

CITY OF CUPERTINO

SALES TAX UPDATE

3Q 2022 (JULY - SEPTEMBER)



CUPERTINO

TOTAL: \$ 10,843,840

-12.6%

3Q2022



8.3%

COUNTY



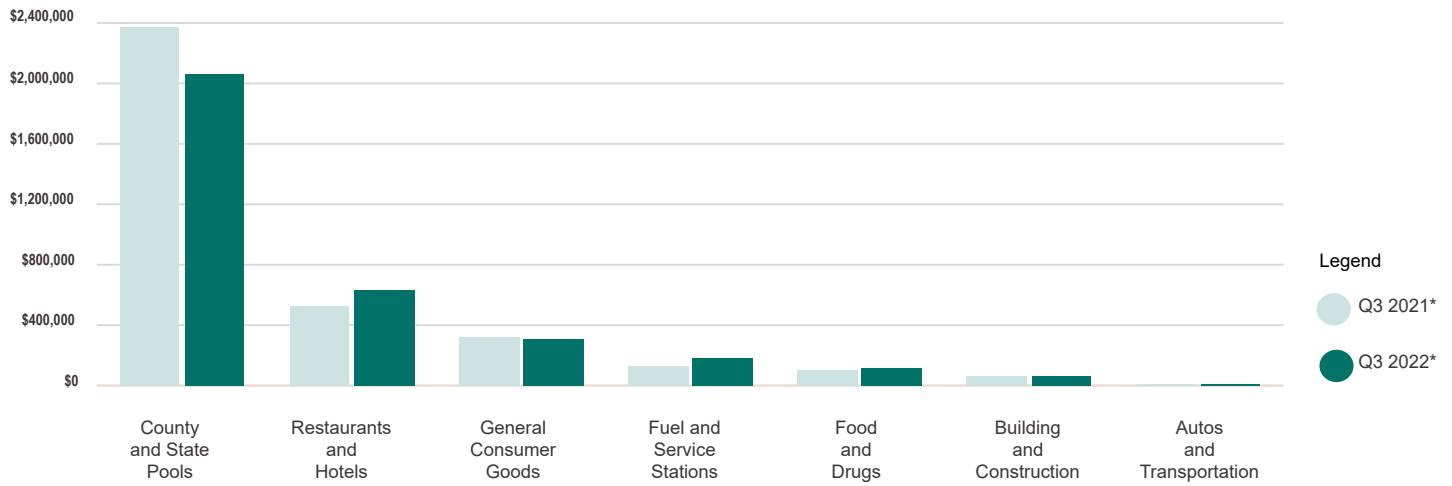
8.0%

STATE



**Allocation aberrations have been adjusted to reflect sales activity*

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF CUPERTINO HIGHLIGHTS

Cupertino's gross receipts from July through September were 12.2% below the third sales period in 2021. Net of the countywide pools, place of sale collections dropped 12.6%. While positive results in some tax groups reflected the return to more in-person work and activities, other sectors slowed.

Confidentially requirements as defined by State sales tax regulations restrict some data sharing. Those areas not under this limitation are shared in the narrative below.

For the sixth consecutive quarter, casual dining contributed to double-digit increases in restaurant revenues as residents and visitors enjoyed the experience of dining out, regardless of increased menu prices. The cost of crude oil kept fuel prices high during the third quarter, and with more drivers on the

road, service station receipts skyrocketed 39%. Revenues remained elevated in the autos-transportation group as well.

Conversely, the reduction in sales tax for the period contributed to a lower City share of the countywide use tax pool by 13%. Shoppers may have felt the economic pressures on purchasing decisions as most retail sectors in the general consumer goods group dipped from a year ago.

Net of adjustments, taxable sales for all of Santa Clara County grew 8.3% over the comparable time period; the Bay Area was up 9.9%.



TOP 25 PRODUCERS

99 Ranch Market
Alexander's Steak House
Alliance
Apple
Argonaut Window & Door
Benihana
BJ's Restaurant & Brewhouse
California Dental Arts
Chevron
De Anza Car & Gas
Galpao Gaucho
Haidilao Hot Pot
Insight Direct
Insight Public Sector
Keysight Technologies
Kura Revolving Sushi Bar
Lazy Dog Cafe

Mirapath
Rotten Robbie
Safeway
Shane Company
Target
TJ Maxx
Valero
Whole Foods Market



STATEWIDE RESULTS

Local one cent sales and use tax for sales occurring July through September was 8% higher than the same quarter one year ago after adjusting for accounting anomalies and back payments from previous quarters. These returns mark another strong period of growth for the California spending economy.

