

MEDIA RELEASE

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Lawrence E. Stone, Assessor

For Immediate Release:
June 28, 2012

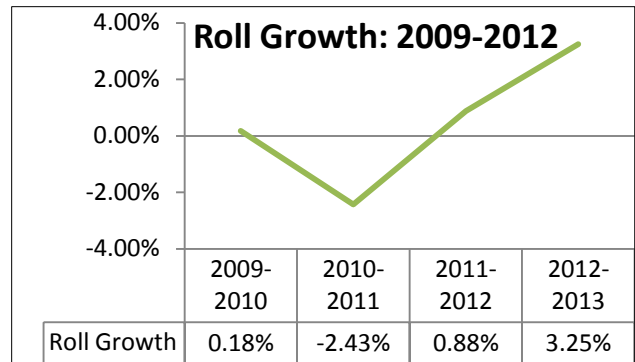
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Assessor Launches First in the State on-line services; Mails 476,000 Notice Cards

✓ Check Mark Economy? Assessment Data Released

After three years of minimal or negative growth in assessed property values, the Santa Clara County, Assessor’s Office is reporting the first solid increase in assessed values since 2008. “Economists often describe economies in curves, but Silicon Valley’s economy looks more like a check mark (✓). The real question is, will property values continue to grow up and to the right, or will flatten out,” said Assessor Larry Stone.

On Friday, the Santa Clara Assessor’s Office will mail 476,000 assessment notices to all property owners in Santa Clara County. The total net assessed value of all real and business personal property grew 3.25 percent to \$308.8 billion. Property tax revenue supports public schools and local governments. Assessed values are used to create the annual property tax bills mailed to property owners in September.



Assessment Roll Growth

The annual growth in the assessment roll is a combination of a number of factors including changes in ownership, exemptions, reductions when market values fall below the assessed values (Proposition 8), new construction, and the California Consumer Price Index (CCPI). The assessment roll also contains the value of business personal property, including machinery, equipment, computers and fixtures.

“During the past four years, the annual assessment roll has ranged from \$303 billion in 2008, declining to \$296 billion in 2010. This year’s assessment roll provides the first concrete evidence that the Silicon Valley economy is finally heading in a positive direction,” said Stone. The assessment roll is a snapshot, as of the valuation/lien date (January 1, 2012) of the assessed values of all real and business personal property in Santa Clara County.

“As a region, the economy has turned the corner. However, it is like a large train with the locomotive up front leading the way, while other parts of the train are still rounding the corner bringing up the rear. “The good news is the trend is in the right direction” said Stone.

The total gross assessed value of all real property (land and buildings) grew 3.13 percent. Particularly surprising was business personal property which grew 6.48 percent to \$25.6 billion. That is still \$1 billion below the peak during the dot com boom in 2001. The growth of business property is perhaps

the best indicator that businesses are once again hiring new employees, leasing office space, and making major purchases of machinery, equipment, computers and fixtures.

The assessment roll growth was driven largely by improvements in the commercial and industrial sector, and a modest increase in residential property values. However, the outcome was uneven geographically across the County. “The front of the train represents the communities primarily in North Santa Clara County with South County trailing,” said Stone. The City of Mountain View and Cupertino grew 6.6% and 6.3% while the City of Gilroy declined -0.4% and Morgan Hill grew 0.01%.

Temporary Reductions in Assessed Values continues to grow

Another interesting anomaly is that despite the overall growth, the number of properties proactively receiving a Proposition 8 reduction in assessed value actually grew by 10 percent to over 136,000 properties reflecting a total reduction in assessed value of \$26.9 billion. This is an indication that while the economy has turned the corner, not every area of the county is experiencing the same level of improvement. For example, cities like Campbell, Gilroy, Morgan Hill, and Milpitas recorded an increase in the number of properties in which the assessed values were reduced.

When the market value of a property declines below the previously established assessed value measured as of January 1 each year (lien date), the Assessor proactively reduces the assessed value to reflect the lower market value. However, as the real estate market rebounds, the Assessor is required to “restore” the assessed value for properties previously reduced during the downturn. Proposition 8, passed by California voters in November 1978, provides that property owners are entitled to the “lower” of the fair market value of their property as of January 1, 2012, or the base year value as determined at the time of purchase or construction, and increased by no more than 2 percent annually.

“It is confusing for taxpayers when some properties receive a reduction in assessed value, while others receive a partial or full restoration. The restoration of assessed values is not limited to 2 percent until the market value reaches a property’s purchase price increased annually by a maximum 2 percent. The market solely determines whether the assessed value of a property is reduced or restored,” Stone said.

“It is very dependent upon how long the property was owned, and the geographic area in which it is located. I hate administering this part of the State law. Most people assume that Proposition 13 guarantees them no more than a 2 percent increase in any given year. “However that is not entirely true,” said Stone. If you own a home in which the assessed value was previously reduced, and then the market value increases, the Assessor is required to “restore” the assessed value until the market value is equal to the initial base year value. At that point, annual assessment increases are limited to 2 percent.

