Clara County Behavioral Health**  
Mental Health Services (800) 704-0900  
[sccbhsd.org](http://sccbhsd.org)

**National Alliance on Mental Illness (NAMI)**  
Helpline (800) 950-NAMI  
[nami.org](http://nami.org)

**Mental Health America (MHA)**  
[mhanational.org](http://mhanational.org)

- Mental health screenings: [screening.mhanational.org](http://screening.mhanational.org)
- Work health survey: [screening.mhanational.org/workhealthsurvey](http://screening.mhanational.org/workhealthsurvey)



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# A Look Into the City of Cupertino Budget

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The City of Cupertino has moved into Fiscal Year 2021-2022 with a balanced budget. Although the City remains fiscally well-positioned, there is much uncertainty as we move toward a recovery from the impacts of the COVID-19 pandemic.

While we move forward with optimism, it will take some time before we can see the full picture of our revenue stream with the effects of the pandemic. The City's top three revenue sources have historically been property, sales, and transient occupancy taxes. While this will continue to be true for both property and sales tax, transient occupancy taxes have been significantly impacted by the lack of travel and the effects of the telework environment.

Sales tax revenues experienced tremendous growth during FY 2020-21 due to increases in business-to-business and online sales. However, this is likely to be a one-time experience due to statewide shelter-in-place orders. Property taxes are anticipated to remain stable in the near-term, but we have yet to identify how potential telework structures might impact these revenues in the long-term. Transient occupancy taxes rely heavily on local business' employees being at the workplace. As a result, potential telework structures will also have a significant impact on these revenues.

What does this mean? It's likely that we will see a slight drop in revenue as other cities hit much harder financially begin to recover. The slight drop is expected for a few reasons:

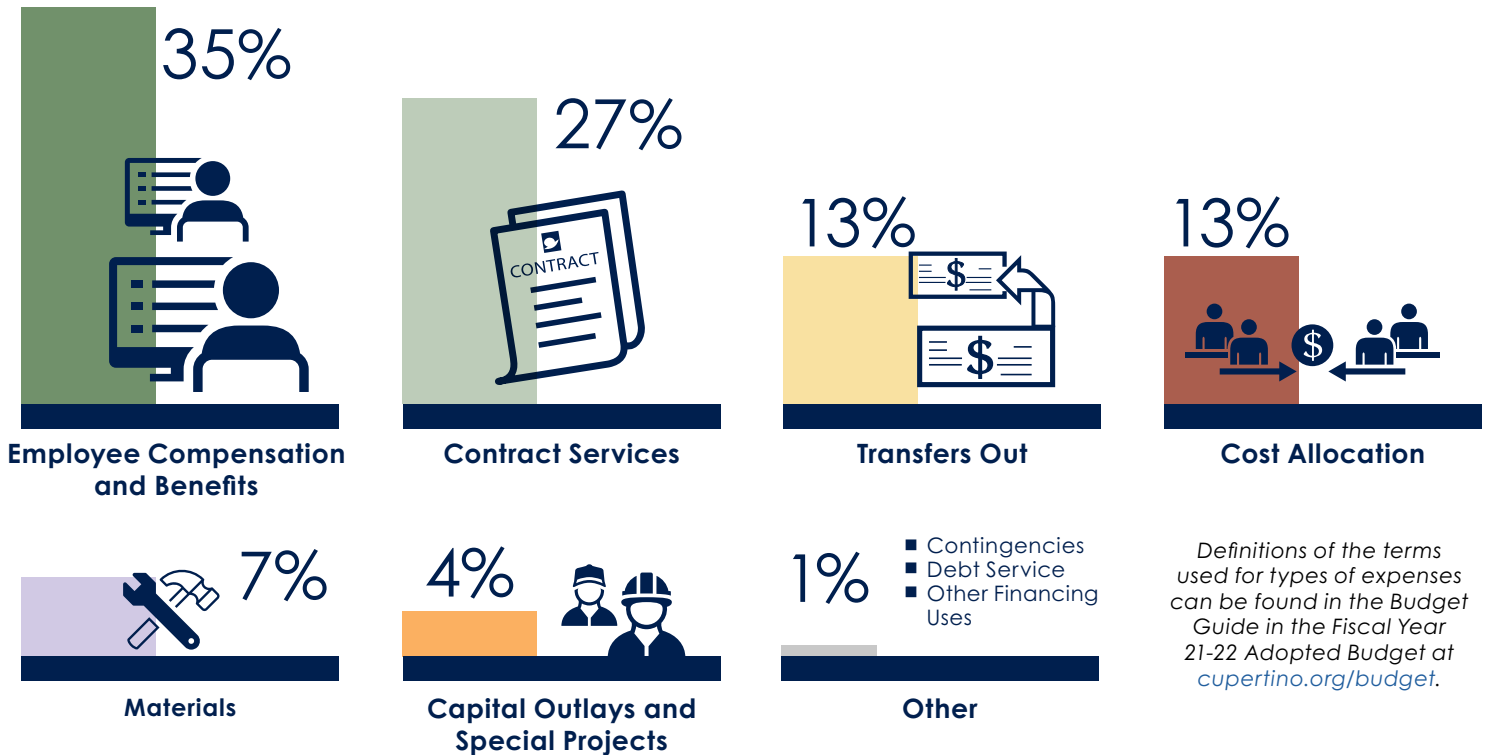
- Sales tax revenue will decline as businesses begin to open and online sales decrease.
- Property tax--while stable currently--could be affected as new telecommute policies impact property values in the Bay Area.
- Transient occupancy tax is not expected to fully recover until FY 2023-24. And the extent of a "full recovery" is unknown. Like property taxes, we do not fully understand how telecommute policies will impact the demand for City hotels.