Even as the Federal Reserve Board continued ramping up interest rates in an effort to curb the larger concern of inflation, consumers maintained purchases on multiple fronts, especially automobiles. Surprisingly, new car dealers experienced 10% gains over the comparable period in 2021. Limited inventory and demand for higher mileage vehicles including electric and hybrid models helped support growth. In addition, the increased cost of used vehicles has pushed many into the new vehicle market; in contrast, sales of recreation vehicles and auto leasing activity remained soft.

For Californians, the summer of 2022 had the highest gas prices on record; subsequently fuel and service stations receipts jumped 21%. Commuters and summer travel remained steady, yet overall consumption still trails pre-pandemic levels by approximately 13%. Although the Russia-Ukraine conflict initially caused a dramatic shift in global crude oil markets, prices have begun to pull back closer to historical norms.

Restaurants experienced a strong uptick as increased menu prices, consistent desire to dine out and strong tourism contributed to this favorable news. Just as important, theme parks, leisure-entertainment venues and hotels pushed positive momentum back to 2019 levels. With tightening profit margins and sustained labor concerns, future improvement could be slowed compared to the last two years.

Busy contractors and plumbing-electrical

suppliers boosted the building-construction sector. Solid residential and commercial housing prices persisted despite recent interest rate hikes. Tenant improvements further support spending activity as businesses assess future office needs. With statewide new housing requirements and federal infrastructure funding on the horizon, current forecasts stay optimistic.

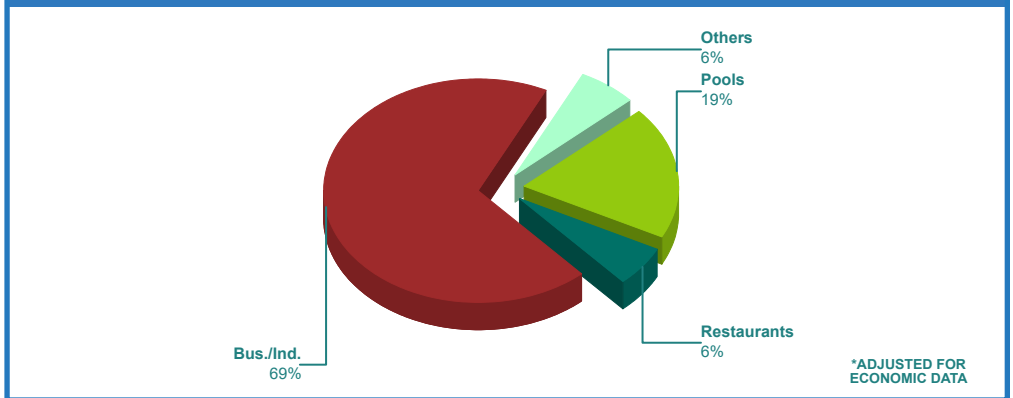
Steady investment in capital equipment coupled with the overall increased price of goods enhanced both business-industry and countywide use tax pool allocations.

For the second straight quarter, fuel sales linked to discount department stores propped up general consumer goods

results. Otherwise, retailers experienced flat to decreased receipts as many apparel categories, home furnishings and sporting goods struggled to keep pace with the prior year. As consumers balanced summer opportunities and higher prices, in-store shopping appears to have taken a temporary back seat.

Sustained price increases and interest rate hikes certainly have consumers contemplating where to spend their dollars. However, historically low statewide unemployment rates and the recovery of the national stock markets from declines earlier this year leave modest optimism heading into 2023.

