San Francisco : $(x_1 = 80, y_1 = 30)$

San Jose : $(x_2 = 50, y_2 = 50)$

$$m = \frac{\Delta y}{\Delta x} = \frac{y_1 - y_2}{x_1 - x_2} = \frac{30 - 50}{80 - 50} = \frac{-20}{30} = -\frac{2}{3}$$

$y = mx + b \Rightarrow y = -\frac{2}{3}x + b$

$(50, 50)$ into $y = -\frac{2}{3}x + b$

$50 = -\frac{2}{3} \times 50 + b$

$150 = -100 + 3b$

$250 = 3b$

$b = \frac{250}{3}$

Los Angeles : $(x_3 = 65, y_3)$ into $y = -\frac{2}{3}x + \frac{250}{3}$

$y_3 = -\frac{2}{3} \times 65 + \frac{250}{3}$

$3y_3 = -130 + 250$

$3y_3 = 120$

$y_3 = 40$