#### MEDIA RELEASE

County of Santa Clara

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Lawrence E. Stone, Assessor

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"Worse than anticipated," says Assessor Larry Stone

#### Assessment Roll Goes Negative: First time since Great Depression

Earlier today Santa Clara County Assessor Larry Stone announced that the net assessed value of all real and business property declined by 2.43 percent or \$7.4 billion to \$296.47 billion. "This is far worse than anyone had expected. This county has not experienced such a devastating decrease in property values since the Great Depression. Assessed values during the depression were negative for three years, and even then only one year, 1933, was the reduction (3.19 percent) worse than the 2010-11 assessment roll," said Assessor Larry Stone. In 1932, the assessment roll declined by 2.14 percent and in 1936 it declined 0.61%. In 1978, the only other year in which the County experienced a negative assessment roll (-21.05 percent), the decline was caused by the passage of Proposition 13, a political, not economic circumstance.

"It is very difficult for me to deliver such distressing news. As a citizen and taxpayer, I am concerned about additional cuts to public schools and other public services funded by property taxes. I am concerned about the significant loss of equity by our property owners. Yet, as the Assessor, I must objectively respond to the serious decline in the marketplace," said Stone.

"The rate of decline is especially alarming when you compare it to just two years ago when the assessment roll grew by nearly \$20 billion, and in 2001, the apex of the dot-com boom, when the assessment roll grew \$27 billion," Stone said. The Assessor also noted that the rate of decline was unusually consistent throughout the County. "Santa Clara County is geographically and economically very diverse as reflected in property values. Not this year! No community, with the exception of Palo Alto, was able to escape a reduction in the assessment roll. While both Gilroy and Morgan Hill were negative 6.1 percent, Los Gatos and Los Altos were also negative at 0.7 and 0.9 percent, and San Jose ranked in the middle at negative 3.1 percent. Only Palo Alto registered positive growth at a meager 0.4 percent," said Stone.

"This reduction is a direct consequence of the soaring unemployment rate in Santa Clara County triggered by the Great Recession. Unemployment drives nearly all the main economic components that impact property values. When unemployment increases, businesses stop investing in new buildings, cancel contracts for leased office space and reduce purchasing machinery, equipment, computers, etc. Unemployed workers are no longer able to make mortgage payments, and dramatically reduce the purchase of consumer products. The result is not only distressed sales and foreclosed homes, but major retailers, such as Mervyns, Blockbuster and Circuit City, file for bankruptcy," said Stone.

By far the biggest surprise was the 8 percent decline in the value of business personal property

including machinery, equipment, computers and fixtures. In addition, the number of businesses also declined by 8.2 percent from 46,000 businesses to 42,000.

The contraction of business, driven by unemployment and unstable financial markets, is also evidenced by the lack of investment in real estate. Major companies are downsizing or negotiating lower rents. As a result the number of commercial, industrial and retail establishments receiving reductions increased 122 percent, and the amount of the reduction more than doubled from \$2.2 to \$4.9 billion. "Unfortunately this is only the tip of the iceberg. Unlike the residential sector where technology assisted us in the review of 220,000 residential properties, valuing commercial properties require extensive analysis and usually a full appraisal. I fully expect this number to increase sharply over the next few years as major businesses file assessment appeals," said Stone. In the residential sector, the number of homes receiving a temporary reduction increased from 90,214 to 117,306. However, the rate of decline slowed overall reflecting what many believe to be the bottom of the residential real estate market.

Finally, for the first time since Proposition 13 passed in 1978, the California Consumer Price Index (CCPI) was negative by 0.237 percent. Proposition 13 provides that the assessed value of all real property cannot increase by more than two percent annually, unless there is a change of ownership or new construction. As a result, an estimated 350,000 property owners will receive a reduction in the assessed value of their property, totaling \$6 billion, including properties in which the assessed value is significantly below the market value.

"If there is any silver lining to this news, it is that homes are more affordable now than they have been in more than a decade. That is good news for the high technology companies who will ultimately lead us out of this economic crisis. We need local companies to start hiring again, and high housing costs have always been an impediment," said Stone.

In the Silicon Valley Leadership Group's recently published CEO survey, "high housing costs for employees" was cited once again, as the number one business challenge, and remains one of the top five concerns for Silicon Valley CEO's.

Below is a more detailed breakout of the assessment roll (based on total local roll).

	2010	2009	Growth
Secured	\$288,480,106,030	\$293,858,998,583	(1.83%)
Unsecured	\$22,794,092,049	\$24,584,674,301	(7.28%)
Exemptions	(\$14,800,086,255)	(\$14,587,451,563)	1.46%
Total Net Roll*	\$296,474,111,824	\$303,856,221,321	(2.43%)

<sup>\*</sup> Net of non reimbursable exemptions applied to eligible institutions such as churches, hospitals, museums, etc.