REVENUE BY BUSINESS GROUP
Cupertino This Quarter*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Cupertino Business Type	Q3 '22*	Change	County Change	HdL State Change
Casual Dining	400.8	22.5% ↑	19.2% ↑	10.1% ↑
Service Stations	182.0	39.0% ↑	21.2% ↑	18.5% ↑
Grocery Stores	82.0	-0.8% ↓	4.9% ↑	3.0% ↑
Fast-Casual Restaurants	79.6	16.5% ↑	11.0% ↑	6.1% ↑
Quick-Service Restaurants	67.6	8.2% ↑	8.8% ↑	4.0% ↑
Electrical Equipment	52.0	88.4% ↑	19.8% ↑	15.8% ↑
Specialty Stores	34.5	7.9% ↑	10.7% ↑	4.0% ↑
Home Furnishings	21.5	-15.9% ↓	-9.3% ↓	-6.2% ↓
Drug Stores	19.0	10.0% ↑	2.7% ↑	-1.9% ↓
Sporting Goods/Bike Stores	14.4	-41.7% ↓	-3.4% ↓	-4.2% ↓

*Allocation aberrations have been adjusted to reflect sales activity *In thousands of dollars



2022 COMMUNITY IMPACT



City of Cupertino and Silicon Valley Clean Energy

Your community is making a difference by choosing electricity that comes from clean sources. Cupertino's leadership is accelerating the state's clean energy transition and supporting customer electrification programs to improve local air quality and fight climate change.

Cupertino's Energy Results - Clean, Reliable, Affordable

82% reduction in electricity-related emissions (**16,540,000 pounds** greenhouse gas emissions avoided)



\$348,000 in on-bill savings for Cupertino customers (**\$4,546,000 since launch**)

\$84,160 in cash payments to customers for generating surplus solar energy



22,780 households and businesses receiving clean electricity from carbon-free sources

2022 Impacts – All SVCE Communities

29%

reduction in energy-related annual greenhouse gas emissions compared to 2015

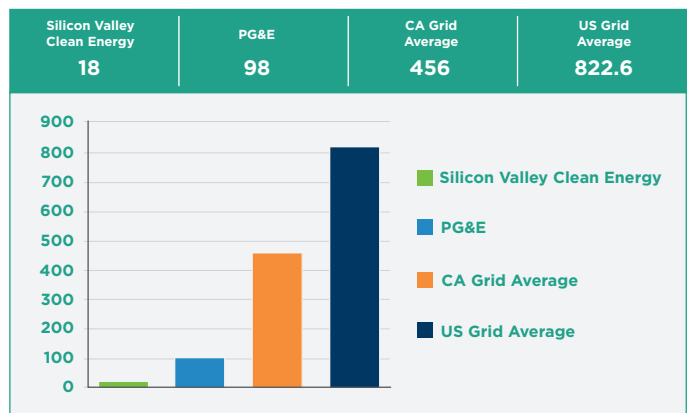
\$90M

in total on-bill savings for customers since launch in 2017

\$52M

invested in customer programs

Emissions Factor Comparison (lb/MWh)



*Figures shown are from Oct. 2021 through Sept. 2022
 *Emissions avoided based on reported PG&E and SVCE carbon emissions factors for 2021

272,000+ residential and commercial customers - a **96%** participation rate



OFFERS & SERVICES FOR YOU

With clean energy from SVCE, anyone has the power to make all-electric lifestyle choices that eliminate greenhouse gas emissions, save money, and build a cleaner, greener Silicon Valley. SVCE has designed various programs, including financial incentives and online tools, to help residents, businesses, and cities reduce their dependence on fossil fuels and transition to a clean, all-electric future.

Residents

More



Businesses

More



Municipal

More



YOUR POWER IS MAKING A DIFFERENCE

- Over \$1.8 billion invested in clean, renewable energy projects
- 16 long-term contracts executed for solar, solar+storage, wind, geothermal and long-duration storage projects
- More than 670 megawatts of capacity and nearly 800 megawatt hours of battery storage

Learn more about where your energy comes from: www.svcleanenergy.org/power-sources.