While we continue on the road to recovery and return to some type of normal, the City will monitor the situation and adjust when necessary.

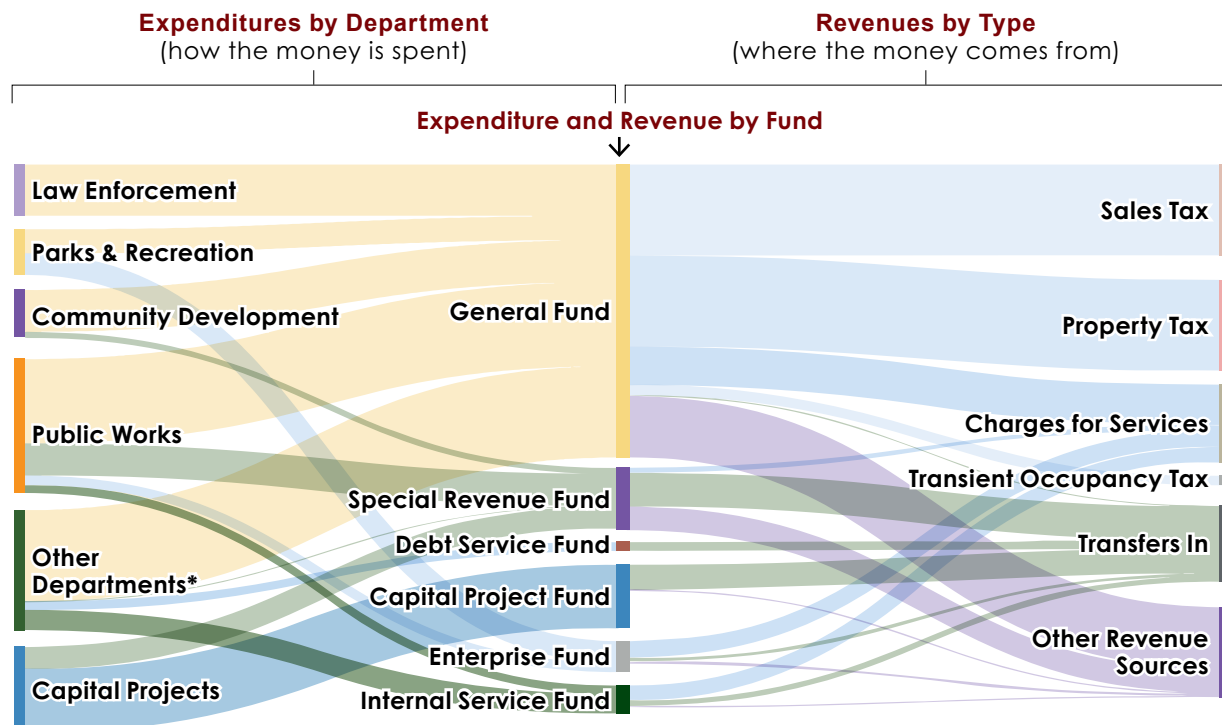
Access the full City budget at [cupertino.org/finance](https://cupertino.org/finance). If you have questions about the City's budget, contact [budgetteam@cupertino.org](mailto:budgetteam@cupertino.org).

