

Sasha Linker

From: James Moore <[REDACTED]>
Sent: Monday, June 10, 2019 12:04 PM
To: CommAsst
Cc: Sue Moore
Subject: Minner Advice Letter - A methodology using registered voter data confirms that 25% of the Cupertino public reside within 3800' (3/4 mile) of Vallco

June 10, 2019

Fair Political Practices Commission
1102Q Street, Suite 3800
Sacramento, CA 95811

Dear Chairman Miadich, Commissioners Cardenes, Hatch, Hayward, General Counsel Bainbridge, and Assistant General Counsel Brian Lau

On April 4, 2019, requestor Minner, Cupertino City Attorney, provided you with a map showing that 25.4% of Cupertino residences (5,267 out of 20,724 total) are within 3800' of the Vallco Project property line. Because this project is huge with 10M+ sqft office/residential/retail usage, these 25% of Cupertino residences would experience similar effects to Vice Mayor Chao's residence.

Your April 15 FPPC Advice letter concurred with the requestor that the effects of this mammoth Vallco project on Vice Mayo Chao's residence will not be unique within this 3800' boundary line compared to these other nearby Cupertino residences, and granted Vice Mayor Chao the 25% public generally exception so she could represent residents on matters concerning Vallco.

Mr. Welch's letter, which you received on May 15, states there are only 16,515 total residences of which only 18% are within the 3800' boundary. Please note that his Experian-sourced total residence number is 4,209 residences less than the actual number tracked, tallied, and reported by the City for April 2019. Such a discrepancy must raise a big red flag on the credibility of his derived 18% number. Twenty years ago, Cupertino had over 18,000 residences. Thirty years ago, it had over 17,000 residences. It may have had Mr. Welch's 16,515 residences when I moved to Cupertino 42 years ago.

With the City stating 25.4% and Mr. Welch (Vallco attorney) saying 18%, I decided to do my own analysis with a different source/set of data to estimate the percent (%) of residents living within 3800' (3/4 mile) of Vallco. Using publicly available data, current as of 11/28/2018, from the Santa Clara County Registrar of Voters (SCCgov.org), City maps from Cupertino.org, and two days of my retiree time, I developed a methodology which estimated that 26% (7,700 +/- 300) out of the 29,614 total registered Cupertino voters resided within 3800' (3/4 mile) of Vallco.

Two different methodologies that use recent data show that the 3800' (3/4 mile) boundary line includes 25% or more of the general public, both in residences and in registered voters. These 25% numbers were publicly sourced using up-to-date data. These results can be duplicated and verified. I suspect that the Experian numbers are only available to the privileged few, have an accompanying cost, and are provided without the buyer knowing much at all about the underlying data, its make-up, origins, and history.

Sincerely,
James (Jim) Moore

I am a 42-year resident of Cupertino, now retired, whose education, career, and hobbies were inspired by a love for math beginning in 7th grade. I used my passion for math & science, and my questioning curiosity to investigate and solve complex technical problems throughout my 35-year technical marketing and consulting career with IBM. I retired in 1998. In December 1998, I joined a Startup where I had management responsibility for performance, tools, and technical training.