Attached is a breakout of the overall assessment roll and decline in value data by City and Redevelopment Agency compared to the prior year's assessment roll. The data is further divided between secured and unsecured assessed values. The majority of the machinery, equipment, computers and fixtures are unsecured property.

# Santa Clara County Assessor's Office City and RDA

# Roll Totals 2010-11 Compared to 2009-10 by Secured and Unsecured

City	City/RDA	Roll Type	2010/2011	2009/2010	Change %
Campbell	bell		\$5,419,039,548	\$5,483,758,253	-1.2%
	City	UnSecured	\$186,219,601	\$197,558,110	-5.7%
		Total	\$5,605,259,149	\$5,681,316,363	-1.3%
		Secured	\$655,447,248	\$708,911,952	-7.5%
	RDA Only	UnSecured	\$72,421,405	\$80,436,128	-10.0%
		Total	\$727,868,653	\$789,348,080	-7.8%
		Secured	\$6,074,486,796	\$6,192,670,205	-1.9%
	All	UnSecured	\$258,641,006	\$277,994,238	-7.0%
		Total	\$6,333,127,802	\$6,470,664,443	-2.1%
Cupertino		Secured	\$12,813,130,638	\$12,774,612,544	0.3%
	City	UnSecured	\$453,799,215	\$540,906,866	-16.1%
		Total	\$13,266,929,853	\$13,315,519,410	-0.4%
		Secured	\$204,779,734	\$204,733,614	0.0%
	RDA Only	UnSecured	\$22,964,729	\$23,736,897	-3.3%
		Total	\$227,744,463	\$228,470,511	-0.3%
		Secured	\$13,017,910,372	\$12,979,346,158	0.3%
	All	UnSecured	\$476,763,944	\$564,643,763	-15.6%
		Total	\$13,494,674,316	\$13,543,989,921	-0.4%
Gilroy		Secured	\$5,515,703,007	\$5,859,438,604	-5.9%
-	City	UnSecured	\$232,541,079	\$265,395,229	-12.4%
		Total	\$5,748,244,086	\$6,124,833,833	-6.1%
Los Altos		Secured	\$9,253,508,914	\$9,336,760,594	-0.9%
City	City	UnSecured	\$108,454,967	\$114,641,890	-5.4%
		Total	\$9,361,963,881	\$9,451,402,484	-0.9%
Los Altos Hills		Secured	\$4,885,232,815	\$4,888,694,340	-0.1%
	City	UnSecured	\$3,203,017	\$3,417,417	-6.3%
		Total	\$4,888,435,832	\$4,892,111,757	-0.1%
Los Gatos		Secured	\$6,925,819,849	\$6,941,066,708	-0.2%
	City	UnSecured	\$158,304,902	\$176,351,540	-10.2%
		Total	\$7,084,124,751	\$7,117,418,248	-0.5%
		Secured	\$1,117,973,351	\$1,134,135,499	-1.4%
RDA Onl		UnSecured	\$59,048,334	\$64,934,515	-9.1%
		Total	\$1,177,021,685	\$1,199,070,014	-1.8%
		Secured	\$8,043,793,200	\$8,075,202,207	-0.4%
	All	UnSecured	\$217,353,236	\$241,286,055	-9.9%
		Total	\$8,261,146,436	\$8,316,488,262	-0.7%
Milpitas		Secured	\$6,104,348,933	\$6,256,003,801	-2.4%
•	City	UnSecured	\$737,959,546	\$588,761,977	25.3%
		Total	\$6,842,308,479	\$6,844,765,778	0.0%
		Secured	\$4,260,135,745	\$4,330,765,588	-1.6%
	RDA Only	UnSecured	\$809,024,197	\$848,745,944	-4.7%
		Total	\$5,069,159,942	\$5,179,511,532	-2.1%
		Secured	\$10,364,484,678	\$10,586,769,389	-2.1%
	All	UnSecured	\$1,546,983,743	\$1,437,507,921	7.6%
		Total	\$11,911,468,421	\$12,024,277,310	-0.9%
Monte Sereno	1	Secured	\$1,465,028,122	\$1,489,086,529	-1.6%
	City	UnSecured	\$700,165	\$776,258	-9.8%
		Total	\$1,465,728,287	\$1,489,862,787	-1.6%