# Total Budget

How the budget dollars are distributed — by type of expense



## Flow of Funds



\*Other Departments: Administration, Administrative Services, Council and Commissions, Innovation & Technology, Non Departmental

### The three most important things to learn from this chart:

- The chart above demonstrates how expenditures (left to right) and revenues (right to left) flow out of and into each type of City fund.
- Where expenditures meet revenues at the center of the chart (fund type line), a gap to the left is indicative of an increase in fund balance/savings for that type of fund.
- A gap to the right is indicative of expenditures exceeding revenue and a decrease in fund balance/savings for that type of fund.

# Fiscal Year 2021-22 Adopted Budget

## FY 21-22 Adopted Budget Reconciliation

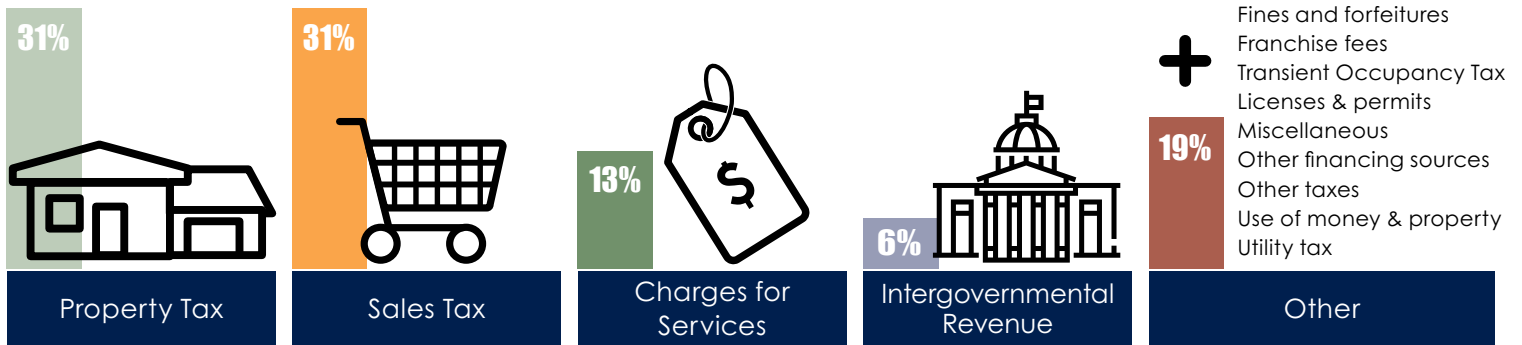
<b>FY 21-22 Revenue</b>	<b>FY 21-22 Adopted Budget</b>
General Fund Revenue	\$89,647,891
All Other Revenue	43,203,067
<b>Total Revenue</b>	<b>\$132,850,958</b>
<b>FY 21-22 Operating Budget</b>	
Administration	\$7,629,629
Administrative Services	7,771,115
Community Development	14,689,938
Council and Commissions	1,334,303
Innovation & Technology	6,266,270
Law Enforcement	15,756,350
Non Departmental	25,382,535
Parks & Recreation	13,920,774
Public Works	41,286,321
<b>Total Operating Budget</b>	<b>\$134,037,235</b>
<b>FY 21-22 Capital Budget</b>	
Road Improvements	\$2,420,000
Bike & Pedestrian	2,075,000
Parks & Recreation	5,565,000
Facilities	4,748,000
<b>Total Capital projects</b>	<b>\$14,808,000</b>
<b>Total FY 21-22 Revenue</b>	<b>\$132,850,958</b>
Total FY22 Adopted Budget	148,845,235
<b>Changes to Fund Balance</b>	<b>\$(15,994,277)</b>

