

A Battle for the Soul of Cupertino



The 2020 Cupertino City Council Election is a battle for the soul of Cupertino.

In 2018, developers ran three candidates for the three open Council seats. All three of the developers' candidates were endorsed by the San Jose Mercury News and the Cupertino Chamber of Commerce. All three benefitted from huge amounts of money, spent on their behalf, by developers. All three lost because Cupertino voters are not easily fooled.

In 2020, the developers are back. They're running two candidates, hoping to regain control of the City Council so their plans to exploit Cupertino and its schools can resume; don't let this happen! Eternal vigilance on the part of Cupertino residents is vital to protect our City.

Two experienced, highly-qualified, grassroots, resident-focused candidates, Mayor Steven Scharf and Planning Commission Chair Kitty Moore, are also running for City Council.



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.



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 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.



Image Courtesy of Jessica Gray, bocasob.com

Mayor Scharf and Planning Commission Chair Moore advocate for the following:

- Sensible growth
- Local control
- Environmental protection
- Affordable housing
- Parks & Trails
- Diversity
- Quality schools
- Preserving Cupertino's Suburban Character
- Environmental protection
- A Resident-Focused Vallco Plan
- Transparency & Accountability

Let's keep Cupertino moving forward, prevent exploitive development, and strive to create a better Cupertino for all. Mayor Scharf and Planning Commission Chair Moore have been active at the State level, working with organizations that advocate for school funding, progressive housing laws, & environmental protection, and opposing divisive-, developer-backed-legislation that will hurt schools and worsen the affordable housing crisis. SB-1120, the worst of the developer-funded bills, went down to defeat on 31 August 2020 ☺.

Detailed platforms available at: <http://scharf4cupertino.com/> and <https://kitty4cupertino.org>

Let's Build a Better Cupertino for All!