Of the 136,559 properties in which the assessed value was reduced, 85,074 (62%) have received either no change or a further reduction. Ninety-seven percent of these properties are single family and condominiums. Ninety-five percent of the properties in which the assessed value was partially restored, are single family and condominiums. Finally, 13,798 properties have been fully restored because the market value is now higher than their Proposition 13 base year value.

“When the value of the principal asset most families own takes a dive, it is extremely stressful. The temporary property tax relief provided, however, is only a fraction of the loss in equity. When market values increase, creating a corresponding increase in property taxes, that’s positive news to property owners as equity previously lost is being restored,” said Stone.

New, First in the State “on-line banking” like tool unveiled

I am especially excited to announce the launch of an entirely new public website (www.sccassessor.org) and a new on-line application, much like on-line banking, that will virtually revolutionize the way taxpayers interact with the Assessor’s Office. Both tools “go live” on Friday, June 29. A screen shot of the site is below.

More than a year in development and timed to coincide with the mailing of the annual assessment notices, this new tool, referred to as “Email Opt-In” offers first in the State interactive services. Modeled after the private sectors on-line banking, the tool enables taxpayers to securely opt-in to receive assessment notices and to interact with the Assessor’s Office electronically, rather than by mail.

This on-line service provides a great savings and improved efficiencies to the Assessor’s Office and property owners. It benefits the environment by reducing the number of trips to the Assessor’s office and a significant reduction in paper documents. It is available 24 hours a day, 365 days a year, and is not limited to Assessor’s Office customer service hours.

Taxpayers who opt-in will be able to download copies of their assessment notices and market comparables if their property is currently receiving a temporary reduction, pursuant to the provisions of Proposition 8. Taxpayers who opt-in will also receive assessment information electronically. In the near future, additional services will be rolled out to taxpayers who opt-in that would otherwise require an ink signature or a visit to the Assessor’s Office. In addition, we anticipate offering property characteristics to property owners electronically.

Only real property and mobile home property owners will be able to use this new feature. Owners of business personal property, who e-file, will continue to have a different login process and PIN.

Assessor’s Website Completely Overhauled

The Assessor has designed and implemented the first, comprehensive, top to bottom overhaul of the Assessor’s website in 10 years. From content to “look and feel”, the entire site has been redesigned to make information easier to find with fewer clicks. In addition, the site has been developed on a platform that will allow continuous improvement and rapid adjustment to changes in technology. High traffic applications such as the property look up tool have also been replaced with a superior, more intuitive and modern interface. Some of the major changes include:

- Customer centric interface designed to bring information with the highest demand to the front of the website. The centerpiece of the new website is an “I’d like to...” feature which will display articles and forms most frequently requested or are likely to be accessed because of a current deadline. Information will be far easier to find and will change according to what is new, recent mailings and future deadlines.
- New calendar feature that will display the most current deadline as well as allow property owners to add an important deadline to their own personal calendar.
- We have listened to our customers and have made changes to our content to make information more consistent and easier to comprehend.
- New text search engine will enable users to search not only articles, but content of PDF documents including forms.
- Ability to share articles, to forward via email, or link to social media sites.
- Utilization of a modern, more flexible development platform to allow the site to continuously improve. The new platform does not restrict the ability to quickly transition to changes in technology such as smart phones, interactive touch screens, etc.

- Map centric applications. On-Line Tools including property and mobile home look up, and supplemental tax estimator have been reengineered to interact directly with Google. Searches will no longer require the taxpayer to know the exact address. Instead, like in Google, taxpayers merely start typing a few characters and a range of possible address matches are provided. In addition, property look up searches can be performed from the home page, eliminating multiple clicks to locate a parcel. Searches can not only be performed by address, APN, but also through Google maps by zooming in to the Google interface and clicking on the desired parcel. All the features of Google are available including street and aerial views.

Attached is a summary of the assessment roll, Proposition 8 data broken down by city, school district and property type and a screen shot of the new website (which is not available until Friday, June 29.)



Santa Clara County Assessor's Office
Assessment Roll Summary
Roll Close 2012-13 Compared to 2011-12