Mountain View



Casa Diablo-IV



Slate





Santa Clara County Office of the Sheriff
Weekly Activity Summary
2/6/2023 – 2/12/2023
CUPERTINO



PATROL ACTIVITY SUMMARY

DATE	BEAT	ACTIVITY	COMMENTS
2/6	C9	Theft by False Pretenses	Between 7:00 AM and 1:00 PM on 1/30, unknown suspect(s) telephoned the victim posing as a customer service representative with a ride share company and claimed the victim's personal information was needed. The victim provided the information, and the suspect(s) then used the information to withdraw money from the victim's bank account for a total loss of about \$37,000. The victim lives in Cupertino.
2/6	C8	Commercial Burglary	At 7:28 PM on 2/1, two unknown suspects entered TJ Maxx in the Cupertino Crossroads shopping center on Stevens Creek Boulevard and took store merchandise without paying for a total loss of about \$1,190.
2/6	C7	Theft by False Pretenses	Between 2/4 and 2/6, unknown suspect(s) telephoned the victim posing as a representative with the victim's internet service provider and asked the victim to provide money via gift cards in exchange for a new router. The victim complied but never received a new router for a total loss of about \$720. The victim lives in Cupertino.
2/6	C7	Identity Theft	On 2/6, the victim reported unknown suspect(s) used the victim's personal information to open a credit card account and rent an apartment for an unknown total loss. The victim lives in Cupertino.
2/6	C8	Reckless Evading	At 11:53 AM, deputies attempted to stop a motorist at S. De Anza Boulevard and Bollinger Road for a traffic violation, but the suspect driver did not yield, recklessly evaded, and the pursuit was ultimately terminated in the interest of public safety. The suspect is unknown and at large.
2/6	C8	Petty Theft, Attempted Theft by Credit Card	Between 4:00 PM and 4:22 PM, unknown suspect(s) stole a wallet from a purse at Home Goods in the Cupertino Crossroads shopping center on Stevens Creek Boulevard for a loss of about \$100. The suspect(s) then attempted to use a credit card from the wallet but were unsuccessful.
2/6	C5	Vehicle Burglary	At 5:31 PM, unknown suspect(s) broke through a window of a vehicle in the parking garage at Main Street Cupertino on Stevens Creek Boulevard and stole a backpack containing a laptop and a textbook for a total loss of about \$2,150.
2/6	C9	Non-Injury Hit and Run Collision	Occurred at 6:51 PM at Stevens Creek Boulevard and N. Blaney Avenue.
2/7	C7	Vehicle Tampering, Grand Theft	Between 3:00 PM on 2/5 and 11:00 AM on 2/7, unknown suspect(s) tampered with a vehicle parked in the driveway of a residence in the 11000 block of Wilkinson Avenue and stole a catalytic converter for a total loss estimated at \$4,000.

