



CITY COUNCILMEMBER REPORT

Meeting: April 7, 2026

Reporting Councilmember: Mayor Kitty Moore

Report Dates: 3/9/26 to 3/30/26

Item Date, Title, and Description:

March 11, 2026. Meeting with Summerhill regarding the Evulich Ct. development.

March 11, 2026. Mayor's Chat. Shared slide deck which is attached at the end of this report. Made announcements for upcoming events. Took questions which Staff collects and responds to any which require follow-up. Light refreshments were provided.

March 12, 2026. Check-in with Staff. Weekly check-in meeting to go over ongoing projects and concerns.

March 12, 2026. Sheriff Contract Ad Hoc Committee meeting. Ongoing meetings to discuss how to address the 40% proposed increase in the contract.

March 12, 2026. VTA Policy Advisory Committee meeting. The agenda packet is here:

<https://santaclaravta.iqm2.com/Citizens/FileOpen.aspx?Type=1&ID=4377&Inline=True> Of most local importance was the presentation regarding SB 63 which proposes to raise sales tax another 0.50% in the County. I assembled data provided by Staff and some prior data regarding the SV Hopper program and have submitted it to VTA for inclusion to the VTA PAC per our prior meeting discussion on sharing our data. That report is attached to this file.

March 13, 2026. Evulich Ct. prep. session with Staff.

March 14, 2026. Meeting with Congressman Ro Khanna regarding Cupertino issues and grant requests to include City Hall and Torre EOC Annex

March 16, 2026. Agenda look ahead with Staff.

March 16, 2026. SVCE Mandarin Class.

March 17, 2026. Special Study Session and Regular City Council meeting. Postponed Summerhill/Evulich Ct. to April 1, 2026.

March 18, 2026. Met with Cupertino Sister City delegation for pizza lunch and then tour of City Hall and Community Hall.

March 18, 2026. Mayor and Commission Chairs meeting. Commission Chairs provided brief updates on their recent achievements and received a report from the Mayor provided at the Mayor's Chat and with further information regarding the Sheriff's Contract and County Budget.

March 19, 2026 Check-in with Staff.

March 19, 2026. Worked with Video Division for a Cherry Blossom promo and 2 other promotional videos.

March 19, 2026. Sheriff's Contract Ad hoc Committee meeting.

March 20, 2026. Attended FUHSD Foundation Spring for Education event.

March 22, 2026. Made brief presentation at the LWVCS meet and greet.

March 23, 2026. Agenda look ahead meeting with Staff.

March 23, 2026. SVCE Chinese Class Graduation Ceremony. After 15 hours of classroom education and outside practice, the class received certificates in celebration of completing level 1.

March 25, 2026. Quarterly Mayors and City Managers meeting with Sunnyvale, Mountain View, and Santa Clara. Heard updates from each city and shared local news and upcoming events.

March 25, 2026. West Valley Mayors and Managers monthly meeting. Received a legislative update from CalCities Peninsula Division executive. Several new housing bills are in the works.

March 25, 2026. Meeting with Staff and lobbyist regarding the Gonsalves Act and Property Taxes returned to Cupertino.

March 26, 2026. Check in meeting with Staff.

March 26, 2026. Sheriff ad hoc committee meeting. Continuing negotiations and next steps.

March 27, 2026. Attended the 15th annual WVCS Chefs of Compassion fundraiser event at the Computer History Museum. This lively and sold-out event included a successful donation auction and silent auction.

March 28, 2026. Participated in and won my division for the CEEF 5k Run for Great Schools event.

2 Attch:

Mayor's Chat and Commission Chair Slides
SV Hopper Data Compilation



Mayor's Chat

March 11, 2026



Outline

Sports Center Data

SV Hopper Data

Santa Clara County Budget Review – Donor City

The image features a white background with several abstract geometric elements. A large orange semi-circle is positioned on the right side. A purple circle is located in the upper left quadrant. A blue circle is partially visible in the top right corner. A green L-shaped line is situated in the top center. A blue dashed line is on the left side. A green square outline is on the left side. The text 'Sports Center Data' is centered within the orange semi-circle.

Sports Center Data

Raw Data – New Memberships

New Cupertino Sports Center Memberships

Year	Resident	Non-Resident	Total
2022	113	71	184
2023	113	46	159
2024	137	85	222
2025	188	124	312
2026*	61	52	113

**To date as of February 25, 2026*

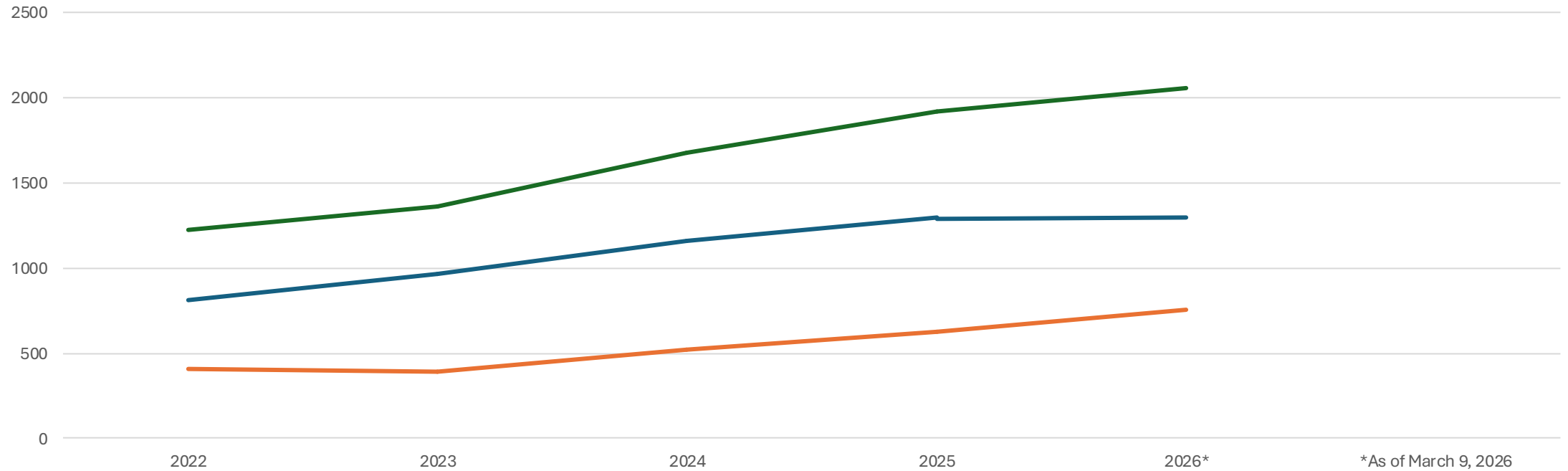
Raw Data

Total Sports Center Memberships			
Year	Resident	Non-Resident	Total
2022	815	406	1221
2023	965	393	1358
2024	1157	519	1676
2025	1293	625	1918
2026*	1295	756	2051

**As of March 9, 2026*

Sports Center Data – Resident/Non-Resident Usage

Total Memberships by Category

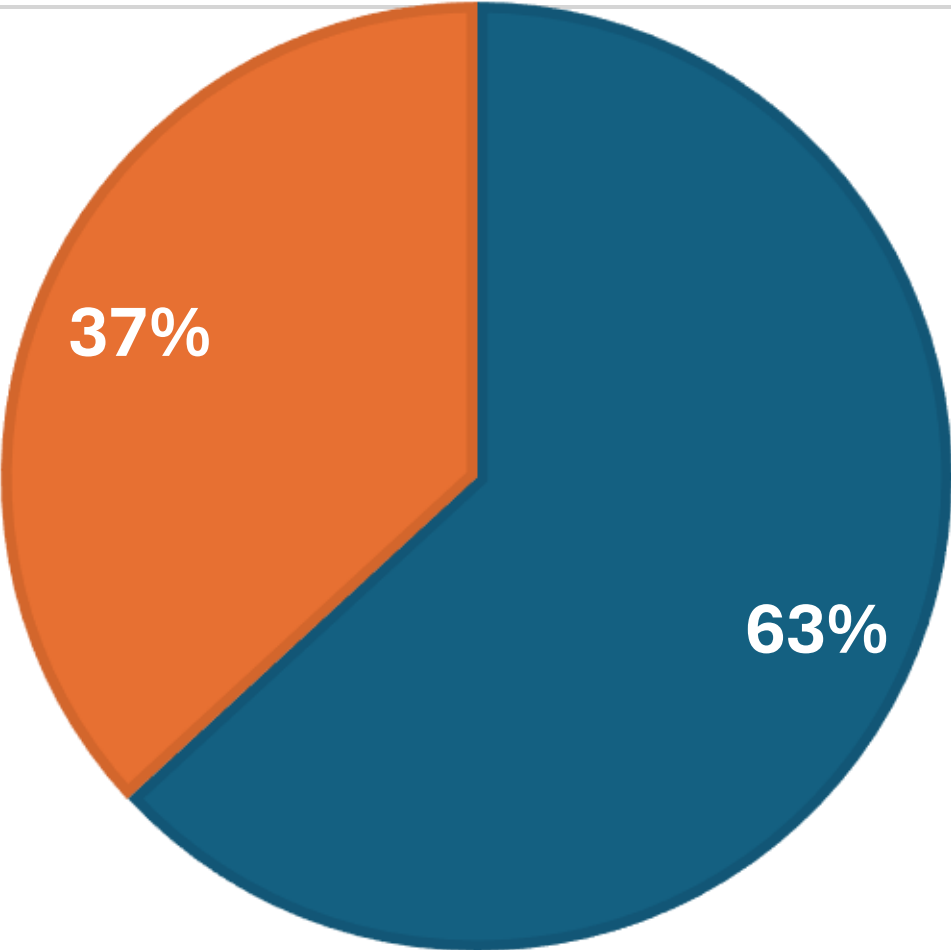


- Total Sports Center Memberships Resident
- Total Sports Center Memberships Non-Resident
- Total Sports Center Memberships Total