6/28/2012 09:29 AM

	2012/2013	2011/2012	Difference	Change %
Land	\$145,916,651,327	\$140,557,480,395	\$5,359,170,932	3.81
Improvements (Real Property)	\$148,631,233,684	\$145,303,410,779	\$3,327,822,905	2.29
Improvements (BusinessDiv)	\$1,495,228,668	\$1,347,327,371	\$147,901,297	10.98
Sub Total	\$296,043,113,679	\$287,208,218,545	\$8,834,895,134	3.08
Personal Property	\$3,926,408,022	\$3,632,712,249	\$293,695,773	8.08
Mobilehomes	\$505,209,839	\$501,027,730	\$4,182,109	0.83
Sub Total	\$4,431,617,861	\$4,133,739,979	\$297,877,882	7.21
TOTAL Gross Secured	\$300,474,731,540	\$291,341,958,524	\$9,132,773,016	3.13
Less: Other Exemptions (sec)	(\$14,619,377,704)	(\$13,781,595,776)	(\$837,781,928)	6.08
NET SECURED	\$285,855,353,836	\$277,560,362,748	\$8,294,991,088	2.99
TOTAL Gross Unsecured	\$25,646,538,559	\$24,084,852,442	\$1,561,686,117	6.48
Less: Other Exemptions (unsec)	(\$2,693,672,729)	(\$2,548,481,625)	(\$145,191,104)	5.70
NET UNSECURED	\$22,952,865,830	\$21,536,370,817	\$1,416,495,013	6.58
TOTAL Local Roll	\$308,808,219,666	\$299,096,733,565	\$9,711,486,101	3.25
HO Exemption Secured	\$1,951,817,580	\$1,978,657,796		
HO Exemption Unsecured	\$7,000	\$0		
Homeowners' Exemption	\$1,951,824,580	\$1,978,657,796	(\$26,833,216)	-1.36



Santa Clara County Assessor's Office
City and RDA
Roll Totals 2012-13 Compared to 2011-12
by Secured and Unsecured

7-1-2012

City	City/RDA	Roll Type	2012/2013	2011/2012	Change %
Campbell	City	Secured	\$5,520,462,364	\$5,424,155,312	1.78%
		UnSecured	\$210,553,720	\$178,325,287	18.07%
		Total	\$5,731,016,084	\$5,602,480,599	2.29%
	RDA Only	Secured	\$680,252,578	\$664,722,793	2.34%
		UnSecured	\$70,004,408	\$74,860,664	-6.49%
		Total	\$750,256,986	\$739,583,457	1.44%
	All	Secured	\$6,200,714,942	\$6,088,878,105	1.84%
		UnSecured	\$280,558,128	\$253,185,951	10.81%
		Total	\$6,481,273,070	\$6,342,064,056	2.20%
Cupertino	City	Secured	\$13,706,455,113	\$13,048,405,518	5.04%
		UnSecured	\$719,082,285	\$507,142,056	41.79%
		Total	\$14,425,537,398	\$13,555,547,574	6.42%
	RDA Only	Secured	\$175,692,178	\$171,168,849	2.64%
		UnSecured	\$19,160,765	\$20,825,150	-7.99%
		Total	\$194,852,943	\$191,993,999	1.49%
	All	Secured	\$13,882,147,291	\$13,219,574,367	5.01%
		UnSecured	\$738,243,050	\$527,967,206	39.83%
		Total	\$14,620,390,341	\$13,747,541,573	6.35%
Gilroy	City	Secured	\$5,467,139,776	\$5,477,242,040	-0.18%
		UnSecured	\$266,918,393	\$281,804,033	-5.28%
		Total	\$5,734,058,169	\$5,759,046,073	-0.43%
Los Altos	City	Secured	\$10,120,052,621	\$9,608,733,132	5.32%
		UnSecured	\$82,124,561	\$89,645,375	-8.39%
		Total	\$10,202,177,182	\$9,698,378,507	5.19%
Los Altos Hills	City	Secured	\$5,313,742,001	\$5,068,419,730	4.84%
		UnSecured	\$5,859,024	\$6,024,790	-2.75%
		Total	\$5,319,601,025	\$5,074,444,520	4.83%
Los Gatos	City	Secured	\$7,296,739,091	\$7,042,224,564	3.61%
		UnSecured	\$144,084,441	\$155,812,734	-7.53%
		Total	\$7,440,823,532	\$7,198,037,298	3.37%
	RDA Only	Secured	\$1,167,752,021	\$1,109,305,673	5.27%
		UnSecured	\$67,199,701	\$61,484,859	9.29%
		Total	\$1,234,951,722	\$1,170,790,532	5.48%
	All	Secured	\$8,464,491,112	\$8,151,530,237	3.84%
		UnSecured	\$211,284,142	\$217,297,593	-2.77%
		Total	\$8,675,775,254	\$8,368,827,830	3.67%
Milpitas	City	Secured	\$5,447,548,706	\$5,411,476,186	0.67%
		UnSecured	\$306,908,506	\$644,198,133	-52.36%
		Total	\$5,754,457,212	\$6,055,674,319	-4.97%
	RDA Only	Secured	\$4,766,594,458	\$4,678,580,039	1.88%
		UnSecured	\$1,378,448,357	\$763,073,286	80.64%
		Total	\$6,145,042,815	\$5,441,653,325	12.93%
	All	Secured	\$10,214,143,164	\$10,090,056,225	1.23%
		UnSecured	\$1,685,356,863	\$1,407,271,419	19.76%
		Total	\$11,899,500,027	\$11,497,327,644	3.50%
Monte Sereno	City	Secured	\$1,532,096,595	\$1,470,867,355	4.16%
		UnSecured	\$608,116	\$611,635	-0.58%
		Total	\$1,532,704,711	\$1,471,478,990	4.16%



Santa Clara County Assessor's Office
City and RDA
Roll Totals 2012-13 Compared to 2011-12
by Secured and Unsecured