PATROL ACTIVITY SUMMARY

DATE	BEAT	ACTIVITY	COMMENTS
2/7	C8	Possession of Stolen Vehicle, Reckless Evading	At 2:41 AM, deputies observed a motorist on S. De Anza Boulevard and McClellan Road driving a vehicle previously stolen from a BART station and attempted to stop the vehicle, but the suspect driver did not yield, recklessly evaded, and the pursuit was ultimately terminated in the interest of public safety. The suspect is unknown and at large.
2/7	C5	Non-Injury Collision	Occurred at 8:50 AM at N. Wolfe Road and Pruneridge Avenue.
2/7	C9	Non-Injury Collision	Occurred at 10:19 AM at Stevens Creek Boulevard and Vista Drive.
2/7	C5	Injury Collision	Occurred at 11:37 AM at N. Tantau Avenue and Forge Drive.
2/7	C3	Shoplifting	At 5:10 PM, two unknown suspects entered Target on Stevens Creek Boulevard and took store merchandise without paying for a total loss of about \$600.
2/8	C3	Non-Injury Collision	Occurred at 11:24 AM at Stevens Creek Boulevard and Anton Way.
2/8	C3	Petty Theft	Between 11:30 AM and 11:45 AM, unknown suspect(s) approached a victim walking in the 10000 block of Mary Avenue and used a ruse to steal a necklace the victim was wearing for a total loss of about \$750.
2/8	C2	Petty Theft	At 3:28 PM, an unknown suspect stole a package from the front porch of a residence in the 10000 block of Stokes Avenue for a total loss of about \$400.
2/9	C7	Vehicle Tampering, Grand Theft	Between 7:30 PM on 2/8 and 9:23 AM on 2/9, unknown suspect(s) tampered with a vehicle parked in the driveway of a residence in the 1200 block of Ruppell Place and stole a catalytic converter for a total loss estimated at over \$2,000.
2/9	C5	Non-Injury Collision	Occurred at 9:20 AM at N. Wolfe Road and Interstate 280.
2/9	C5	Non-Injury Collision	Occurred at 10:16 AM at Stevens Creek Boulevard and Finch Avenue.
2/9	C8	Non-Injury Collision	Occurred at 3:56 PM at S. De Anza Boulevard and McClellan Road.
2/9	C5	Vehicle Burglary	Between 7:58 PM and 8:15 PM, unknown suspect(s) broke through a window of a vehicle parked at the Residence Inn at Main Street Cupertino on Stevens Creek Boulevard and stole a backpack containing assorted electronics for a total loss of about \$2,420.
2/9	C9	Non-Injury Collision	Occurred at 8:58 PM at Stevens Creek Boulevard and McClellan Road.
2/10	C8	Criminal Threats ARREST	At 5:37 AM, deputies responded to a disturbance at Starbucks in the Cupertino Crossroads shopping center on Stevens Creek Boulevard. An investigation revealed the suspect made criminal threats. The suspect was arrested and booked into Main Jail.
2/10	C5	Non-Injury Hit and Run Collision	Occurred at 2:22 PM at Apple Park Way and N. Wolfe Road
2/10	C9	Vehicle Burglary	Between 6:30 PM and 7:05 PM, unknown suspect(s) broke through a window of a vehicle parked at Aqui restaurant on S. De Anza Boulevard and stole a backpack for a loss of about \$50.
2/10	C9	Vehicle Burglary	Between 6:30 PM and 8:10 PM, unknown suspect(s) broke through windows of two vehicles parked at the McClellan Square shopping center on S. De Anza Boulevard. Details of any stolen property have not yet been provided.

PATROL ACTIVITY SUMMARY

DATE	BEAT	ACTIVITY	COMMENTS
2/10	C9	Vehicle Burglary	Between 6:40 PM and 7:05 PM, unknown suspect(s) broke through a window of a vehicle parked at Aqui restaurant on S. De Anza Boulevard. Details of any stolen property have not yet been provided.
2/11	C3	Vehicle Tampering, Grand Theft	Between 3:00 PM on 2/10 and 10:30 AM on 2/11, unknown suspect(s) tampered with a vehicle parked in the driveway of a residence in the 21000 block of Hazelbrook Drive and stole a catalytic converter for a total loss estimated at \$3,000.
2/12	C7	DUI ARREST	At 3:07 AM, deputies stopped a motorist at S. De Anza Boulevard and Duckett Avenue for traffic violations. An investigation revealed the suspect was driving under the influence of alcohol. The suspect was arrested and booked into Main Jail.
2/12	C3	Non-Injury Hit and Run Collision	Occurred at 4:54 PM at Sunnyvale Saratoga and Homestead Roads.



Santa Clara County Office of the Sheriff
Weekly Activity Summary
2/13/2023 – 2/19/2023
CUPERTINO



