

Cyrah Caburian

From: Connie Cunningham <cunninghamconniel@gmail.com>
Sent: Tuesday, April 02, 2019 12:02 PM
To: Steven Scharf; Liang Chao; Darcy Paul; Rod Sinks; Jon Robert Willey; City Council
Cc: Timm Borden
Subject: Comments on Apple Inc. March 27 letter on Public/Private Partnership

Dear Mayor, Vice-Mayor, and Councilmembers,

Subject: Apple Inc. letter dated March 27, 2019; Public/Private Partnership on traffic solutions

A. Urge Apple to fund Shuttle Bus Pilot Program

I am disappointed that Apple did not choose to fund the Shuttle Bus Pilot Program which is close to being implemented, and requires \$1.5 to \$3 million to be completed. The report on the Shuttle Bus Pilot is due to Council this spring.

I would urge the Council to ask Apple to fund the item for the Shuttle Bus Pilot Program with its range of service options. This is more directly related to getting people out of their cars in the near term. It is a more immediate and more regional solution for traffic issues which clog Highway 85, Highway 280 and city streets during rush hour.

Having Apple in the mix would be a hopeful note. They are a successful bus provider right now. They would be able to help grow that program to a shuttle including cities near Cupertino.

B. If not all other choices can be funded?

Funding all other choices on the list in their letter would be great. If they cannot fund the Bus Pilot and all the other items, we can discuss which of the other items could be funded now. Their letter says that \$9.8M (plus \$1.8M already committed) is the amount they can fund now to help with transit solutions. Funding \$1.5 - \$3M of the Bus Pilot would leave \$6.8 to \$8.3M for the other choices.

C. Next steps

I note that the City has an item on the 2019-20 Work Program to continue working with Apple Inc. and other funding sources for Regional Transformative Transit Projects. In this Mar 27 letter, Apple commits to working with City Staff to complete Phase I and begin planning next steps. Apple also states that they are looking ahead to working on regional solutions with the Silicon Valley Leadership Group and other stakeholders.

D. Business tax structure

On a separate point, I note that that the majority of Cupertino and Bay Area cities have shown an appetite for taxing ourselves to fix traffic problems, from Measure B in 2016 to the gas tax in 2018.

I urge the Council to ask that the study we began last year on business tax changes be reinstated, and that we choose which type of tax we want and when we want to vote on it. I would choose a business tax based on number of employees. I choose that this be a specific tax focused on the traffic issue. I firmly believe that our

residents will be in support of a tax that funds traffic solutions. We must take care of our city and region in conjunction with other cities who have changed their method of taxation.

E. Urge funding Shuttle Bus Pilot Program

On several occasions I have heard it said by leaders that taking a few small steps would make a big difference while giving us time to implement bigger transit solutions. I urge you to take the step of negotiating with Apple, Inc. to fund the Shuttle Bus Pilot Program.

I want to thank Apple, Inc. for their commitment to the City and the Region on traffic solutions.

Sincerely,

Connie L Cunningham
32 year Cupertino resident

Ⓚ Watch out for typos; Siri might be on duty.

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