*As of March 9, 2026

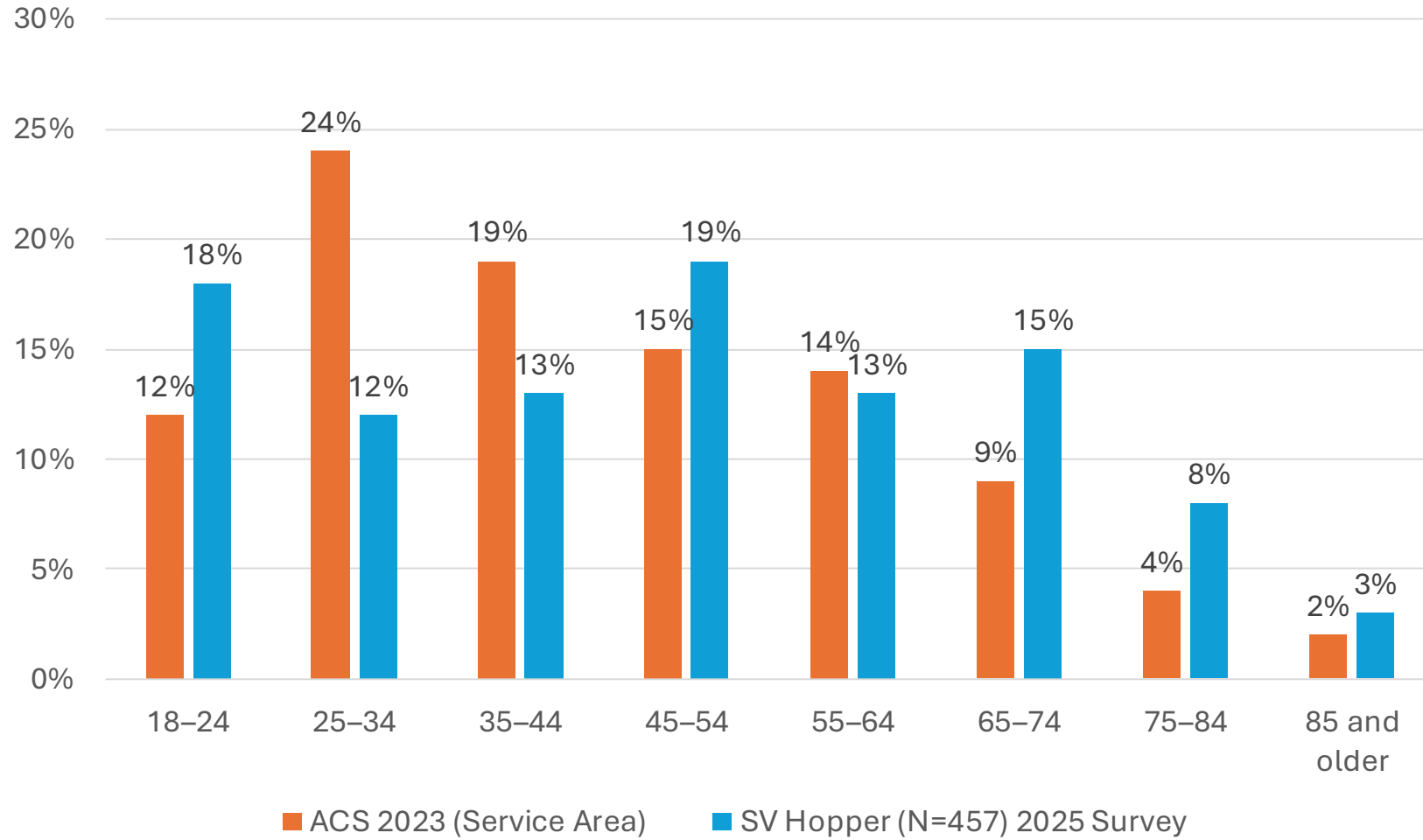
2026 SPORTS CENTER MEMBERSHIPS

■ Resident ■ Non-Resident

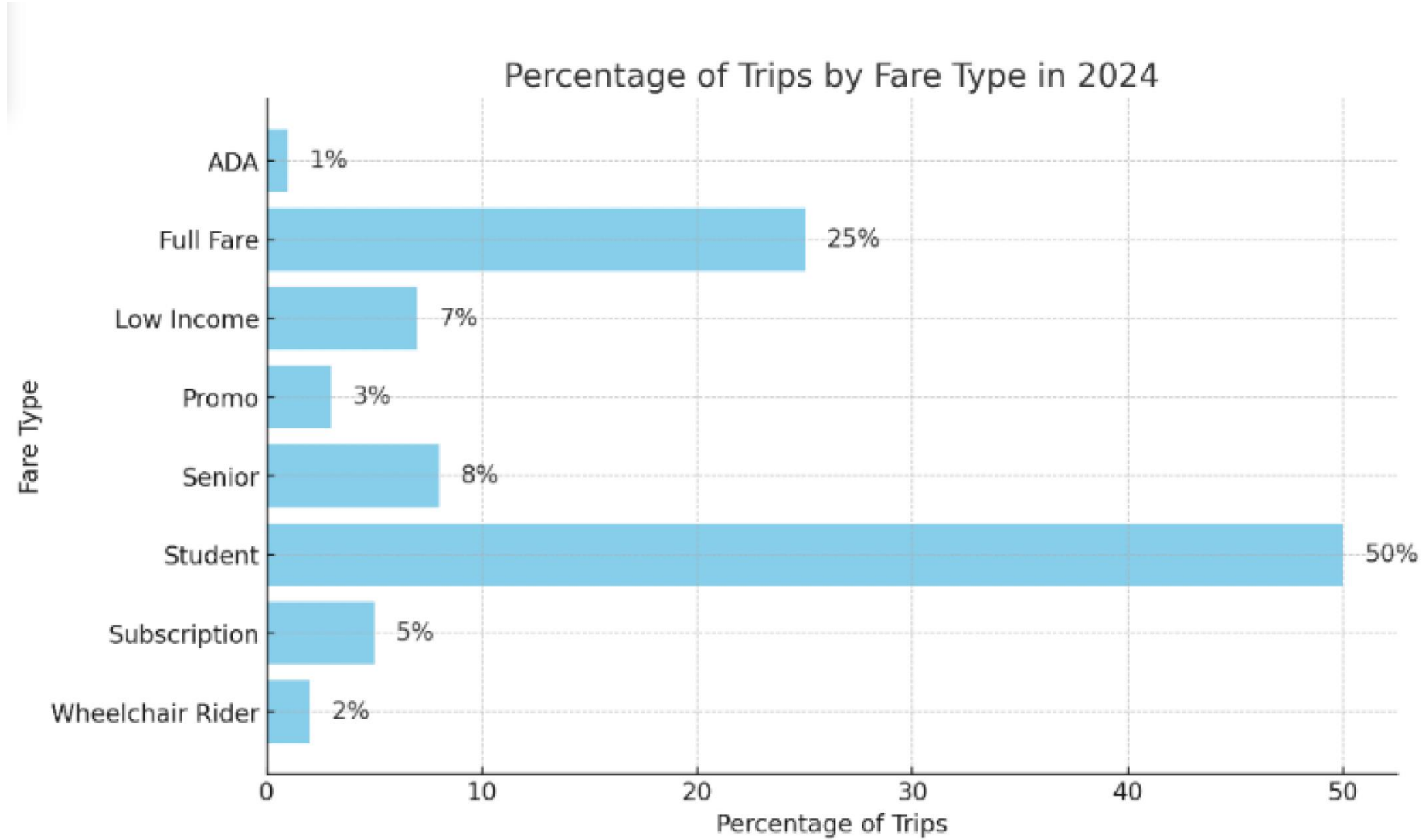


SV Hopper Data

SV Hopper Demographic Data



Ridership
by Fare
Type 2024



- **Demographic Comparison Analysis**

- The data highlights significant trends in who is using the microtransit service compared to the general population of the service area:
- **Young Adult Over-Indexing:** The **18–24 age group** accounts for **18%** of SV Hopper ridership, despite making up only **12%** of the general population.
- **Senior Mobility:** Adults aged **65–84** represent **23%** of the ridership (15% for ages 65–74 and 8% for ages 75–84), while they only comprise **13%** of the local population.
- **Gap in 25–34 Segment:** While individuals aged **25–34** make up **24%** of the service area population, they represent only **12%** of SV Hopper riders.
- **Gender Trends:** The service is utilized more heavily by **women**, who make up **57%** of riders, compared to their **48%** share of the general population.
- This comparison indicates that the SV Hopper is particularly successful at providing mobility for groups that traditionally face transportation barriers, such as students and seniors.

- SV Hopper completed 103,468 passenger trips in calendar year 2025, with March as the highest month at 11,324 completed rides.
- Within VTA's service area, several cities are already operating or planning microtransit services:
 - Sunnyvale – Via (Peery Park microtransit, operating).
 - Palo Alto – RideCircuit (electric shuttle).
 - Gilroy – Pilot effort under VTA PAC guidance (operator TBD).
 - Morgan Hill – Starting microtransit pilot (operator TBD).
 - East San Jose – Microtransit operating as part of VTA's Transportation Demand Management efforts.
 - Mountain View – City-operated fixed-loop shuttles (not point-to-point microtransit but functionally similar for local access).
 - These services create opportunities for regional coordination, cost sharing, and consistent rider experience at the VTA network scale.