7-1-2012

City	City/RDA	Roll Type	2012/2013	2011/2012	Change %
Morgan Hill	City	Secured	\$4,075,787,404	\$4,105,585,487	-0.73%
		UnSecured	\$150,933,259	\$136,148,249	10.86%
		Total	\$4,226,720,663	\$4,241,733,736	-0.35%
	RDA Only	Secured	\$1,862,421,435	\$1,832,241,513	1.65%
		UnSecured	\$113,427,531	\$127,851,635	-11.28%
		Total	\$1,975,848,966	\$1,960,093,148	0.80%
	All	Secured	\$5,938,208,839	\$5,937,827,000	0.01%
		UnSecured	\$264,360,790	\$263,999,884	0.14%
		Total	\$6,202,569,629	\$6,201,826,884	0.01%
Mountain View	City	Secured	\$13,015,327,787	\$12,479,138,280	4.30%
		UnSecured	\$794,133,869	\$685,630,153	15.83%
		Total	\$13,809,461,656	\$13,164,768,433	4.90%
	RDA Only	Secured	\$1,997,874,005	\$2,008,856,616	-0.55%
		UnSecured	\$1,537,136,378	\$1,103,425,590	39.31%
		Total	\$3,535,010,383	\$3,112,282,206	13.58%
	All	Secured	\$15,013,201,792	\$14,487,994,896	3.63%
		UnSecured	\$2,331,270,247	\$1,789,055,743	30.31%
		Total	\$17,344,472,039	\$16,277,050,639	6.56%
Palo Alto	City	Secured	\$22,334,464,145	\$20,967,297,668	6.52%
		UnSecured	\$1,401,972,155	\$1,569,246,039	-10.66%
		Total	\$23,736,436,300	\$22,536,543,707	5.32%
San Jose	City	Secured	\$98,514,198,727	\$97,366,428,698	1.18%
		UnSecured	\$4,317,135,185	\$4,188,537,143	3.07%
		Total	\$102,831,333,912	\$101,554,965,841	1.26%
	RDA Only	Secured	\$14,850,713,889	\$13,954,986,099	6.42%
		UnSecured	\$3,674,973,643	\$4,216,480,179	-12.84%
		Total	\$18,525,687,532	\$18,171,466,278	1.95%
	All	Secured	\$113,364,912,616	\$111,321,414,797	1.84%
		UnSecured	\$7,992,108,828	\$8,405,017,322	-4.91%
		Total	\$121,357,021,444	\$119,726,432,119	1.36%
Santa Clara	City	Secured	\$18,788,241,740	\$18,153,093,121	3.50%
		UnSecured	\$3,527,096,796	\$2,772,127,952	27.23%
		Total	\$22,315,338,536	\$20,925,221,073	6.64%
	RDA Only	Secured	\$1,800,234,760	\$1,780,579,009	1.10%
		UnSecured	\$1,175,578,145	\$1,120,060,475	4.96%
		Total	\$2,975,812,905	\$2,900,639,484	2.59%
	All	Secured	\$20,588,476,500	\$19,933,672,130	3.28%
		UnSecured	\$4,702,674,941	\$3,892,188,427	20.82%
		Total	\$25,291,151,441	\$23,825,860,557	6.15%
Saratoga	City	Secured	\$10,607,246,183	\$10,107,679,133	4.94%
		UnSecured	\$48,757,274	\$51,049,694	-4.49%
		Total	\$10,656,003,457	\$10,158,728,827	4.90%



Santa Clara County Assessor's Office
 City and RDA
 Roll Totals 2012-13 Compared to 2011-12
 by Secured and Unsecured

7-1-2012

City	City/RDA	Roll Type	2012/2013	2011/2012	Change %
Sunnyvale	City	Secured	\$23,230,940,835	\$22,433,414,825	3.56%
		UnSecured	\$2,591,204,058	\$2,476,818,954	4.62%
		Total	\$25,822,144,893	\$24,910,233,779	3.66%
	RDA Only	Secured	\$934,068,006	\$913,238,209	2.28%
		UnSecured	\$138,803,738	\$105,394,442	31.70%
		Total	\$1,072,871,744	\$1,018,632,651	5.32%
	All	Secured	\$24,165,008,841	\$23,346,653,034	3.51%
		UnSecured	\$2,730,007,796	\$2,582,213,396	5.72%
		Total	\$26,895,016,637	\$25,928,866,430	3.73%
Unincorporated	City	Secured	\$12,649,305,478	\$12,282,520,996	2.99%
		UnSecured	\$210,761,522	\$199,792,310	5.49%
		Total	\$12,860,067,000	\$12,482,313,306	3.03%
	RDA Only	Secured	\$1,940	\$1,903	1.94%
		UnSecured	\$0	\$0	N/A
		Total	\$1,940	\$1,903	1.94%
	All	Secured	\$12,649,307,418	\$12,282,522,899	2.99%
		UnSecured	\$210,761,522	\$199,792,310	5.49%
		Total	\$12,860,068,940	\$12,482,315,209	3.03%
Total	City	Secured	\$257,619,748,566	\$250,446,682,045	2.86%
		UnSecured	\$14,778,133,164	\$13,942,914,537	5.99%
		Total	\$272,397,881,730	\$264,389,596,582	3.03%
Total	RDA Only	Secured	\$28,235,605,270	\$27,113,680,703	4.14%
		UnSecured	\$8,174,732,666	\$7,593,456,280	7.65%
		Total	\$36,410,337,936	\$34,707,136,983	4.91%
Total	All	Secured	\$285,855,353,836	\$277,560,362,748	2.99%
		UnSecured	\$22,952,865,830	\$21,536,370,817	6.58%
		Totals	\$308,808,219,666	\$299,096,733,565	3.25%