## Estimated Changes to Fund Balance from FY 21-22

	<b>FY 20-21 Estimated Fund Balance</b>	<b>Changes to Fund Balance</b>	<b>FY 21-22 Estimated Fund Balance</b>
General Fund	\$83,259,456	\$(119,143)	\$83,140,313
Special Revenue Funds	28,888,315	533,265	29,421,580
Debt Service Funds	55,016	(55,000)	16
Capital Project Funds	39,384,351	(11,597,048)	27,787,303
Enterprise Funds	6,935,949	(2,595,738)	4,340,211
Internal Service Funds	5,194,719	(2,160,613)	3,034,106
<b>Total Fund Balance by Fund</b>	<b>\$163,717,806</b>	<b>\$(15,994,277)</b>	<b>\$147,723,529</b>

# General Fund Revenues

Where does the City get its money?



## SALES TAXES

For every dollar you spend, you are taxed 9¢

State (6¢)



VTA (1.125¢)



**City of Cupertino (1¢)**



County Transportation (0.25¢)



County General (0.625¢)



## Cupertino Residents and the Budget: Sales Taxes

How much of your sales tax does the City receive?

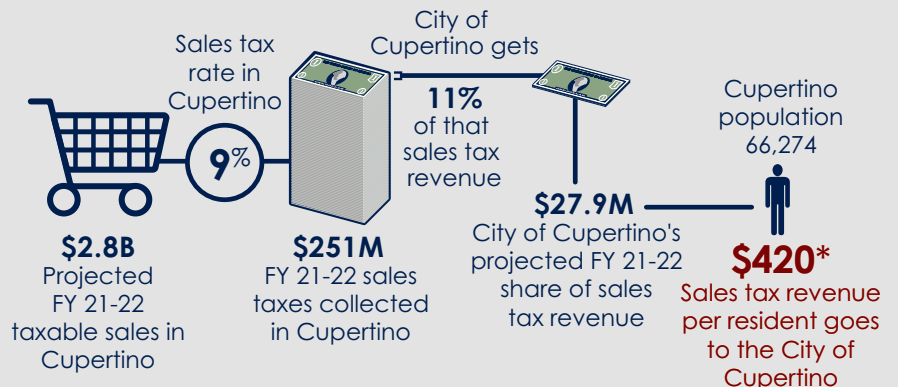
For every taxable dollar spent in Cupertino ...



...the tax rate is nine cents (9%) ...



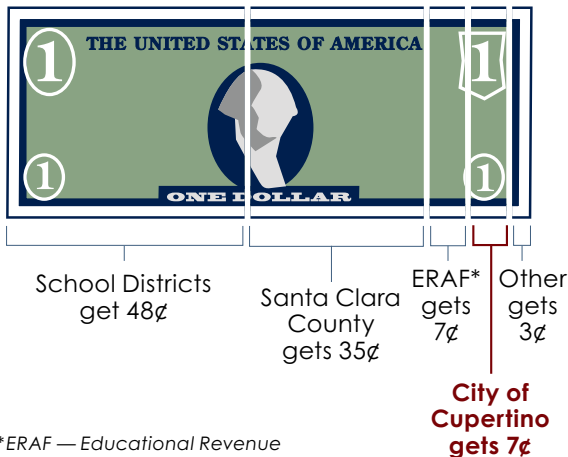
... with one cent going to the City of Cupertino



\* For consistency and comparability with the FY 21-22 Adopted Budget, this figure includes sales tax attributable to business and construction.