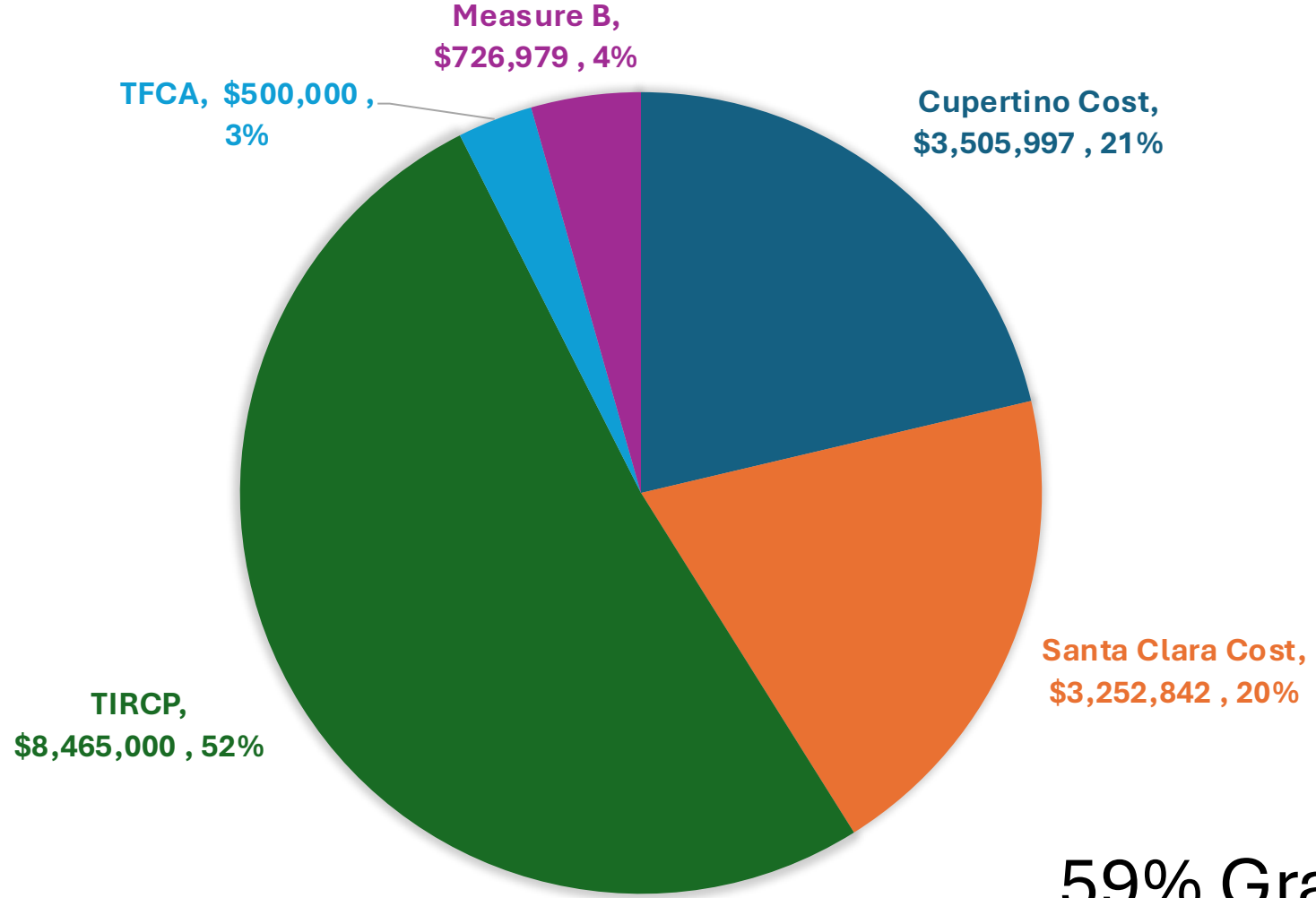


Costs

Total SV Hopper Program Costs (Grant and Municipal Funds)

Phase	Fiscal Year	Cupertino Service Area Share	Cupertino Cost	Santa Clara Service Area Share	Santa Clara Cost	TIRCP	TFCA	Measure B	Total Program Cost
1	FY23/24	58%	2,655,941	42%	1,923,267	5,561,000	–	–	2,764,381
1	FY24/25	–	–	–	–	3,801,453	–	–	3,801,453
1	FY25/26	–	500,000	–	–	4,074,374	500,000	–	4,074,374
2	FY26/27	39%	850,056	61%	1,329,575	2,904,000	–	726,979	5,810,610
–	Total	–	3,505,997	–	3,252,842	8,465,000	500,000	726,979	16,450,819

SV HOPPER COST BREAKDOWN FY 23-27




Key operating characteristics include:

- Operating cost per trip: \$31.87 (FY24–25 cost snapshot).
- Net city cost per trip after TIRCP, TFCA, and Measure B grants: \$12.72.
- Current service performance standard: response time of at most 12 minutes at the 95th percentile, with a minimum of 13 vehicles dedicated to Cupertino and Cupertino retaining approval authority over service zones.
- Reduced rates for students and seniors
- Regular rate: \$3.50, reduced rate: \$1.75.



The five most popular destinations are:

1. De Anza College
 2. Monta Vista High School
 3. Caltrain Stations
 4. Cupertino Library/ City Hall
 5. Various Shopping Centers
- 

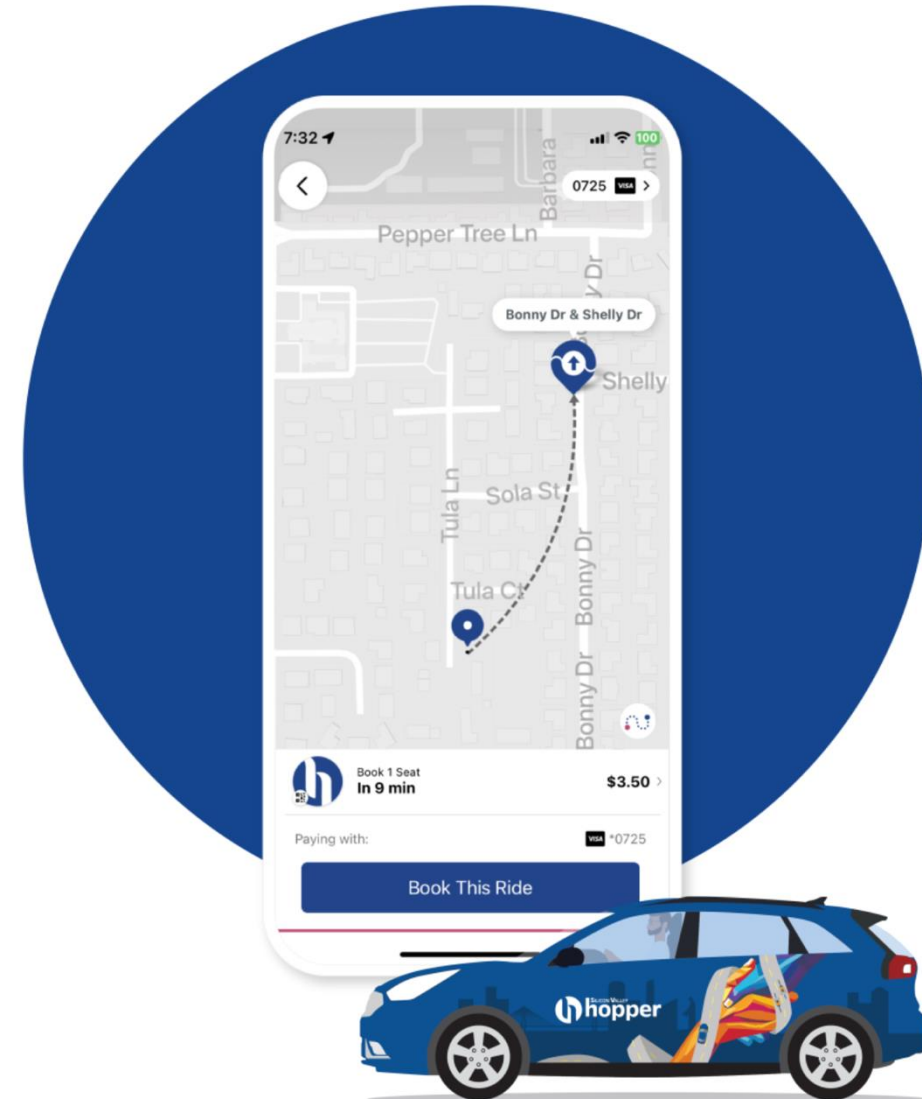


Convenient rides around Cupertino & Southern Santa Clara.

Book trips right from your phone and get picked up in a eco-friendly vehicle – that's Silicon Valley Hopper.