Santa Clara County Assessor's Office
 Temporary Reductions--Proposition 8
 by City and RDA Areas
 Roll Close 2012-13 Compared to 2011-12

June 28, 2012

City	RDA	Roll Close 2011-12			Roll Close 2012-13			% Change		
		Net Delta	Count	Avg/Parcel	Net Delta	Count	Avg/Parcel	%	Count	Avg/Parcel
Campbell	City	\$456,031,520	2,688	\$ 169,655	\$541,753,418	3,099	\$ 174,816	18.8%	15.3%	3.0%
	RDA	\$83,674,253	141	\$ 593,434	\$90,396,225	158	\$ 572,128	8.0%	12.1%	-3.6%
	Total	\$539,705,773	2,829	\$ 190,776	\$632,149,643	3,257	\$ 194,090	17.1%	15.1%	1.7%
Cupertino	City	\$509,474,760	2,934	\$ 173,645	\$535,838,578	3,368	\$ 159,097	5.2%	14.8%	-8.4%
	Total	\$509,474,760	2,934	\$ 173,645	\$535,838,578	3,368	\$ 159,097	5.2%	14.8%	-8.4%
Gilroy	City	\$1,025,940,658	5,124	\$ 200,223	\$1,123,680,123	5,684	\$ 197,692	9.5%	10.9%	-1.3%
	Total	\$1,025,940,658	5,124	\$ 200,223	\$1,123,680,123	5,684	\$ 197,692	9.5%	10.9%	-1.3%
Los Altos	City	\$471,829,147	1,695	\$ 278,365	\$477,400,251	1,787	\$ 267,152	1.2%	5.4%	-4.0%
	Total	\$471,829,147	1,695	\$ 278,365	\$477,400,251	1,787	\$ 267,152	1.2%	5.4%	-4.0%
Los Altos Hills	City	\$354,729,270	471	\$ 753,141	\$387,243,946	442	\$ 876,118	9.2%	-6.2%	16.3%
	Total	\$354,729,270	471	\$ 753,141	\$387,243,946	442	\$ 876,118	9.2%	-6.2%	16.3%
Los Gatos	City	\$523,200,434	1,923	\$ 272,075	\$560,597,197	2,033	\$ 275,749	7.1%	5.7%	1.4%
	RDA	\$81,262,746	318	\$ 255,543	\$81,355,899	299	\$ 272,093	0.1%	-6.0%	6.5%
	Total	\$604,463,180	2,241	\$ 269,729	\$641,953,096	2,332	\$ 275,280	6.2%	4.1%	2.1%
Milpitas	City	\$592,975,712	3,682	\$ 161,047	\$656,139,059	3,954	\$ 165,943	10.7%	7.4%	3.0%
	RDA	\$799,413,656	1,940	\$ 412,069	\$831,010,325	2,216	\$ 375,005	4.0%	14.2%	-9.0%
	Total	\$1,392,389,368	5,622	\$ 247,668	\$1,487,149,384	6,170	\$ 241,029	6.8%	9.7%	-2.7%
Monte Sereno	City	\$123,926,246	226	\$ 548,346	\$118,241,140	208	\$ 568,467	-4.6%	-8.0%	3.7%
	Total	\$123,926,246	226	\$ 548,346	\$118,241,140	208	\$ 568,467	-4.6%	-8.0%	3.7%
Morgan Hill	City	\$712,574,918	2,983	\$ 238,879	\$782,172,700	3,304	\$ 236,735	9.8%	10.8%	-0.9%
	RDA	\$202,359,206	1,147	\$ 176,425	\$227,506,364	1,323	\$ 171,962	12.4%	15.3%	-2.5%
	Total	\$914,934,124	4,130	\$ 221,534	\$1,009,679,064	4,627	\$ 218,215	10.4%	12.0%	-1.5%
Mountain View	City	\$612,057,221	3,830	\$ 159,806	\$543,315,467	4,133	\$ 131,458	-11.2%	7.9%	-17.7%
	RDA	\$31,646,140	95	\$ 333,117	\$77,171,756	109	\$ 707,998	143.9%	14.7%	112.5%
	Total	\$643,703,361	3,925	\$ 164,001	\$620,487,223	4,242	\$ 146,272	-3.6%	8.1%	-10.8%
Palo Alto	City	\$757,332,929	2,647	\$ 286,110	\$568,967,181	2,163	\$ 263,045	-24.9%	-18.3%	-8.1%
	Total	\$757,332,929	2,647	\$ 286,110	\$568,967,181	2,163	\$ 263,045	-24.9%	-18.3%	-8.1%
San Jose	City	\$11,249,796,503	68,553	\$ 164,104	\$12,428,529,817	76,563	\$ 162,331	10.5%	11.7%	-1.1%
	RDA	\$2,246,545,948	2,351	\$ 955,570	\$1,930,284,350	2,513	\$ 768,120	-14.1%	6.9%	-19.6%
	Total	\$13,496,342,451	70,904	\$ 190,347	\$14,358,814,167	79,076	\$ 181,582	6.4%	11.5%	-4.6%
Santa Clara	City	\$1,514,024,321	7,866	\$ 192,477	\$1,481,054,899	8,441	\$ 175,460	-2.2%	7.3%	-8.8%
	RDA	\$141,072,686	12	\$ 11,756,057	\$31,103,195	10	\$ 3,110,320	-78.0%	-16.7%	-73.5%
	Total	\$1,655,097,007	7,878	\$ 210,091	\$1,512,158,094	8,451	\$ 178,932	-8.6%	7.3%	-14.8%
Saratoga	City	\$897,434,904	2,274	\$ 394,650	\$838,055,241	2,277	\$ 368,052	-6.6%	0.1%	-6.7%
	Total	\$897,434,904	2,274	\$ 394,650	\$838,055,241	2,277	\$ 368,052	-6.6%	0.1%	-6.7%
Sunnyvale	City	\$1,336,705,162	6,688	\$ 199,866	\$1,382,248,623	7,671	\$ 180,191	3.4%	14.7%	-9.8%
	RDA	\$13,978,757	63	\$ 221,885	\$13,114,478	71	\$ 184,711	-6.2%	12.7%	-16.8%
	Total	\$1,350,683,919	6,751	\$ 200,072	\$1,395,363,101	7,742	\$ 180,233	3.3%	14.7%	-9.9%
Unincorporated	City	\$1,235,039,340	4,497	\$ 274,636	\$1,252,576,354	4,733	\$ 264,647	1.4%	5.2%	-3.6%
	Total	\$1,235,039,340	4,497	\$ 274,636	\$1,252,576,354	4,733	\$ 264,647	1.4%	5.2%	-3.6%
Report Total		\$25,973,026,437	124,148	\$ 209,210	\$26,959,756,586	136,559	\$ 197,422	3.8%	10.0%	-5.6%