PATROL ACTIVITY SUMMARY

DATE	BEAT	ACTIVITY	COMMENTS
2/13	C9	Identity Theft, Elder Fraud	Between 10:00 AM and 11:00 AM on 2/6, unknown suspect(s) scammed a victim that resides in the 5000 block of Sutton Park Place. The suspects tricked the victim into believing his computer was broken. The victim voluntarily sent the suspects \$2,139 to fix the computer. The suspects are known and at large.
2/13	C9	Commercial Burglary	Between 5:00 PM on 2/10 and 12:09 PM on 2/13, unknown suspect(s) broke into a commercial building in the 19000 block of Stevens Creek Boulevard by breaking a glass door. The approximate amount of damage and loss is unknown.
2/13	C3	Vehicle Burglary	Between 10:00 AM on 2/12 and 8:52 AM on 2/13, unknown suspect(s) broke into a parked vehicle in the 10000 block of S. De Anza Boulevard. The suspect(s) broke a window, rummaged through the vehicle, but did not take anything.
2/13	C3	Vehicle Burglary	Between 2:00 PM on 2/12 and 9:00 AM on 2/13, unknown suspect(s) broke into a parked vehicle in the 10000 block of N. De Anza Boulevard. The suspect(s) broke a window and stole a GPS device. The value of the GPS is unknown.
2/13	C4	Stolen/Recovered Vehicle, Vehicle Tampering, Petty Theft	Between 2:55 AM and 7:45 AM, unknown suspect(s) stole a vehicle parked in the 10000 block of Larry Way. The suspect(s) damaged the interior of the vehicle and stole two pairs of sunglasses, for a total loss of approximately \$150.00. The vehicle was located nearby and recovered a short time later. The suspect(s) are unknown and at large.
2/13	C7	Non-Injury Hit-and-Run Collision	Occurred at 8:43 AM at Stevens Creek Boulevard and Bubb Road.
2/13	C3	Minor Injury Collision	Occurred at 9:53 AM at Homestead Road and Golden Aspen Way.
2/13	C3	Non-Injury Collision	Occurred at 12:56 PM at Stevens Creek Boulevard and Highway 85.
2/14	C8	Vehicle Burglary	Between 4:00 PM on 2/2 and 4:45 PM on 2/4, unknown suspect(s) broke into a parked vehicle in the 20000 block of Stevens Creek Boulevard. The suspect(s) appeared to have used a "slim jim" to pry open the vehicle window and stole a wallet, credit cards, and cash, for a total loss of approximately \$300.
2/14	C3	Stolen Vehicle	Between 2:00 PM on 2/12 and 7:00 AM on 2/14, unknown suspect(s) stole a U-Haul truck parked in the 10000 block of N. Stelling Road. Deputies contacted U-Haul, who advised they did not have any GPS capabilities on the stolen truck.
2/14	C9	Grand Theft	Between 1:00 PM on 2/13 and 1:00 PM on 2/14, unknown suspect(s) stole a catalytic converter from a vehicle parked in the 19000 block of Meiggs Drive, for a total loss of approximately \$3000.
2/14	C7	Non-Injury Collision	Occurred at 10:16 AM at Bubb Road and Holly Oak Drive.

PATROL ACTIVITY SUMMARY

DATE	BEAT	ACTIVITY	COMMENTS
2/14	C4	Non-Injury Hit-and-Run Collision	Occurred at 9:06 PM at N. De Anza Boulevard and Mariani Avenue.
2/15	C9	Stolen Vehicle	Between 9:00 AM on 1/15 and 6:39 PM on 2/15, unknown suspect(s) stole a vehicle parked in the 10000 block of Macadam Lane. The value of the vehicle is unknown.
2/15	C9	Non-Injury Collision	Occurred at 1:50 AM at S. Blaney Avenue and Rodrigues Avenue.
2/15	C8	Grand Theft, Conspiracy, Elder Abuse	At 10:15 AM, two suspects stole jewelry from a victim in the 7000 block of De Foe Drive. One suspect approached the victim and placed a necklace on the victim's neck. While doing so, the suspect removed and stole the victim's original necklace. The victim did not notice her necklace was missing until several hours later. The suspects are unknown and remain at large. The total loss was approximately \$2800.
2/15	C8	Petty Theft	Between 3:15 PM and 3:30 PM, two suspects entered a grocery store in the 10000 block of S. De Anza Boulevard and stole approximately \$800.00 worth of merchandise. The suspects are unknown and remain at large.
2/15	C5	Grand Theft	At approximately 5:25 PM, unknown suspect(s) stole a backpack from a vehicle parked in the 10000 block of N. Wolfe Road. The value of the backpack is unknown.
2/15	C4	Non-Injury Collision	Occurred at 7:00 PM at Infinite Loop and Mariani Avenue.
2/15	C5	Vehicle Burglary	At approximately 7:34 PM, unknown suspect(s) broke into four vehicles parked in the 19000 block of Stevens Creek Boulevard. The suspect vehicle was a white-colored Honda Accord, but there was no further description and the suspect(s) remain at large.
2/16	C9	Grand Theft, Vehicle Tampering	Between 9:00 AM on 2/13 and 4:15 PM on 2/16, unknown suspect(s) stole a catalytic converter from a vehicle parked in the 10000 block of Menhart Drive, for a total loss of approximately \$3000.
2/16	C7	Vehicle Burglary	Between 8:30 AM and 2:21 PM, unknown suspect(s) broke into a parked vehicle in the 22000 block of McClellan Road by shattering a window. The suspect(s) stole a purse, wallet, credit cards, and cash, for a total loss of approximately \$550.
2/16	C1	Vehicle Burglary, Theft by Access Card	Between 1:30 PM and 2:18 PM, unknown suspect(s) entered a locked vehicle parked in the 10000 block of California Oak Way and stole credit cards and cash. The method of entry is unknown as there was no forced entry. The suspect(s) fraudulently used the victim's credit cards at numerous locations for a total loss of approximately \$3700.
2/17	C4	Theft by False Pretenses	At 6:57 AM, an unknown suspect scammed a victim that resided in the 20000 block of Lucille Avenue. The suspect instructed the victim to download a phone application and remotely logged into the victim's cell phone. The suspect told the victim something was wrong with their account and persuaded the victim to purchase Target gift cards, for a total loss of approximately \$1000. The suspect is unknown and at large.
2/17	C5	Non-Injury Collision	Occurred at 10:23 AM at N. Wolfe Road and Pruneridge Avenue.