Scan to download

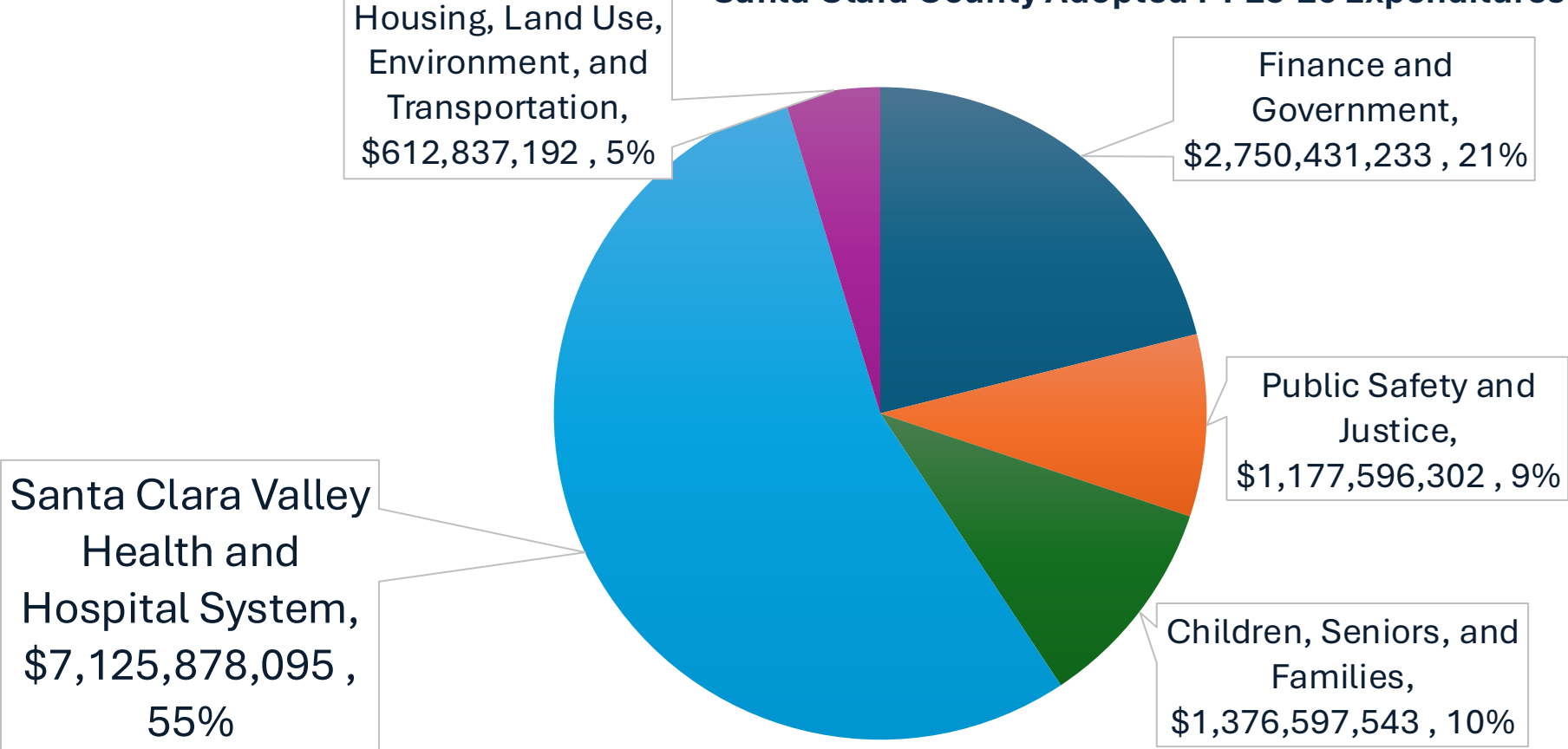




Santa Clara County Budget Review



Santa Clara County Adopted FY 25-26 Expenditures by Policy Area

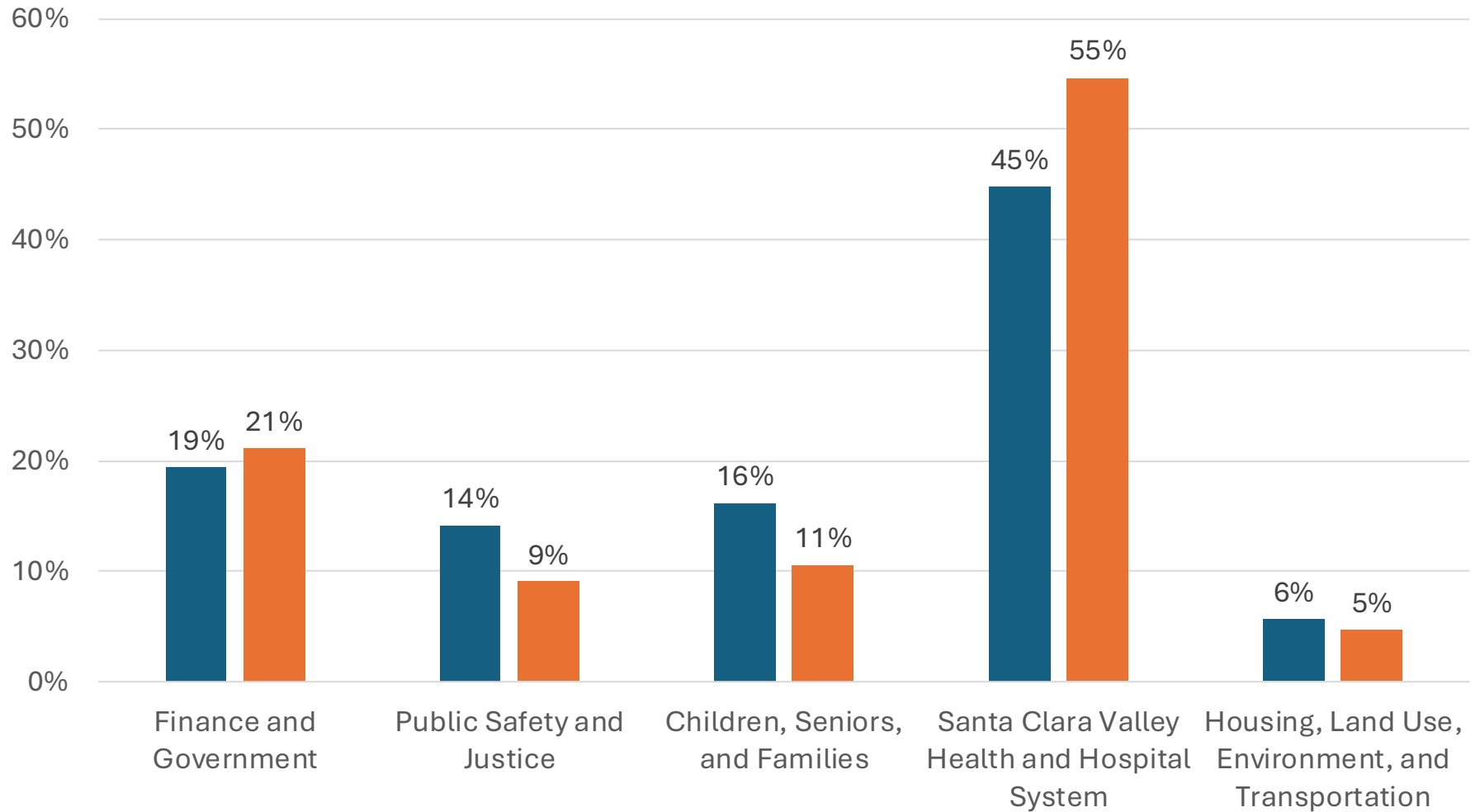


- Finance and Government
- Children, Seniors, and Families
- Housing, Land Use, Environment, and Transportation
- Public Safety and Justice
- Santa Clara Valley Health and Hospital System



11 Year Budget Trends Santa Clara County

Santa Clara County Spending Trends FY 2025-FY 2026



■ Percentage of Total Budget FY 2015

■ Percentage of Total Budget FY 2026

FY 2025-2026
County
Comparisons

County	Total Budget (Billions)	Healthcare Spend (Billions)	% of Budget	Provider Model
Santa Clara	\$13.7	\$7.15 - \$7.5	55.0%	Owns/Operates 4 Hospitals
Orange	\$10.8	\$2.9	26.9%	Contracts most care
Riverside	\$10.0	\$2.8	28.0%	One county hospital
San Bernardino	\$10.5	\$2.7	25.7%	Mixed model
Sacramento	\$9.2	\$2.3	25.0%	Contracts most care
Alameda	\$5.1	\$1.32	25.9%	Public hospital authority

Staffing: Over **52% of all county employees** (approx. 12,000+ people) work directly for the Health and Hospital System. In most other counties, health workers typically make up less than 30% of the workforce.



**Cupertino is a donor
city**

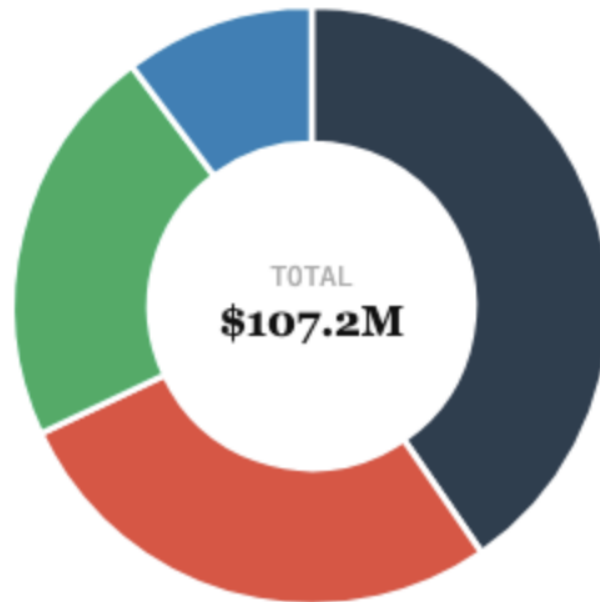
Where Does Cupertino's Sales Tax Go?