Santa Clara County Assessor's Office
 Temporary Reductions--Proposition 8
 by Property Type
 Roll Close 2012-13 Compared to 2011-12

June 28, 2012

Property Type	Roll Close 2011-12			Roll Close 2012-13			% Change		
	Net Delta	Count	Avg/Parcel	Net Delta	Count	Avg/Parcel	Net Delta	Count	Avg/Parcel
2-4 FAMILY RESIDENTIAL	\$279,785,793	1,150	\$243,292	\$445,069,396	2,644	\$168,332	59.1%	129.9%	-30.8%
5 OR MORE RESIDENTIAL	\$435,374,012	327	\$1,331,419	\$132,613,344	129	\$1,028,010	-69.5%	-60.6%	-22.8%
AGRICULTURAL/EXTRACTION	\$56,430,163	86	\$656,165	\$73,708,730	149	\$494,689	30.6%	73.3%	-24.6%
CONDO	\$4,942,150,377	39,410	\$125,403	\$5,418,418,285	42,533	\$127,393	9.6%	7.9%	1.6%
DEPT STORES & MARKETS	\$182,640,499	32	\$5,707,516	\$193,765,652	47	\$4,122,673	6.1%	46.9%	-27.8%
ELECTRONICS & ELEC	\$290,230,985	22	\$13,192,318	\$277,395,632	20	\$13,869,782	-4.4%	-9.1%	5.1%
INDUSTRIAL NON MFG	\$877,553,112	294	\$2,984,875	\$784,204,869	331	\$2,369,199	-10.6%	12.6%	-20.6%
OFFICE USE	\$1,391,482,504	351	\$3,964,338	\$1,073,960,585	411	\$2,613,043	-22.8%	17.1%	-34.1%
OTHER MFG AND INFRASTRUCT	\$82,765,984	94	\$880,489	\$114,164,720	150	\$761,098	37.9%	59.6%	-13.6%
OTHER URBAN	\$544,780,555	339	\$1,607,022	\$579,968,684	400	\$1,449,922	6.5%	18.0%	-9.8%
PUBLIC & QUASI PUBLIC	\$630,235	3	\$210,078	\$1,527,163	3	\$509,054	142.3%	0.0%	142.3%
R & D OF MFG FIRMS	\$1,716,732,909	205	\$8,374,307	\$1,527,981,129	188	\$8,127,559	-11.0%	-8.3%	-2.9%
SINGLE FAMILY RESIDENTIAL	\$14,691,234,844	81,634	\$179,965	\$15,820,843,059	89,271	\$177,223	7.7%	9.4%	-1.5%
SPECIALTY RETAIL & HOTELS	\$481,234,465	201	\$2,394,201	\$516,135,338	283	\$1,823,800	7.3%	40.8%	-23.8%
Report Total	\$25,973,026,437	124,148	\$209,210	\$26,959,756,586	136,559	\$197,422	3.8%	10.0%	-5.6%