PATROL ACTIVITY SUMMARY

DATE	BEAT	ACTIVITY	COMMENTS
2/17	C9	Vehicle Burglary	Between 7:00 PM and 8:30 PM, unknown suspect(s) broke into three separate vehicles parked in the 10000 block of S. Blaney Avenue by shattering windows. The suspect(s) stole miscellaneous items and laptops. The total loss is unknown.
2/18	C9	Vehicle Burglary	Between 4:00 PM on 2/17 and 8:10 AM on 2/18, unknown suspect(s) broke into three separate vehicles parked in the 20000 block of Stevens Creek Boulevard by shattering windows. The suspect(s) stole a backpack and clothing from one vehicle, for a total loss of approximately \$175. Nothing was taken from the other two vehicles.
2/18	C9	Petty Theft, Vehicle Tampering	Between 9:00 AM on 2/17 and 11:51 AM on 2/18, unknown suspect(s) stole a license plate from a vehicle parked in the 10000 block of S. Blaney Avenue, for a total loss of approximately \$22.00.
2/18	C9	Vehicle Burglary	Between 4:00 PM on 2/17 and 8:10 AM on 2/18, unknown suspect(s) broke into three separate vehicles parked in the 20000 block of Stevens Creek Boulevard by shattering windows. The suspect(s) stole a backpack and clothing from one vehicle, for a total loss of approximately \$175. Nothing was taken from the other two vehicles.
2/18	C9	Stolen Vehicle	Between 7:30 PM on 2/17 and 11:30 AM on 2/18, unknown suspect(s) stole a vehicle parked in the 20000 block of Rodrigues Avenue, for a total loss of approximately \$8000.
2/18	C7	Identity Theft	Between 9:18 PM on 2/17 and 4:22 PM on 2/18, unknown suspect(s) obtained the victim's personal information and made two fraudulent online purchases, for a total loss of approximately \$500. The victim resides in Cupertino.
2/18	C9	Identity Theft	At 7:35 AM, unknown suspect(s) obtained the victim's personal information and made two fraudulent online purchases, for a total loss of approximately \$1500. The victim resides in Cupertino.
2/18	C3	Non-Injury Collision	Occurred at 3:27 PM at Stevens Creek Boulevard and Bandlely Drive.
2/18	C2	Non-Injury Collision	Occurred at 7:31 PM at Stevens Creek Boulevard and Mann Drive.
2/18	C3	Shoplifting, Conspiracy	Between 7:40 PM and 7:50 PM, two unknown suspects entered a business in the 20000 block of Homestead Road and stole miscellaneous beauty products, for a total loss of approximately \$500. Both suspects fled prior to the deputies' arrival and are at large.
2/19	C9	Residential Burglary, Possession of Stolen Property	Between 7:00 PM on 2/19 and 3:30 AM on 2/20, a suspect entered a residence in the 700 block of Alderbrook Lane and stole two bicycles, for a total loss of approximately \$4500. The suspect later listed the bicycles for sale online. Deputies attempted to meet with the suspect but were unsuccessful. The suspect is known and at large.