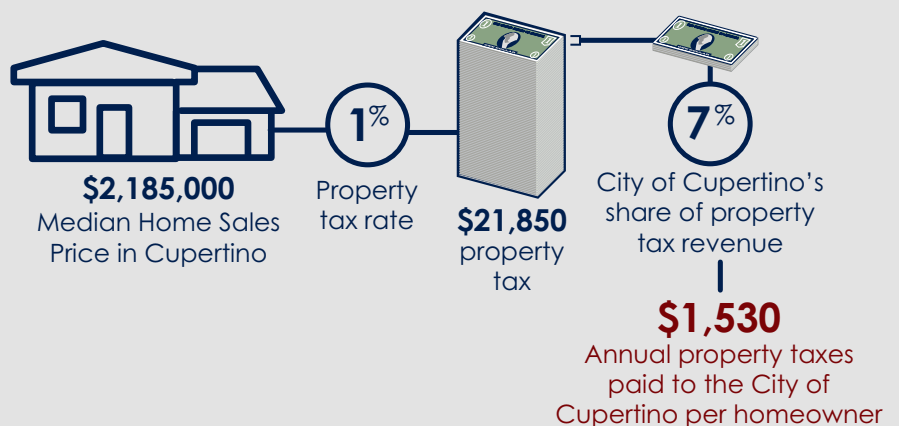
## PROPERTY TAXES

For every dollar paid in property taxes:



## Cupertino Residents and the Budget: Property Taxes

How much of your property tax does the City receive?