### Santa Clara County Assessor's Office City and RDA Roll Totals 2010-11 Compared to 2009-10

## by Secured and Unsecured

City	City/RDA	Roll Type	2010/2011	2009/2010	Change %
Morgan Hill		Secured	\$4,071,114,291	\$4,361,801,370	-6.7%
	City	UnSecured	\$137,643,497	\$149,131,593	-7.7%
		Total	\$4,208,757,788	\$4,510,932,963	-6.7%
		Secured	\$1,814,682,517	\$1,906,492,788	-4.8%
	RDA Only	UnSecured	\$129,819,434	\$139,055,408	-6.6%
		Total	\$1,944,501,951	\$2,045,548,196	-4.9%
	All	Secured	\$5,885,796,808	\$6,268,294,158	-6.1%
		UnSecured	\$267,462,931	\$288,187,001	-7.2%
		Total	\$6,153,259,739	\$6,556,481,159	-6.1%
Mountain View		Secured	\$12,195,629,269	\$12,359,839,836	-1.3%
	City	UnSecured	\$729,028,389	\$720,898,619	1.1%
		Total	\$12,924,657,658	\$13,080,738,455	-1.2%
		Secured	\$1,946,069,270	\$1,959,284,969	-0.7%
	RDA Only	UnSecured	\$888,289,668	\$1,187,333,730	-25.2%
		Total	\$2,834,358,938	\$3,146,618,699	-9.9%
		Secured	\$14,141,698,539	\$14,319,124,805	-1.2%
	All	UnSecured	\$1,617,318,057	\$1,908,232,349	-15.2%
		Total	\$15,759,016,596	\$16,227,357,154	-2.9%
Palo Alto		Secured	\$20,458,126,804	\$20,239,349,432	1.1%
City	City	UnSecured	\$1,553,333,043	\$1,693,351,166	-8.3%
		Total	\$22,011,459,847	\$21,932,700,598	0.4%
San Jose		Secured	\$96,212,555,501	\$98,007,120,571	-1.8%
	City	UnSecured	\$3,996,114,651	\$4,542,136,481	-12.0%
		Total	\$100,208,670,152	\$102,549,257,052	-2.3%
		Secured	\$14,650,159,689	\$15,857,813,016	-7.6%
	RDA Only	UnSecured	\$3,861,783,427	\$4,115,927,818	-6.2%
	_		\$18,511,943,116	\$19,973,740,834	-7.3%
		Secured	\$110,862,715,190	\$113,864,933,587	-2.6%
	All	UnSecured	\$7,857,898,078	\$8,658,064,299	-9.2%
		Total	\$118,720,613,268	\$122,522,997,886	-3.1%
Santa Clara		Secured	\$18,279,588,979	\$18,918,190,536	-3.4%
	City	UnSecured	\$2,634,163,926	\$2,676,560,423	-1.6%
		Total	\$20,913,752,905	\$21,594,750,959	-3.2%
		Secured	\$1,786,670,521	\$1,907,589,688	-6.3%
	RDA Only	UnSecured	\$1,000,386,190	\$1,168,498,870	-14.4%
		Total	\$2,787,056,711	\$3,076,088,558	-9.4%
Ī		Secured	\$20,066,259,500	\$20,825,780,224	-3.6%
	All	UnSecured	\$3,634,550,116	\$3,845,059,293	-5.5%
		Total	\$23,700,809,616	\$24,670,839,517	-3.9%
Saratoga		Secured	\$9,911,516,040	\$10,013,048,698	-1.0%
g=	City	UnSecured	\$51,896,057	\$54,542,896	-4.9%
	5,		\$9,963,412,097	\$10,067,591,594	-1.0%

