

Re-Elect Steven Scharf to Cupertino City Council



I am a 21-year resident of Cupertino. My children attended Eaton Elementary, Lawson Middle, and Cupertino High. Before being elected to the City Council I was a school & community volunteer and an advocate for Sensible Growth. Unlike two of my opponents, I don't take money from developers, lobbyists, construction interests, PACs, or Astroturf groups funded by special-interests. Cupertino needs experienced leaders that are not funded & controlled by special-interests. I have been advocating for the best interests of Cupertino and its residents for more than 20 years.

- **Homelessness** – I serve on the County's Unhoused Task Force that's working to find solutions to the homelessness caused by Covid-19. I'm working with the County Office of Supportive Housing to address the Wolfe Road encampments.
- **Covid-19** – I introduced and passed a face-covering requirement after the County refused to act. As a result, Cupertino has the lowest Covid-19 infection rate, by far, of any other city in the County, including cities with similar demographics.
- **Parks & Trails** – I advocated for the purchase of Lawrence-Mitty property which was completed in September 2020. I worked with homeowners along the Regnart Creek Trail to mitigate their concerns regarding the project to the greatest extent possible.
- **Bicycle Safety** – I advocated for protected bicycle lanes, and trails, to protect our children (and adults), enabling safer bicycling. Some projects have been completed, some are under construction, and some are planned for the future.
- **Lehigh Cement and Quarries** – I helped stop the illegal haul road as well as the illegal truck traffic on Foothill Boulevard.
- **Environment** – I helped pass a REACH code requiring sustainable new construction. I am endorsed by the Sierra Club.
- **Local Control** – I advocate for local control at the State Level, working with the Cities Association, League of Cities, California Alliance of Local Electeds (CALE), and Livable California to oppose displacement & anti-affordable housing legislation.
- **Diversity & Non-Discrimination** – I strongly oppose Prop. 16 which would amend California's Constitution to "permit discrimination by race, sex, or ethnicity, specifically in the areas of public employment, contracting, and education."
- **Vallco** – I am working for a resident-focused Vallco Plan, including affordable housing for families, more retail, and less commercial office space (instead of the SB-35 Plan). It is not too late to work with property owner to achieve a great project.
- **Transparency & Accountability** – I helped pass Cupertino's first ever Code of Ethics. I voted to hire an internal auditor to prevent fraud and embezzlement. I encouraged residents to meet with myself, other council members, and the City Manager, to discuss concerns they have about the City's operation.
- **Library** – I advocated for, and voted to fund, the Cupertino Library Expansion, which will soon begin construction.
- **Dogs** – I voted to establish an off-leash dog-park trial at Jollyman Park, which will hopefully become permanent.
- **Transportation** – I voted for the VIA Shuttle program which helps residents travel throughout Cupertino and beyond.
- **Cupertino's Stellar Reputation** – I greatly improved Cupertino's image and reputation, in the region and State, by quickly and aggressively responding to false narratives from legislators, media, developers, special interests, and a few residents 😞.
- **Housing** – Opened Veranda, a 19 unit, 100% affordable, senior housing project. Building is fully occupied.
 - Approved the Westport project, after extensive negotiations, resulting in a far better project than originally proposed.
 - Far exceeded the number of housing units required to be entitled by the State (from 1064 to 3457).
 - Passed a new short-term-rental ordinance to prevent abusive behavior but without excessive registration fees.
 - Passed an ADU (Accessory Dwelling Unit) ordinance to encourage homeowners to add secondary units.
 - Advocating for ownership housing so more people can build wealth and achieve the American Dream.

Paid for by Steven Scharf for Cupertino City Council 2020, FPPC ID #1388099

There is still a lot to accomplish for Cupertino. Some of my goals for the next four years include:

- **Housing** – Cupertino will soon receive their 2023-2031 RHNA (Regional Housing Needs Allocation) number. We must avoid repeating the previous mistakes that led to the current school-enrollment and funding crisis. We must ensure that developers actually build their approved projects. We must lobby for State and County funding to finance affordable housing units.
- **School Closings** – In the next RHNA cycle housing needs to be concentrated in areas where schools are under-enrolled; this is the long-term solution to end a system where some schools are over-crowded while others are under-enrolled.
- **Budget** – We have been fiscally conservative but Covid-19 is affecting Cupertino's financial health. We need to be extra careful about new capital spending, and about adding additional City staff, until the economy recovers.
- **Parks** – We have an ambitious Parks Master Plan; until we can fund this plan we should find a temporary solution for Memorial Park. We should establish a residents' advisory committee to help plan the development of Lawrence-Mitty Park. We need to complete the All-Inclusive Playground at Jollyman Park. Blackberry Farm pool needs to be opened more months each year.
- **Homelessness** – We have all seen the encampments in Cupertino. Every city in California needs to advocate for State & Federal funding to address housing insecurity; every city needs to do their part to help address the homelessness issue.
- **School Funding** – We must work with CUSD to develop a funding model where everyone pays their fair share. The current tax structure, where a 250-unit apartment complex pays \$1 per unit, but the owner of a house or condo pays \$250, is unfair and not sustainable. We should adopt Berkeley's "BSEP" model (passed 89%-11%) and replace the current parcel tax assessment.
- **Maintaining Cupertino's Suburban Character, Diversity, Schools, & Parks:**

Most of us chose to move to Cupertino for the quiet suburban character, diversity, low crime, good schools, and nice parks. We didn't choose to live in a high-density city.

Most of us could not afford to move to Cupertino straight out of college because it was just too expensive. It was a financial stretch for many of us when we finally did move here.

We could have purchased or rented larger, newer, and nicer houses, condos, or apartments for much less money, in other communities, but we liked Cupertino.

Everyone is welcome here. We don't discriminate by race, religion, ethnic origin, or sexual orientation. It costs more to live in Cupertino than in San Jose or Santa Clara, but less than in Saratoga, Palo Alto, or Atherton.

We add subsidized housing to help people that can't afford market-rate housing but we can't build enough of it for everyone.

Tower of Greed
Dirt Mountain
Property Co. Inc

Apartment complex owners charge market rent, and those selling their homes sell them at the market price; the City can't set housing prices.

Hopefully no one is naïve enough to believe in trickle-down housing economics where housing prices magically fall when you build additional unaffordable housing; the world doesn't work that way.

What we don't like to see are wealthy developers seeking to exploit Cupertino, for their own financial gain, without contributing to building the community.

New development needs to fund parks, schools, water, roads, sewers, and other infrastructure; that's not the case now.

Do we want to elect developer- and special-interest-backed City Council members that help those who fund their campaigns exploit Cupertino for their own financial gain? That's the key question in this election.



Detailed platform available at:
<http://scharf4cupertino.com/>

Let's Build a Better Cupertino for All



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