## CASE STUDY:

### How a (Hypothetical) Resident Contributes to Cupertino's Budget

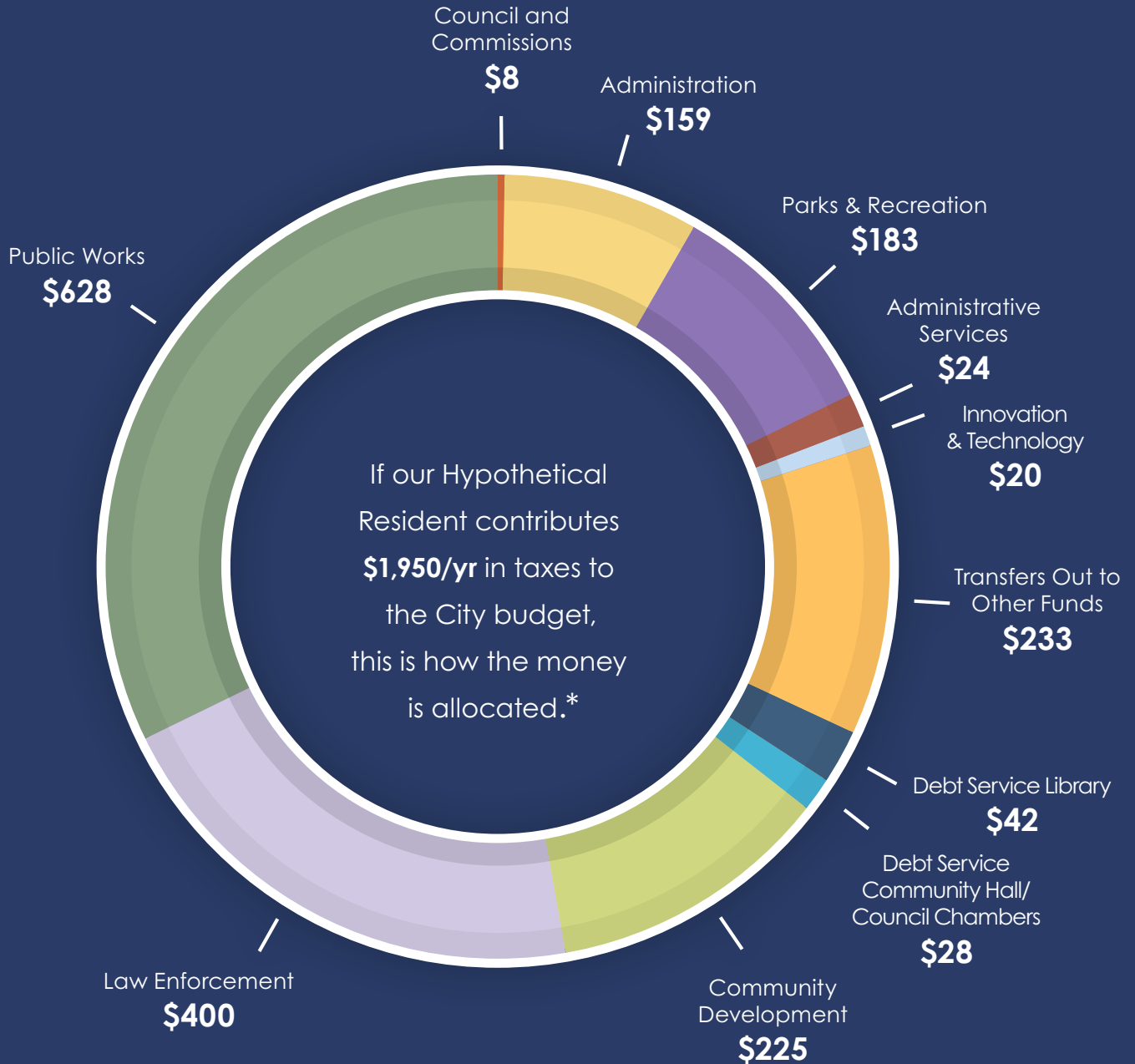
#### ANNUAL SALES TAX CONTRIBUTION

If Cupertino's population totals 66,274...and if sales tax revenues collected in Cupertino total \$251M, of which the City of Cupertino would get \$27.9M (11%)... then the sales tax contribution to the City per resident is **\$420**

#### ANNUAL PROPERTY TAX CONTRIBUTION

If Median Home Price is \$2,185,000, the property tax generated is \$21,850...then the City of Cupertino gets **\$1,530** (7%) of that property tax

**TOTAL ANNUAL SAMPLE CONTRIBUTION TO THE CITY FROM TAXES: \$1,950**



\*General Fund Expenditures less department charges for services (\$72.3 million)

Hypothetical resident contributions are based on a single-family homeowner. Total taxable sales, median home price, and general population figure are from the City of Cupertino FY 21-22 Adopted Budget. Sales tax is 9%; City share is 11%; City share of property tax is 7%.