FY2026 · Post Measure A · 9.75% Total Rate · \$107.2M Total Revenue

MONEY LEAVING CUPERTINO
\$96.2M (89.7%)

Only \$11.0M (10.3%) stays in the City of Cupertino General Fund

BY CATEGORY



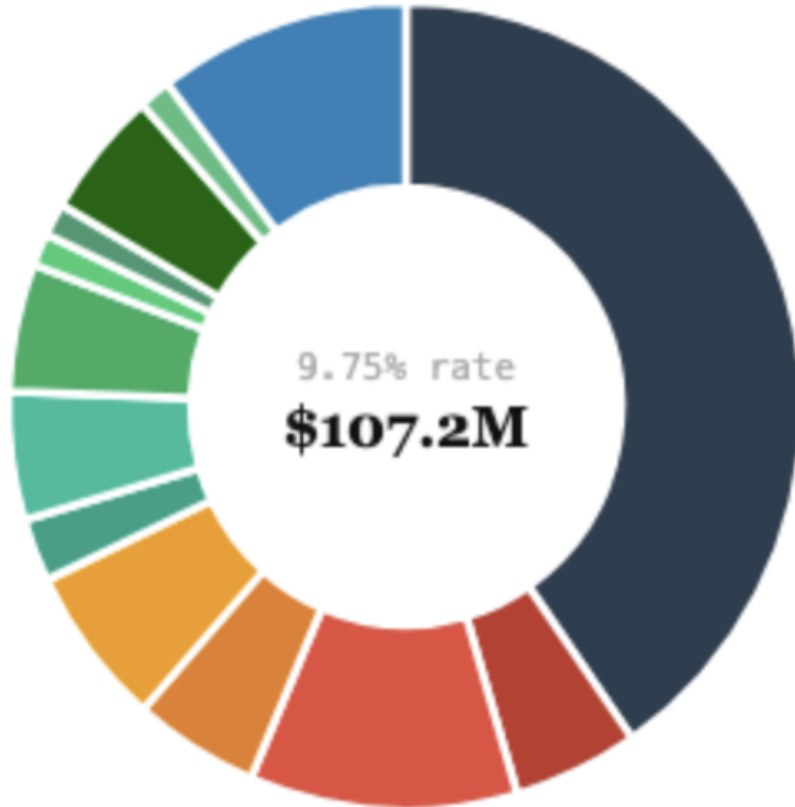
State	\$43.3M	40.4%
County	\$29.6M	27.6%
Transit	\$23.3M	21.7%
City of Cupertino	\$11M	10.3%

Cupertino Sales Tax FY2026

Interactive Donut Chart - Scan to view



cupertino-sales-tax.netlify.app



State General Fund	\$43.3M	3.9375%
1991 Realignment	\$5.5M	0.5%
2011 Realignment	\$11.7M	1.0625%
Prop 172 (Public Safety)	\$5.5M	0.5%
Measure A 2025	\$6.9M	0.625%
Local Transport Fund (VTA)	\$2.7M	0.25%
SC County Transit (VTA)	\$5.5M	0.5%
VTA BART Extension	\$5.5M	0.5%
VTA BART Ops & Maint.	\$1.4M	0.125%
SC County Retail TUT	\$1.4M	0.125%
SV Transport Solutions	\$5.5M	0.5%
Caltrain (Measure RR)	\$1.4M	0.125%
City of Cupertino	\$11M	1.0%

Cupertino Sales Tax FY2026

Interactive Donut Chart – Scan to view



cupertino-sales-tax.netlify.app

Source: CDTFA · HdL ECONsolutions · Santa Clara County · Hover segments for details

Where Your Sales Tax Goes — Cupertino FY2026 (Post Measure A, effective 4/1/2026)

Source: CDIFA, HdL ECON Solutions, Santa Clara County. All rates verified against official district tax schedules.

KEY ASSUMPTIONS

Total Sales Tax Rate (Post Measure A)	9.7500%
Taxable Sales Base (\$M)	\$1,099.95
Total Sales Tax Revenue (\$M)	\$107.2
Fiscal Year	FY 2026

Recipient / Line Item	Tax Rate	% of Total	Revenue (\$M)	Category	HdL Tax District Name	Recipient Agency	Notes
State Base — General Fund	3.9875%	40.38%	\$43.3	State	State Base Sales and Use Tax	California State General Fund	3.9875% of the 7.25% state base (R&T Code §§6051, 6201, 6051.3). Funds state general operations. Remaining 3.3125% of state base is distributed as Realignment, Prop 172, and local allocations shown separately below.
State Base — 1991 Realignment	0.5000%	5.13%	\$5.5	County	State Base Sales and Use Tax	Santa Clara County — Health & Social Services	0.5% component of the 7.25% state base (R&T Code §6051.2). Funds local health and social services programs under the 1991 Realignment.
State Base — 2011 Realignment	1.0525%	10.90%	\$11.7	County	State Base Sales and Use Tax	Santa Clara County — Health, Jails, DA, Social Services	1.0525% component of the 7.25% state base (R&T Code §6051.15). Funds Local Revenue Fund 2011; supports public safety and social services realignment from state to county.
State Base — Prop 172 (Public Safety)	0.5000%	5.13%	\$5.5	County	State Base Sales and Use Tax	Santa Clara County — Local Public Safety Fund	0.5% component of the 7.25% state base (CA Constitution Art. XII §35, 1993). Funds sheriff, DA, fire, and corrections.
State Base — Local Transportation Fund	0.2500%	2.56%	\$2.7	Transit	State Base Sales and Use Tax	Santa Clara County — VTA (via Local Transportation Fund)	0.25% component of the 7.25% state base. Goes to county, NOT city. Distributed per Transportation Development Act (1971) primarily for public transit via VTA.
City of Cupertino — General Fund	1.0000%	10.26%	\$11.0	City	State Base Sales and Use Tax	City of Cupertino — General Fund	1.0% component of the 7.25% state base (R&T Code §§7202, 7203). The city's share of the local 1.25% allocation (remaining 0.25% goes to county transportation above).
SC County Transit District	0.5000%	5.13%	\$5.5	Transit	Santa Clara County Transit District	VTA — Bus & Light Rail Operations	District tax, effective 10/1/1976, no expiration. Oldest of the VTA district taxes; funds core VTA bus and light rail operations.
SC Valley Transportation Authority	0.5000%	5.13%	\$5.5	Transit	Santa Clara County Valley Transportation Authority	VTA — BART Extension (Silicon Valley BART)	District tax, effective 4/1/2006, Measure B (2000). Funds the BART extension into Santa Clara County (Berryessa/Milpitas to downtown San Jose and Santa Clara).
VTA BART Operating & Maintenance TUIT	0.1250%	1.28%	\$1.4	Transit	Santa Clara VTA BART Operating and Maintenance TUIT	VTA — BART Operations & Maintenance	District tax, effective 7/1/2012. Funds ongoing operating and maintenance costs of the BART extension once operational.
SC County Retail TUIT	0.1250%	1.28%	\$1.4	Transit	Santa Clara County Retail TUIT	VTA — County Transportation Programs	District tax, effective 4/1/2013, Measure B (2000) component. Funds county-wide VTA transportation programs and services.
Silicon Valley Transportation Solutions Tax	0.5000%	5.13%	\$5.5	Transit	Silicon Valley Transportation Solutions Tax	VTA — Roads, Transit & Active Transportation	District tax, effective 4/1/2017, Measure B (2016). 30-year measure funding roads, highways, transit, and bicycle/pedestrian improvements county-wide.
Peninsula Corridor JPB — Measure RR (Caltrain)	0.1250%	1.28%	\$1.4	Transit	2020 Peninsula Corridor Joint Powers Board Retail TUIT	Caltrain (Peninsula Corridor Joint Powers Board)	District tax (Measure RR), effective 7/1/2021, 30-year term. Voter-approved Nov 2020 by SF, San Mateo & Santa Clara counties. First dedicated funding for Caltrain operations and capital. Generated \$121.6M in FY2023 across all three counties.
SCC — Measure A (2025)	0.6250%	6.41%	\$6.9	County	Measure A Santa Clara County Sales Tax Increase	Santa Clara County — General Fund (Healthcare & Public Safety)	District tax, effective 4/1/2026, expires 3/31/2031. Approved by 57% of voters Nov 2024. General tax — est. \$330M/year county-wide. Priority uses: trauma care, ERs, mental health, public safety. Passed to offset projected \$1B+ federal funding cuts by 2029-30.
TOTAL	9.7500%	100.00%	\$107.2				
TOTAL COUNTY SERVICES (Excl. Transit & City)	2.688%	27.56%	\$29.6	Includes: 1991 & 2011 Realignment, Prop 172, Local Transportation Fund, Measure A			

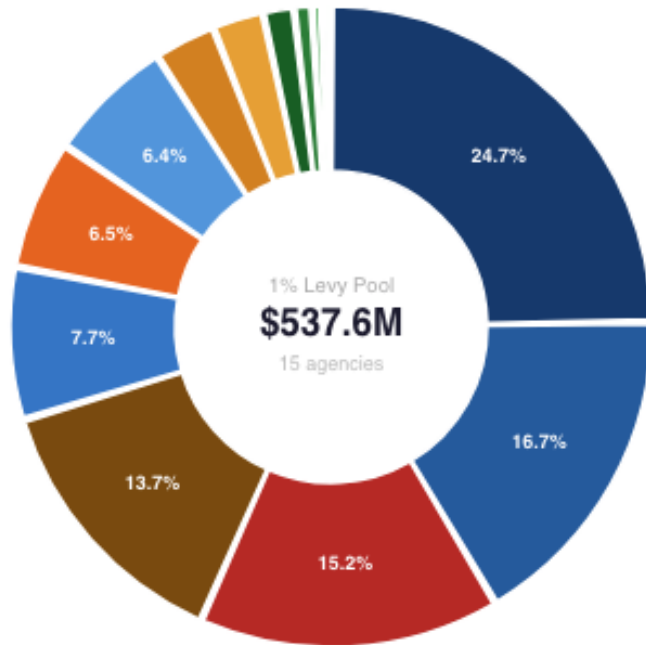
Cupertino Property Tax Distribution

Two separate calculations on different bases — percentages across charts are *not* addable. City of Cupertino revenue: **\$35,000,000** · Source: Cupertino Tax Bill, FY2026