Summary	Net Delta	Count	Avg/Parcel	Net Delta	Count	Avg/Parcel	Net Delta	Count	Avg/Parcel
Residential (SFR, 2-4, Condo)	\$19,913,171,014	122,194	\$162,964	\$21,684,330,740	134,448	\$161,284	8.9%	10.0%	-1.0%
All Other	\$6,059,855,423	1,954	\$3,101,257	\$5,275,425,846	2,111	\$2,499,017	-12.9%	8.0%	-19.4%
Total	\$25,973,026,437	124,148	\$209,210	\$26,959,756,586	136,559	\$197,422	3.8%	10.0%	-5.6%



Santa Clara County Assessor's Office
 Temporary Reductions--Proposition 8
 by School District
 Roll Close 2012-13 Compared to 2011-12

June 28, 2012

High School	Elementary School	As of 2011-12 Roll Close		As of 2012-13 Roll Close		% Change	
		Net Delta	Count	Net Delta	Count	Net Delta	Count
CAMPBELL UNION HS	BURBANK	\$25,672,981	163	\$25,601,634	168	-0.3%	3.1%
	CAMBRIAN	\$367,882,215	2,510	\$418,187,214	2,836	13.7%	13.0%
	CAMPBELL UNION	\$1,217,177,785	6,330	\$1,347,077,783	7,185	10.7%	13.5%
	MORELAND	\$361,519,314	2,466	\$397,322,063	2,908	9.9%	17.9%
	UNION EL	\$453,182,258	2,970	\$547,461,686	3,628	20.8%	22.2%
	Total	\$2,425,434,553	14,439	\$2,735,650,380	16,725	12.8%	15.8%
EAST SIDE UNION HS	ALUM ROCK UNION	\$1,063,411,022	6,620	\$1,037,885,143	7,095	-2.4%	7.2%
	BERRYESSA UNION	\$1,004,500,365	7,056	\$1,112,462,461	7,825	10.7%	10.9%
	EVERGREEN	\$1,635,739,283	8,632	\$1,836,727,981	9,598	12.3%	11.2%
	FRANKLIN McKINLEY	\$1,052,786,669	6,401	\$1,107,301,953	6,797	5.2%	6.2%
	MOUNT PLEASANT	\$292,556,880	1,656	\$302,846,236	1,829	3.5%	10.4%
	OAK GROVE	\$1,725,988,623	9,352	\$1,875,302,165	10,325	8.7%	10.4%
	ORCHARD	\$977,966,853	1,486	\$923,193,429	1,710	-5.6%	15.1%
	Total	\$7,752,949,695	41,203	\$8,195,719,368	45,179	5.7%	9.6%
FREMONT UNION HS	CUPERTINO UNION	\$1,163,880,353	6,561	\$1,237,536,193	7,679	6.3%	17.0%
	SUNNYVALE EL	\$965,056,405	4,495	\$964,752,700	5,009	0.0%	11.4%
	Total	\$2,128,936,758	11,056	\$2,202,288,893	12,688	3.4%	14.8%
GILROY UF H	GILROY UF H	\$1,190,736,302	5,585	\$1,293,809,399	6,177	8.7%	10.6%
	Total	\$1,190,736,302	5,585	\$1,293,809,399	6,177	8.7%	10.6%
LOS GATOS UNION JT	LAKESIDE UNION	\$5,218,127	22	\$6,194,684	26	18.7%	18.2%
	LOMA PRIETA UNION	\$9,798,732	34	\$12,138,383	44	23.9%	29.4%
	LOS GATOS-SARATO	\$585,161,186	1,918	\$602,146,565	1,886	2.9%	-1.7%
	SARATOGA	\$749,502,952	1,390	\$664,489,928	1,307	-11.3%	-6.0%
	Total	\$1,349,680,997	3,364	\$1,284,969,560	3,263	-4.8%	-3.0%
MILPITAS UF H	MILPITAS UF H	\$1,386,028,017	5,631	\$1,489,116,315	6,183	7.4%	9.8%
	Total	\$1,386,028,017	5,631	\$1,489,116,315	6,183	7.4%	9.8%
MORGAN HILL UF H	MORGAN HILL UF H	\$1,432,035,582	6,024	\$1,562,684,782	6,662	9.1%	10.6%
	Total	\$1,432,035,582	6,024	\$1,562,684,782	6,662	9.1%	10.6%
MT VIEW LOS ALTOS	LOS ALTOS EL	\$747,625,165	2,336	\$792,258,894	2,399	6.0%	2.7%
	MOUNTAIN VIEW EL	\$574,980,983	3,405	\$556,196,426	3,724	-3.3%	9.4%
	Total	\$1,322,606,148	5,741	\$1,348,455,320	6,123	2.0%	6.7%
PALO ALTO UF H	PALO ALTO UF H	\$915,444,560	2,934	\$725,962,089	2,418	-20.7%	-17.6%
	Total	\$915,444,560	2,934	\$725,962,089	2,418	-20.7%	-17.6%
SAN JOSE UF H	SAN JOSE UF H	\$3,593,115,278	18,948	\$3,970,443,015	21,206	10.5%	11.9%
	Total	\$3,593,115,278	18,948	\$3,970,443,015	21,206	10.5%	11.9%
SANTA CLARA UF H	SANTA CLARA UF H	\$2,476,058,547	9,223	\$2,150,657,465	9,935	-13.1%	7.7%
	Total	\$2,476,058,547	9,223	\$2,150,657,465	9,935	-13.1%	7.7%
Report Total		\$25,973,026,437	124,148	\$26,959,756,586	136,559	3.80%	10.00%