# Capital Improvement Program (CIP) Budget



Street & Sidewalk Improvements  
\$2,420,000



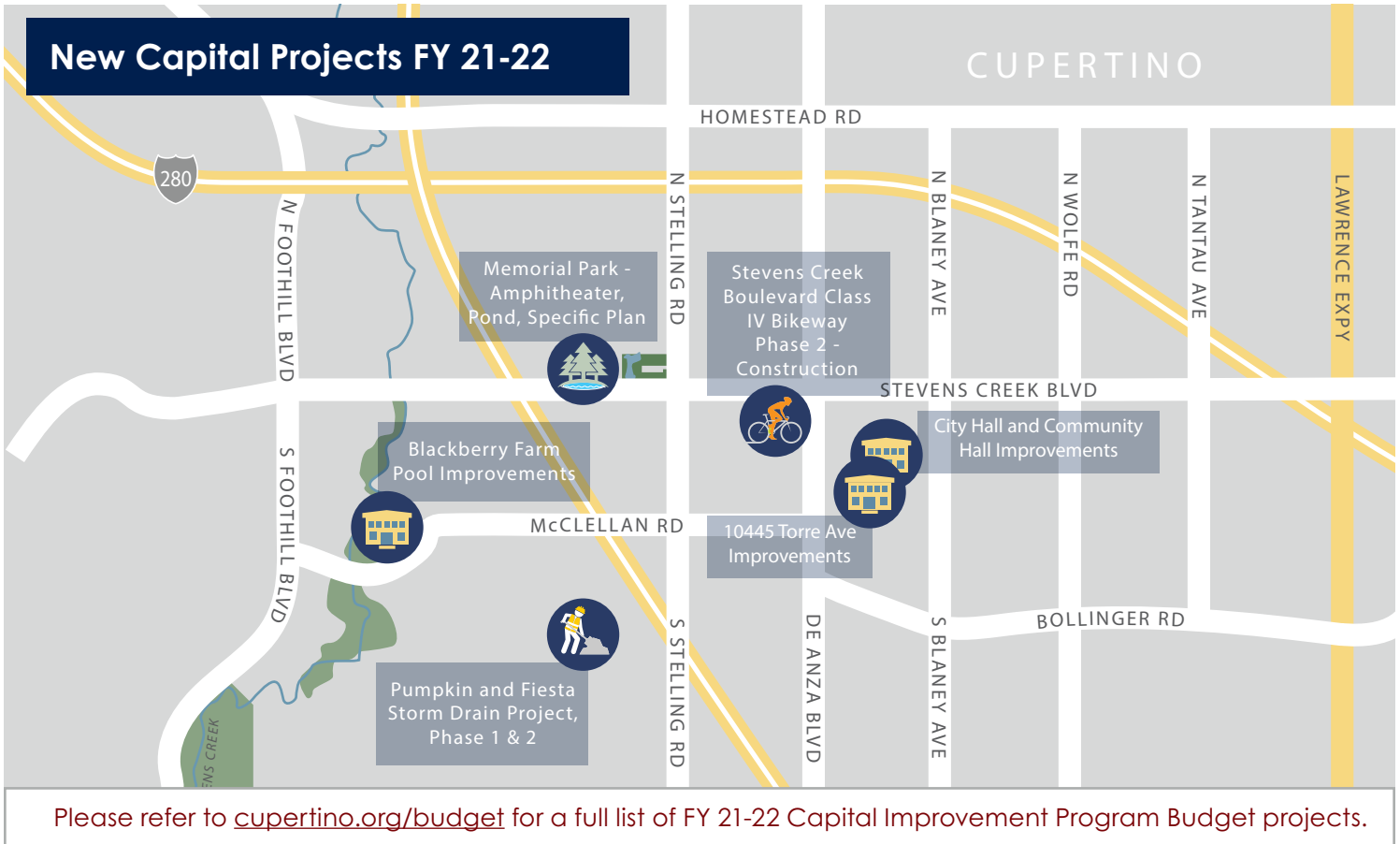
Bicycle Plan Implementation  
\$2,075,000



Parks  
\$5,565,000



Buildings and Facilities  
\$4,748,000



## Clean Water and Storm Protection Fee Cost-Share Program

Funds from the Clean Water and Storm Protection Fee protect our creeks from pollution and maintain our storm draining system. This fee is on Cupertino property tax bills as a Special Assessment titled "2019 CUPT STORM WATER." In an effort to reduce the financial impact this fee may have on low-income property owners, the Cupertino City Council approved the Cost-Share Program to lower the annual fee by 20%.

Property owners who participate in PG&E's CARE or FERA discount programs will automatically qualify by providing a copy of a recent PG&E bill. All other applicants will need to provide proof of income. Upon approval, the City will refund 20% of the Clean Water and Storm Protection Fee and the fee will be reduced on future property tax bills. In order to qualify for the program, total household income may not exceed the limits shown below:

No. of Occupants	1	2	3	4	5	6
Max Income	\$51,250	\$58,550	\$65,850	\$73,150	\$79,050	\$84,900

You can apply online at [cupertino.org/watercostshare](http://cupertino.org/watercostshare) or call (408) 777-3236 for help. For more information, visit [cupertino.org/cleanwater](http://cupertino.org/cleanwater).

# City Council Moves Housing Units Ahead with Westport Cupertino Project

On Tuesday, September 7 the Cupertino City Council unanimously approved an update to the Westport Cupertino development project, which will bring much needed affordable and market rate housing to Silicon Valley. The City Council's decision allows construction of the affordable housing to move forward on its own separate, deed-restricted parcel.