1% Base Levy Distribution

Applied to total levy pool · Shares sum to 100%

Total pool: **\$537,634,409** · Derived from: City of Cupertino \$35M ÷ 6.51% share ÷ 1% rate = \$53.76B total assessed value × 1%

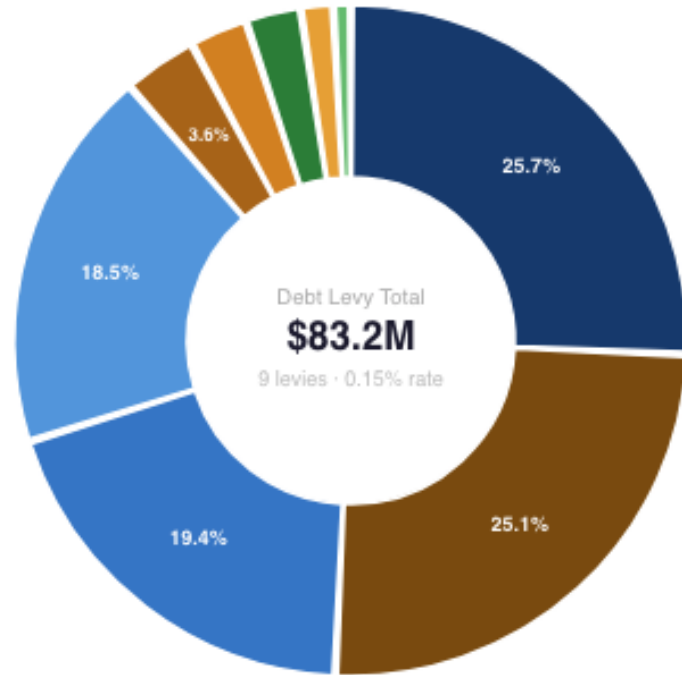


AGENCY	SHARE	EST. FY26
EDUCATION — \$298.6M (55.5%)		
■ Cupertino Union Elementary	24.75%	\$133,064,516
■ Fremont Union High	16.71%	\$89,838,710
■ Educ. Revenue Augmentation Fund	7.70%	\$41,397,849
■ Foothill-DeAnza Comm. College	6.38%	\$34,301,075
FIRE / SAFETY — \$81.6M (15.2%)		
■ Central Fire Protection District	15.18%	\$81,612,903
COUNTY — \$104.1M (19.4%)		
■ Santa Clara County	13.68%	\$73,548,387
■ SC County Office of Education	3.11%	\$16,720,430
■ Santa Clara County Library	2.57%	\$13,817,204
CITY — \$35.0M (6.5%)		
■ City of Cupertino	6.51%	\$35,000,000
WATER / REGIONAL — \$18.3M (3.4%)		
■ Midpeninsula Regional Open Space	1.55%	\$8,333,333
■ SCV Water District N.C. Zone	0.90%	\$4,838,710
■ SC County Importation Water-Misc	0.49%	\$2,634,409
■ Bay Area Air Quality Mgmt Dist.	0.18%	\$967,742
■ Santa Clara Valley Water Dist.	0.16%	\$860,215
■ SCV Water District W. Zone 4	0.13%	\$698,925
TOTAL	100.00%	\$537,634,409

Shares are each agency's portion of the \$537.6M 1% levy pool.

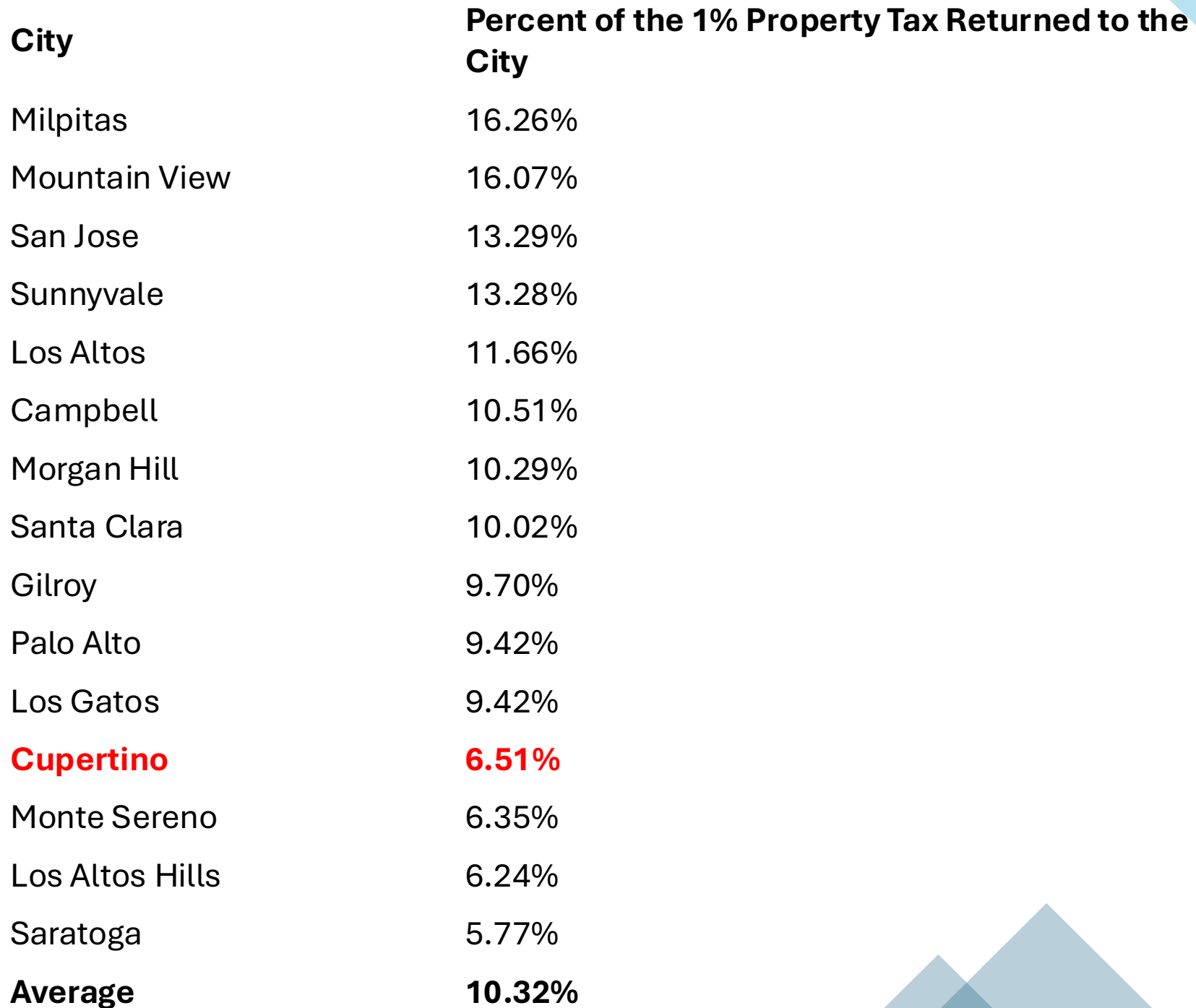
Debt Levy Distribution Separate levy on total assessed value - Independent of 1% above

Total debt levy: **\$83,172,043** · Applied to total assessed value of ~\$53.76B · Combined rate: **0.15%** (\$154.70 per \$100K AV) · *These percentages are shares of debt levy total only — not comparable to 1% figures above*



