

Re-Elect Steven Scharf to Cupertino City Council



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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. Unlike two of my opponents, I don't take money from developers, lobbyists, PACs, or Astroturf special-interest groups so I don't answer to them. Cupertino needs experienced leaders that aren't funded & controlled by developers & special-interests. I've been advocating for the best interests of Cupertino and its residents for 21 years.

- **Homelessness** – I serve on the County's Unhoused Task Force. We're working to find solutions to Covid-19 caused homelessness, including addressing the difficult issue of the encampments on Wolfe Road.
- **Covid-19** – I introduced a face-covering requirement after the County refused to act; as a result Cupertino has the lowest Covid-19 infection rate of any city in the County, including cities with similar demographics.
- **Parks & Trails** – I advocated for purchase of Lawrence-Mitty property (completed 9/2020). I worked with homeowners along Regnart Creek Trail to mitigate their concerns, including providing funding for fences.
- **Bicycle Safety** – I advocated for protected bike lanes and trails enabling safer bicycling and walking.
- **Lehigh Cement and Quarries** – I helped stop the illegal quarry haul road and the illegal truck traffic.
- **Environment** – I helped pass a REACH code requiring sustainable construction. Endorsed by Sierra Club.
- **Local Control** – I advocate for local control. I work with the Cities Association, League of California Cities, California Alliance of Local Electeds (CALE), and Livable California to oppose displacement & anti-affordable housing legislation which is continually re-introduced by developer-controlled State legislators
- **Discrimination** – I 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'm working for a resident-focused Vallco Plan instead of the SB-35 project. It's not too late to work with the property owner to achieve a great project that is financially viable and that the community supports.
- **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 regularly meet with residents to discuss their concerns.
- **Library** – I advocated for, and voted to fund, the Cupertino Library Expansion which will add a program room.
- **Dogs** – I voted to establish an off-leash dog-park trial at Jollyman Park which has been very successful.
- **Transportation** – I voted for the VIA Shuttle which helps car-less residents travel throughout the area.
- **Cupertino's Stellar Reputation** – I improved Cupertino's image and reputation, in the region & State, by aggressively responding to lies from legislators, media, developers, special interests (& a few residents ☹️).
- **Housing. We've made a lot of progress in entitling more housing units. We –**
 - Opened Veranda, a 19 unit, 100% affordable, senior housing project. Building is fully occupied.
 - Approved Westport project, after extensive negotiations, resulting in a far better project.
 - 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 without excessive registration fees
 - Passed an ADU (Accessory Dwelling Unit) ordinance to encourage homeowners to add secondary units.
 - Are advocating for ownership housing so more people can build wealth and achieve the American Dream.

There is still a lot to accomplish. My goals for the next four years include:

- **Housing** – Cupertino will soon receive their 2023-2031 RHNA (Regional Housing Needs Allocation). We must not repeat the previous mistakes that led to the current school-enrollment and funding crises. We must ensure that developers actually build their approved projects. We must lobby for State and County funding to finance affordable housing units; we have an affordable housing crisis but a market-rate housing glut.
- **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've been fiscally conservative but Covid-19 is affecting Cupertino's finances. 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; I'd like to see community gardens and a dog 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. I will continue to work with the State and County to help the unhoused.
- **School Funding** – We must work with CUSD to develop a fair school funding model. 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 not sustainable. We should adopt Berkeley's "BSEP" square-foot school-funding model.
- **Maintaining Cupertino's Suburban Character, Diversity, Schools, & Parks:**

Most of us chose to move to Cupertino for the quiet suburban character, diversity, schools, low crime, 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 homes, 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, gender, 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 that wants it.

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 is wealthy developers seeking to exploit Cupertino for their own financial gain, without contributing to building our 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-backed City Council members that help the developers 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



Paid for by Steven Scharf for Cupertino City Council 2020, FPPC ID #13880

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Fact
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Compare the Candidates for Cupertino City Council 2020

Knowledge, Transparency, Honesty, and Ethics Matter!



Positions are Based on Public Statements, Interview Questions, Candidate Forums, Endorsees, and Past Actions

Issue	Steven Scharf	Kitty Moore	J.R. Fruen	Charlene Lee	Hung Wei
Trusted by Residents and Community Members?	Yes	Yes	No	No	No
Proven Track Record of Leadership?	Yes	Yes	No	No	No
Knowledgeable About Vallco Project?	Yes	Yes	No	No	No
Developer Supported & Controlled?	No	No	Yes	No	Yes
Holds Secret Meetings With Developers?	No	No	Unknown	No	Yes
Understands State Housing Laws?	Yes	Yes	No	No	No
Supported by Anti-Affordable Housing Group "South Bay YIMBY"?	No	No	Yes	No	Yes
Understands RHNA (Regional Housing Needs Allocation) Process?	Yes	Yes	No	No	No
Adopted Policies to Reduce Covid-19	Yes	Yes	No	No	No
Endorsed by Developer-Controlled Mercury News & Chamber of Commerce?	No	No	Yes	No	Yes
Endorsed by Anti-Affordable Housing Silicon Valley Leadership <sic> Group?	No	No	Yes	No	Yes
Transparent & Truthful?	Yes	Yes	No	No	No
Opposes or Supports Proposition 16 (Permits Racial Discrimination)	Opposes	Opposes	Supports	Opposes	Supports
Opposes or Supports Destructive State Housing Laws	Opposes	Opposes	Supports	Unknown	Supports
Opposes or Supports CEQA (California Environmental Quality Act)	Supports	Supports	Opposes	Unknown	Opposes
Opposes or Supports Affordable Housing	Supports	Supports	Opposes	Unknown	Opposes
Opposes or Supports Policies that Ensure Adequate School Funding	Supports	Supports	Opposes	Unknown	Opposes
Informed on Key Issues facing Cupertino?	Yes	Yes	No	No	No
Advocates for Neighborhoods?	Yes	Yes	No	No	No
Resident Focused or Developer Focused?	Resident	Resident	Developer	Unknown	Developer
Opposes or Supports Senior Housing & Teacher Housing	Supports	Supports	Unknown	Unknown	Supports
Understands Permit Requirements for Construction Projects?	Yes	Yes	No	Unknown	Unknown
Balanced Development & Sensible Growth	Supports	Supports	Opposes	Unknown	Opposes
Opposes or Supports Vallco Tier 2	Opposes	Opposes	Supports	Unknown	Supports
Record of Community Service?	Yes	Yes	No	No	Yes
Supported Westport (Oaks Shopping Center) Approval?	Yes	Yes	No	Unknown	Unknown

The choice is clear. Cupertino needs City Council members that advocate for neighborhoods, are informed about the issues facing Cupertino, understand State housing laws, support the California Environmental Quality Act (CEQA), aren't controlled by developers, do not hold secret meetings with developers, oppose reckless development, understand school funding issues, care about our teachers and schools, support inclusionary affordable housing, and oppose racial discrimination

Mayor Steven Scharf, and Planning Commission Chair Kitty Moore are the Only Two Cupertino City Council Candidates with the Knowledge and Experience Necessary to Move Cupertino Forward.

Let's Build a Better Cupertino for All!

<http://scharf4cupertino.com>

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