#### Santa Clara County Assessor's Office City and RDA Roll Totals 2010-11 Compared to 2009-10

## Roll Totals 2010-11 Compared to 2009-10 by Secured and Unsecured

City	City/RDA	Roll Type	2010/2011	2009/2010	Change %
Sunnyvale		Secured	\$22,292,657,633	\$22,406,341,445	-0.5%
	City	UnSecured	\$2,342,154,090	\$2,535,302,580	-7.6%
		Total	\$24,634,811,723	\$24,941,644,025	-1.2%
		Secured	\$909,270,233	\$892,994,911	1.8%
	RDA Only	UnSecured	\$76,022,170	\$65,025,146	16.9%
		Total	\$985,292,403	\$958,020,057	2.8%
	All	Secured	\$23,201,927,866	\$23,299,336,356	-0.4%
		UnSecured	\$2,418,176,260	\$2,600,327,726	-7.0%
		Total	\$25,620,104,126	\$25,899,664,082	-1.1%
Unincorporated		Secured	\$12,879,819,818	\$13,393,912,631	-3.8%
-	City	UnSecured	\$200,583,701	\$271,044,008	-26.0%
		Total	\$13,080,403,519	\$13,664,956,639	-4.3%
		Secured	\$1,889	\$1,895	-0.3%
RDA Only	UnSecured	\$241,796		N/A	
		Total	\$243,685	\$1,895	12759.4%
		Secured	\$12,879,821,707	\$13,393,914,526	-3.8%
	All	UnSecured	\$200,825,497	\$271,044,008	-25.9%
		Total	\$13,080,647,204	\$13,664,958,534	-4.3%
	Т				
Total		Secured	\$248,682,820,161	\$252,729,025,892	-1.6%
	City	UnSecured	\$13,526,099,846	\$14,530,777,053	-6.9%
		Total	\$262,208,920,007	\$267,259,802,945	-1.9%
Total		Secured	\$27,345,190,197	\$28,902,723,920	-5.4%
	RDA Only	UnSecured	\$6,920,001,350	\$7,693,694,456	-10.1%
		Total	\$34,265,191,547	\$36,596,418,376	-6.4%
		Secured	\$276,028,010,358	\$281,631,749,812	-2.0%
Total	All	UnSecured	\$20,446,101,196	\$22,224,471,509	-8.0%
		Totals	\$296,474,111,554	\$303,856,221,321	-2.4%

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# Santa Clara County City and RDA Proposition 8 Roll Close 2010-11 Compared to 2009-10

		Roll Close 200	9-10	Roll Close 2010-	11	% Cha	nge
City	RDA Code	Net Delta	Count	Net Delta	Count	Count	%
Campbell	City	\$271,453,488	1,975	\$370,478,472	2,491	36.5%	26.1%
	RDA	\$11,819,808	90	\$80,385,809	125	580.1%	38.9%
	Total	\$283,273,296	2,065	\$450,864,281	2,616	59.2%	26.7%
Cupertino	City	\$430,230,257	2,410	\$530,874,874	2,901	23.4%	20.4%
	Total	\$430,230,257	2,410	\$530,874,874	2,901	23.4%	20.4%
Gilroy	City	\$863,507,084	3,505	\$1,088,238,456	4,944	26.0%	41.1%
	Total	\$863,507,084	3,505	\$1,088,238,456	4,944	26.0%	41.1%
Los Altos	City	\$208,948,163	998	\$451,267,025	1,609	116.0%	61.2%
	Total	\$208,948,163	998	\$451,267,025	1,609	116.0%	61.2%
Los Altos Hills	City	\$213,898,256	209	\$320,189,187	342	49.7%	63.6%
	Total	\$213,898,256	209	\$320,189,187	342	49.7%	63.6%
Los Gatos	City	\$301,767,839	1,283	\$463,111,543	1,823	53.5%	42.1%
	RDA	\$31,711,184	173	\$67,332,002	304	112.3%	75.7%
	Total	\$333,479,023	1,456	\$530,443,545	2,127	59.1%	46.1%
Milpitas	City	\$475,086,961	2,696	\$522,084,032	3,494	9.9%	29.6%
	RDA	\$470,698,848	1,580	\$548,314,634	1,769	16.5%	12.0%
	Total	\$945,785,809	4,276	\$1,070,398,666	5,263	13.2%	23.1%
Monte Sereno	City	\$53,178,066	137	\$90,651,162	184	70.5%	34.3%
	Total	\$53,178,066	137	\$90,651,162	184	70.5%	34.3%
Morgan Hill	City	\$451,922,352	2,185	\$696,695,996	3,014	54.2%	37.9%
	RDA	\$146,174,859	838	\$207,144,524	1,162	41.7%	38.7%
	Total	\$598,097,211	3,023	\$903,840,520	4,176	51.1%	38.1%
Mountain View	City	\$272,457,187	2,071	\$548,127,972	3,464	101.2%	67.3%
	RDA	\$19,086,790	61	\$38,115,582	71	99.7%	16.4%
	Total	\$291,543,977	2,132	\$586,243,554	3,535	101.1%	65.8%
Palo Alto	City	\$222,487,082	897	\$614,513,335	2,310	176.2%	157.5%
	Total	\$222,487,082	897	\$614,513,335	2,310	176.2%	157.5%
San Jose	City	\$9,297,738,224	52,748	\$10,793,228,328	65,955	16.1%	25.0%
	RDA	\$660,127,205	1,428	\$1,792,364,047	1,910	171.5%	33.8%
	Total	\$9,957,865,429	54,176	\$12,585,592,375	67,865	26.4%	25.3%
Santa Clara	City	\$862,191,000	6,007	\$1,228,404,220	7,447	42.5%	24.0%
	RDA	\$25,446,359	9	\$143,491,673	12	463.9%	33.3%
	Total	\$887,637,359	6,016	\$1,371,895,893	7,459	54.6%	24.0%
Saratoga	City	\$550,125,374	1,481	\$770,569,388	2,079	40.1%	40.4%
	Total	\$550,125,374	1,481	\$770,569,388	2,079	40.1%	40.4%
Sunnyvale	City	\$832,645,479	4,638	\$1,262,649,882	6,513	51.6%	40.4%
	RDA	\$4,982,914	27	\$11,420,993	63	129.2%	133.3%
	Total	\$837,628,393	4,665	\$1,274,070,875	6,576	52.1%	41.0%
Unincorporated	City	\$737,183,081	3,390	\$1,171,775,571	4,704	59.0%	38.8%
	Total	\$737,183,081	3,390	\$1,171,775,571	4,704	59.0%	38.8%
Report Total		\$17,414,867,860	90,836	\$23,811,428,707	118,690	36.7%	30.7%