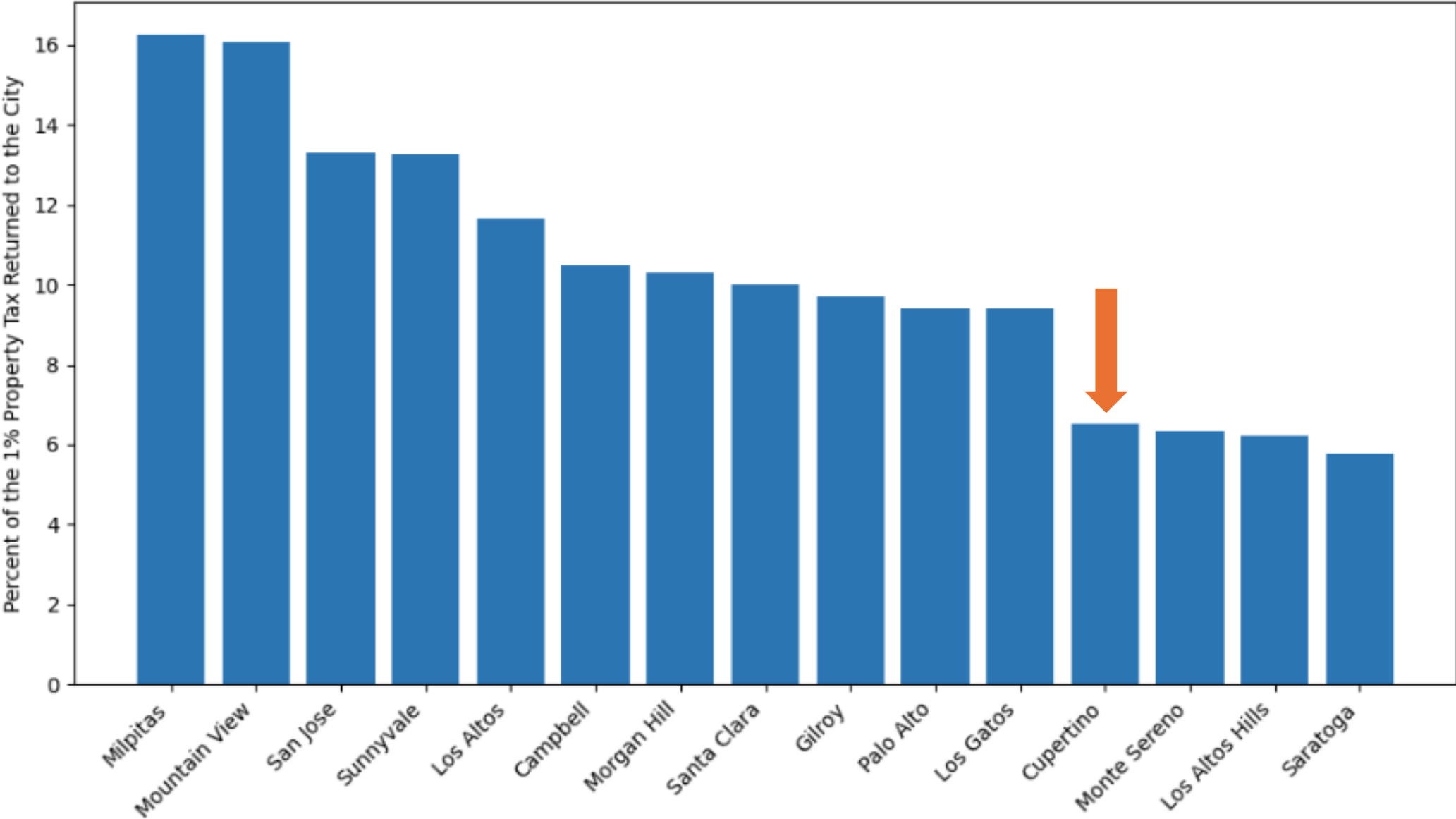
AGENCY	/\$100K AV	RATE	SHARE	EST. FY26
EDUCATION — \$52.8M (63.5%)				
■ High School Bonds	\$39.70	0.04%	25.66%	\$21,344,086
■ Elem/Unif School Bonds	\$30.00	0.03%	19.39%	\$16,129,032
■ Community College Bonds	\$28.60	0.03%	18.49%	\$15,376,344
COUNTY — \$27.4M (33.0%)				
■ CO Retirement Levy	\$38.80	0.04%	25.08%	\$20,860,215
■ CO Bond 2008 Hosp Facility	\$5.50	0.01%	3.56%	\$2,956,989
■ CO Housing Bond 2016	\$4.30	0.00%	2.78%	\$2,311,828
■ CO Library Retirement	\$2.40	0.00%	1.55%	\$1,290,323
WATER / REGIONAL — \$2.9M (3.5%)				
■ SCVWD – State Water Project	\$4.10	0.00%	2.65%	\$2,204,301
■ Mid Peninsula Open Space 2014	\$1.30	0.00%	0.84%	\$698,925
TOTAL	\$154.70	0.15%	100.00%	\$83,172,043

Shares shown are each levy's portion of the \$83.2M debt levy total. Revenue = per \$100K rate x (\$53.76B ÷ \$100,000). Rates are independent of and additive to the 1% base levy.



City	Percent of the 1% Property Tax Returned to the City
Milpitas	16.26%
Mountain View	16.07%
San Jose	13.29%
Sunnyvale	13.28%
Los Altos	11.66%
Campbell	10.51%
Morgan Hill	10.29%
Santa Clara	10.02%
Gilroy	9.70%
Palo Alto	9.42%
Los Gatos	9.42%
Cupertino	6.51%
Monte Sereno	6.35%
Los Altos Hills	6.24%
Saratoga	5.77%
Average	10.32%

City Share of the 1% Property Tax in Santa Clara County



Cupertino Is a Donor City

The County collects **\$129,277,419** from Cupertino taxpayers while Cupertino's General Fund retains only **\$46,000,000** — the County extracts **2.8x what Cupertino keeps**.

CUPERTINO RETAINS

1% Property Tax
City Share (6.51%)



Sales Tax
City Share (10.3%)



TOTAL RETAINED

\$46.0M

2.8x
COUNTY
EXTRACTS

COUNTY EXTRACTS

1% Property Tax
County Share (13.68%)



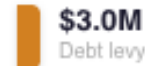
CO Retirement
Levy (Debt)



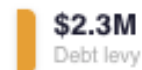
Sales Tax
County Share (27.6%)



CO Bond 2008
Hosp Facility



CO Housing
Bond 2016



TOTAL EXTRACTED

\$129.3M

Talking points

- Cupertino keeps about **\$46M**, but county and countywide agencies take about **\$129M** each year from Cupertino taxpayers – about **2.8 times** what the City retains.
- Out of Cupertino’s **\$107M+** in sales tax, only **\$11M** stays in the City; nearly **\$30M** goes to county health, social services, and public safety (including Prop 172 and realignment), and over **\$23M** goes to VTA/Caltrain.
- From the 1% property tax alone, the County’s share is more than **double** the City’s (\$73.5M vs. \$35M), plus another **\$27M+** in county debt levies tied to retirement, hospital, housing, and library systems.
- Cupertino is clearly a **donor city**: countywide services, including sheriff, jails, DA, and the health system that serve Cupertino, are financed by far more Cupertino-generated revenue than Cupertino receives back as a city.
- When the County claims Cupertino has been “subsidized,” these numbers show the opposite at the macro level: Cupertino taxpayers substantially subsidize the county’s public safety and health infrastructure.



Recap

Sports Center Data

SV Hopper Data

Santa Clara County Budget Review – Donor City

Announcements

- Big Bunny 5k last Saturday – Great turnout!
- Read *See Marcus Grow!* At Baby Storytime – read councilmember reports for other activities
- SOTC event – hope everyone enjoyed it
- Sheriff contract ad hoc committee continues to meet weekly – We are a donor city.
 - Website with FAQs coming
 - Mercury News Op-Ed came out
- Pickleball sound wall is not an adopted budget item
- Evulich project will be on 3/17 agenda
- The Blesch property will be on the 3/17 agenda – red rancher by Blue Pheasant
- Monthly meeting with Commission Chairs is 3/18
- Chamber will be hosting Holi Festival 3/28
- Cupertino City Hall will be closed 3/31 for Cesar Chavez Day
- 50+ Golf Tournament is Wednesday April 1 – Through Senior Center
- Earth and Arbor Day is Saturday April 4



Thank you!

SV Hopper Ridership & Efficiency Data:

March 2026

Mayor Moore and Staff compiled data

Program Background

SV Hopper is a microtransit partnership between the City of Cupertino and the City of Santa Clara, operated by Via, and designed to provide first/last-mile service and local mobility within the service area. The program began as an 18-month pilot funded by Cupertino and has since transitioned into a multi-year, grant-supported service with shared costs between Cupertino and Santa Clara.

The SV Hopper program began with a \$1.75 million general fund commitment from Cupertino to support an 18-month pilot. As the pilot neared completion and during the COVID period, staff sought external funding and partners to continue the service.

Through a partnership with Santa Clara, Cupertino secured multiple external funding sources:

- TIRCP Award (CalSTA):
 - 8.5 million from the Transit and Intercity Rail Capital Program (TIRCP), funding 50% of a four-year continuation of SV Hopper.
- TFCA (Transportation Fund for Clean Air):
 - 500,000 awarded for service in FY25/26 (year 3 of 4 of the TIRCP-backed program).
- Measure B Innovative Transit Funding:
 - 726,979 awarded for FY26/27 (year 4 of 4 of the TIRCP-backed program).

The non-grant portion of program costs is shared between Cupertino and Santa Clara based on the proportion of service area within each city for each operating year.

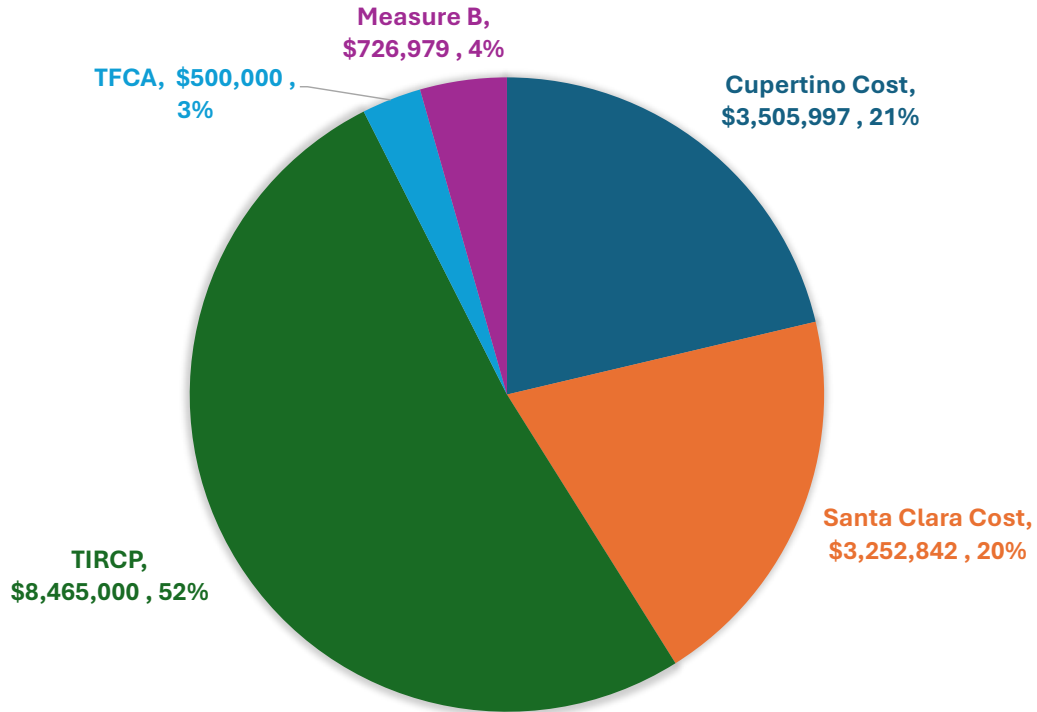
2025 Total Ridership: What was the total number of completed rides for the full 2025 calendar year?