The project site, located at the former Oaks Shopping Center on Stevens Creek Boulevard across from De Anza College, consists of 267 housing units, including:

- 48 senior below-market-rate units
- 131 senior assisted living units
- 70 townhome condominiums
- 18 rowhouse condominiums
- 27 memory care rooms

The Westport project promises to be the largest residential development in Cupertino in more than five years.

On August 18, 2020, the City Council approved permits to allow construction of this mixed-use development on an 8.1 gross-acre site currently occupied by the Oaks Shopping Center. The primary components of the project continue to include:

- A six-story building with 131 senior licensed assisted living units, 27 memory care residences, and ground-floor retail and commercial space.
- Another six-story building with 48 below market rate senior independent living units and additional ground-floor retail and commercial space.
- 70 single-family residential townhouses and 18 single-family residential rowhouse condominiums.
- Onsite parking, open space, and 386 on-site and offsite trees will also be provided.

For more information, visit [cupertino.org/westport](http://cupertino.org/westport).



## Cupertino Sports Center

21111 Stevens Creek Boulevard,  
Cupertino, CA 95014

Annual memberships as low as \$37 a month.  
No enrollment or initiation fees.

Call (408) 777-3160 and become a member today!



## Fall Recreation Schedule

Fall activities are underway!  
Register for an activity today at  
[cupertino.org/recreation](http://cupertino.org/recreation).



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Permit No. 239

\*\*\*\*\*ECRWSEDDM\*\*\*\*\*  
**POSTAL CUSTOMER**

## City Directory

### City of Cupertino

Department	Phone / Email
Building Department.....	(408) 777-3228 Building@Cupertino.org
Business License.....	(408) 777-3221 BL@Cupertino.org
City Clerk.....	(408) 777-3223 CityClerk@Cupertino.org
City Manager .....	(408) 777-3212 Manager@Cupertino.org
Code Enforcement.....	(408) 777-3182 Code@Cupertino.org
Planning Department .....	(408) 777-3308 Planning@Cupertino.org
Recreation .....	(408) 777-3120 Recreation@Cupertino.org
Senior Center.....	(408) 777-3150 SeniorCntr@Cupertino.org
Sports Center.....	(408) 777-3160 Recreation@Cupertino.org
Street Light Maint. ....	(408) 777-3342 StreetDivision@Cupertino.org
Street Sweeping .....	(408) 777-3269 Public_Works@Cupertino.org
Tree Maint. ....	(408) 777-3410 Public_Works@Cupertino.org

### Other Agencies

Organization	Phone Number
Animal Control .....	(408) 794-7297
AT&T .....	(800) 331-0500
California Water Service.....	(650) 917-0152
Chamber of Commerce .....	(408) 252-7054
Comcast .....	(800) 945-2288
Cupertino Library.....	(408) 540-3947
Cupertino Sanitary District: .....	(408) 253-7071
Cupertino Union School District .....	(408) 252-3000
Fremont Union High School District .....	(408) 522-2200
Hazardous Waste Drop-off .....	(408) 299-7300
PG&E.....	(800) 743-5000
Project Sentinel (Landlord/Tenant Issues).....	(408) 720-9888
Recology (Garbage & Recycling) .....	(408) 725-4020
San Jose Water Company .....	(408) 279-7900
Santa Clara Registrar of Voters.....	(408) 299-6863
VTA (Transportation Authority) .....	(408) 321-2300
Vector Control, Santa Clara County .....	(408) 918-4770

### First Responders

Emergency Calls.....	911 or (408) 299-3233 (Police, Fire, Medical)
Santa Clara County Sheriff's Office .....	(408) 299-2311 (Non-Emergency)
Santa Clara County Fire Department.....	(408) 378-4010 (Non-Emergency)

Need to report an issue or have a City-related question?  
Visit: [cupertino.org/cupertino311](http://cupertino.org/cupertino311) or call (408) 777-3200.



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