#### Santa Clara County Assessor's Office Proposition 8--Property Receiving Value Reduction 2010-11 Compared to 2009-10 Assessment Roll

	Roll Close 2009-10			
Property Type	Net Delta	Count	Avg/Parcel	
2-4 FAMILY RESIDENTIAL	\$42,012,031	175	\$240,069	
5 OR MORE RESIDENTIAL	\$97,229,155	58	\$1,676,365	
AGRICULTURAL/EXTRACTION	\$15,885,373	22	\$722,062	
CONDO	\$3,904,242,076	29,892	\$130,612	
DEPT STORES & MARKETS	\$6,945,527	1	\$6,945,527	
ELECTRONICS & ELEC	\$190,197,547	11	\$17,290,686	
INDUSTRIAL NON MFG	\$340,334,186	128	\$2,658,861	
OFFICE USE	\$329,132,619	97	\$3,393,120	
OTHER MFG AND INFRASTRUCT	\$116,326,257	13	\$8,948,174	
OTHER URBAN	\$312,300,837	122	\$2,559,843	
PUBLIC & QUASI PUBLIC				
R & D OF MFG FIRMS	\$578,614,622	95	\$6,090,680	
SINGLE FAMILY RESIDENTIAL	\$11,260,161,697	60,147	\$187,211	
SPECIALTY RETAIL & HOTELS	\$221,485,933	75	\$2,953,146	
Report Total	\$17,414,867,860	90,836	\$191,718	

Roll Close 2010-11				
Net Delta	Count	Avg/Parcel		
\$197,125,584	898	\$219,516		
\$536,424,862	264	\$2,031,912		
\$51,026,833	64	\$797,294		
\$4,340,943,317	36653	\$118,434		
\$126,340,355	37	\$3,414,604		
\$278,720,399	22	\$12,669,109		
\$702,112,760	216	\$3,250,522		
\$1,244,438,822	236	\$5,273,046		
\$144,314,150	31	\$4,655,295		
\$420,018,473	250	\$1,680,074		
\$68,071	1	\$68,071		
\$995,390,780	144	\$6,912,436		
\$14,287,314,142	79755	\$179,140		
\$487,190,159	119	\$4,094,035		
\$23,811,428,707	118690	\$200,619		

% Change					
Net Delta	Count	Avg/Parcel			
369.2%	413.1%	-8.6%			
451.7%	355.2%	21.2%			
221.2%	190.9%	10.4%			
11.2%	22.6%	-9.3%			
1719.0%	3600.0%	-50.8%			
46.5%	100.0%	-26.7%			
106.3%	68.8%	22.3%			
278.1%	143.3%	55.4%			
24.1%	138.5%	-48.0%			
34.5%	104.9%	-34.4%			
n/a	n/a	n/a			
72.0%	51.6%	13.5%			
26.9%	32.6%	-4.3%			
120.0%	58.7%	38.6%			
36.7%	30.7%	4.6%			

Summary	Net Delta	Count	Avg/Parcel
Residential (SFR, 2-4, Condo)	\$15,206,415,804	90,214	\$168,559
All Other	\$2,208,452,056	622	\$3,550,566
Total	\$17,414,867,860	90,836	\$191,718

Net Delta	Count	Avg/Parcel
\$18,825,383,043	117,306	\$160,481
\$4,986,045,664	1,384	\$3,602,634
\$23,811,428,707	118,690	\$200,619

Net Delta	Count	Avg/Parcel
23.8%	30.0%	-4.8%
125.8%	122.5%	1.5%
36.7%	30.7%	4.6%