Screen Shot of Assessor's New Website, (www.scc.assessor.org) to Debut on Friday

The screenshot displays the homepage of the Assessor's Office for Santa Clara County. At the top, there is a navigation bar with links for 'Contacts', 'Agency & Departments', 'Services', and 'Login'. Below this is the main header with the 'OFFICE OF THE ASSESSOR, COUNTY OF SANTA CLARA' logo and address: '70 WEST HEDDING STREET, SAN JOSE, CA 95110'. A search bar is located on the right side of the header.

The main navigation menu includes: Home, Online Services, Property Information, Tax Savings, Forms and Publications, About Us, FAQ, and Quick Links. A 'YOU ARE HERE: HOME' breadcrumb is visible below the menu.

The page is divided into several sections:

- PROPERTY SEARCH:** A section with a search icon and a text prompt: 'Please type your Property Address and click the "Find" button.' Below this is a text input field and a 'FIND' button.
- I'd like to...:** A list of service options:
 - Request a temporary reduction
 - Sign up for the email opt-in feature
 - Look up my property's assessed value
 - Look up my mobile home's assessed value
 - Request change of address
 - Download a PCOR (preliminary change of ownership) form
 - Request a homeowners' exemption
 - Contact the Assessor's office
 - Order parcel maps & property characteristics
 - More...
- NEWS:** A section featuring a photo of Lawrence E. Stone, Assessor, and a 'Current Media Release' dated Monday, 25 June 2012. The release text states: 'Periodically the Assessor's Office issues information to the media. On this page you will find the most current media release, recent news articles, a...' and includes a 'Read more' link. Below the text are three bullet points:
 - Newly redesigned Property search page, check it out!
 - Do you want to know how much your Supplemental Tax Bill will be?
 - What is an "Email opt-in" and how can you benefit from it?
- QUICK LINKS:** A list of quick links:
 - Santa Clara County Portal
 - Planning Department
 - Tax Collector's Office
 - Assessment Appeals
 - Office of the Clerk Recorder
 - Chinese (中文)
 - Spanish (Español)
 - Vietnamese (Tiếng Việt)
 - GIS Interactive Map

Below these sections is a row of five service tiles: PROPERTY SEARCH, EMAIL OPT IN, DECLINE IN VALUE, SUPPLEMENTAL CALCULATOR, and BUSINESS E-FILEING.

The bottom of the page features four columns of content:

- POLL-LIKE US?:** A poll titled 'HOW WOULD YOU RATE YOUR OVERALL SATISFACTION WITH THE CUSTOMER SERVICE PROVIDED BY THE ASSESSOR'S OFFICE?' with radio button options: Very Satisfied, Somewhat satisfied, Neutral, Somewhat dissatisfied, and Very dissatisfied. A 'VOTE' button and a 'View details' link are also present.
- IMPORTANT DATES:** A list of dates and events:
 - 29 JUNE 2012: THE ASSESSOR MAILS NOTIFICATIONS OF ASSESSED VALUE
 - 02 JULY 2012: THE CLERK OF THE BOARD BEGINS ACCEPTING APPLICATIONS FOR CHANGED ASSESSMENT (APPEALS)
 - 01 AUGUST 2012: DEADLINE TO SUBMIT INFORMAL REQUESTS TO REVIEW THE 2012/13 ASSESSED VALUE
- TOP ARTICLES:** A list of article titles: SENIOR CITIZENS, ASSESSMENT REDUCTION, PARCEL MAPS AND SEARCH PROPERTY RECORDS, NEWLY REDESIGNED PROPERTY SEARCH PAGE, CHECK IT OUT!, and HOMEOWNERS EXEMPTION.
- CONTACT US:** Contact information for the County Government Center, East Wing, 5th Floor, 70 West Hedding Street, San Jose, CA 95110. It includes 'Directions to Office' and 'Email the Assessor' buttons, and a graphic of a crossword puzzle with the word 'ASSESSOR'.