- 103,468 passengers

Total SV Hopper Program Costs (Grant and Municipal Funds) Total SV Hopper Program Costs (Grant and Municipal Funds)

Phase	Fiscal Year	Cupertino Service Area Share	Cupertino Cost	Santa Clara Service Area Share	Santa Clara Cost	TIRCP	TFCA	Measure B	Total Program Cost
1	FY23/24	58%	2,655,941	42%	1,923,267	5,561,000	-	-	2,764,381
1	FY24/25	-	-	-	-	3,801,453	-	-	3,801,453
1	FY25/26	-	500,000	-	-	4,074,374	500,000	-	4,074,374
2	FY26/27	39%	850,056	61%	1,329,575	2,904,000	-	726,979	5,810,610
-	Total	-	3,505,997	-	3,252,842	8,465,000	500,000	726,979	16,450,819

SV HOPPER COST BREAKDOWN FY 23-27



Demographic & Fare Data

Fare Type Breakdown 2025:

- Students: 52%
- Seniors: 7%
- Low Income: 5%
- ADA: 2%

Student Impact: same 50% ridership in 2024 and 2025

Demographic Comparison Analysis

Because SV Hopper operates across both Cupertino and Santa Clara, staff do not segment ridership by assumed residency; instead, they conduct periodic rider surveys. In 2025, staff surveyed 457 riders and compared their responses to the American Community Survey (ACS 2023) for the SV Hopper service area.

Rider Demographics vs. ACS (SV Hopper Service Area) Data

Category	ACS 2023 (Service Area)	SV Hopper (N=457) 2025
Male	52%	43%
Female	48%	57%

Age Categories

Age Range	ACS 2023 (Service Area)	SV Hopper (N=457) 2025
18–24	12%	18%
25–34	24%	12%
35–44	19%	13%
45–54	15%	19%
55–64	14%	13%
65–74	9%	15%
75–84	4%	8%
85 and older	2%	3%

Based on the 2025 rider demographic survey and the corresponding American Community Survey (ACS) 2023 data for the service area, here is a comparison of the SV Hopper ridership versus the general population.

The data highlights significant trends in who is using the microtransit service compared to the general population of the service area:

- **Young Adult Over-Indexing:** The 18–24 age group accounts for 18% of SV Hopper ridership, despite making up only 12% of the general population.
- **Senior Mobility:** Adults aged 65–84 represent 23% of the ridership (15% for ages 65–74 and 8% for ages 75–84), while they only comprise 13% of the local population.
- **Gap in 25–34 Segment:** While individuals aged 25–34 make up 24% of the service area population, they represent only 12% of SV Hopper riders.
- **Gender Trends:** The service is utilized more heavily by women, who make up 57% of riders, compared to their 48% share of the general population.

This comparison indicates that the SV Hopper is particularly successful at providing mobility for groups that traditionally face transportation barriers, such as students and seniors.

Service Quality & Geographic Data

Key operating characteristics include:

- Operating cost per trip: \$31.87 (FY24–25 cost snapshot).
- Net city cost per trip after TIRCP, TFCA, and Measure B grants: \$12.72.
- Current service performance standard: response time of at most 12 minutes at the 95th percentile, with a minimum of 13 vehicles dedicated to Cupertino and Cupertino retaining approval authority over service zones.

- Reduced rates for students and seniors
- Regular rate: \$3.50, reduced rate: \$1.75.

Wait Times & Cancellations: What was the average wait time in 2025, and did the 5% cancellation rate improve or worsen?

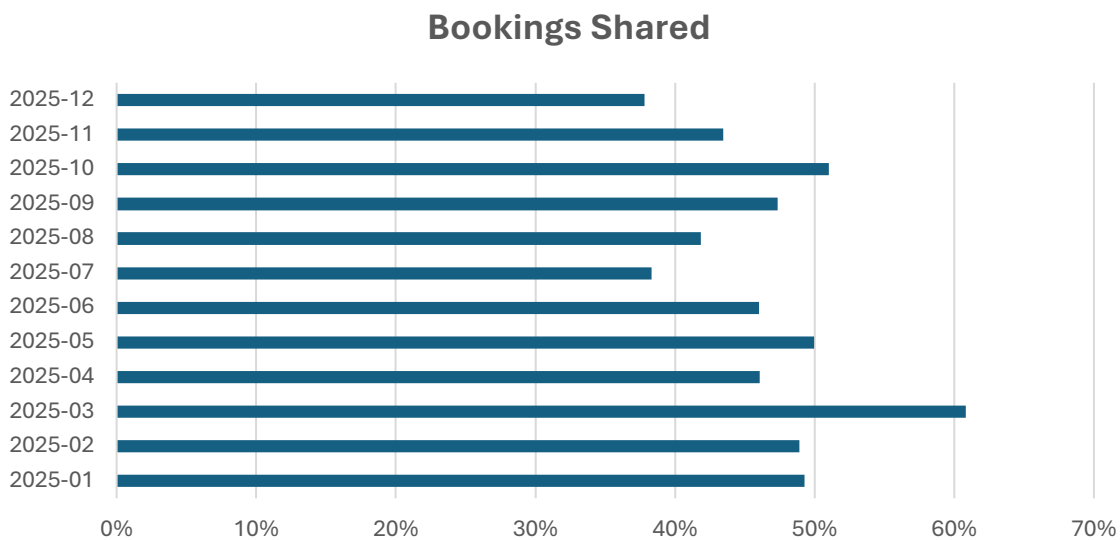
- 17.2 minutes was the average pickup ETA (average pickup ETA among all requests where a ride proposal was displayed)
- 77% ride acceptance rate (proposals accepted by riders/ proposals displayed to riders)
- The ride cancellation rate remained relatively flat at 6% (largely due to the March VTA strike, which caused a surge in booking attempts to 19,562. The average monthly booking attempts in 2025, when excluding March, was 12,885).

Utilization Rate: Average utilization rate (completed rides per vehicle hour) for 2025?

- The average utilization rate (completed rides/ net driver hours) was 2.7.
- The average productivity rate (completed rides/ vehicle revenue hours) was 3.2.

Aggregation Growth: Did the 33.5% "Shared Booking Rate" (aggregation) increase in 2025? Higher aggregation is the primary metric VTA uses to judge the efficiency of microtransit over subsidized ride-hailing.

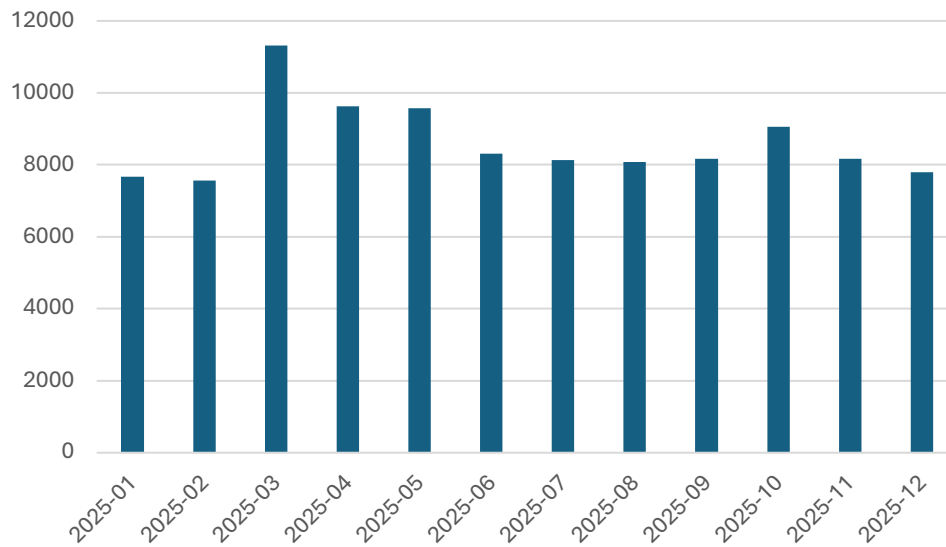
- In 2025, SV Hopper had a shared bookings rate (the share of bookings that had some boarded time shared with another booking) of 47%.



Monthly Trends: Monthly breakdown of ridership for 2025 to identify the "monthly high" and any seasonal fluctuations

- Demand fluctuates most noticeably with the school calendar and during major holiday periods, when students are out of school and many workers are not commuting regularly.

SV Hopper 2025 Completed Rides



Destination Data

Zone Distribution: for 2025

- In 2025, 62% of trips were Cupertino to Cupertino, 13% Cupertino to Santa Clara, 10% Santa Clara to Cupertino, 6% Santa Clara to Santa Clara, and then a combination of demand pairs involving Caltrain stations and El Camino Hospital.

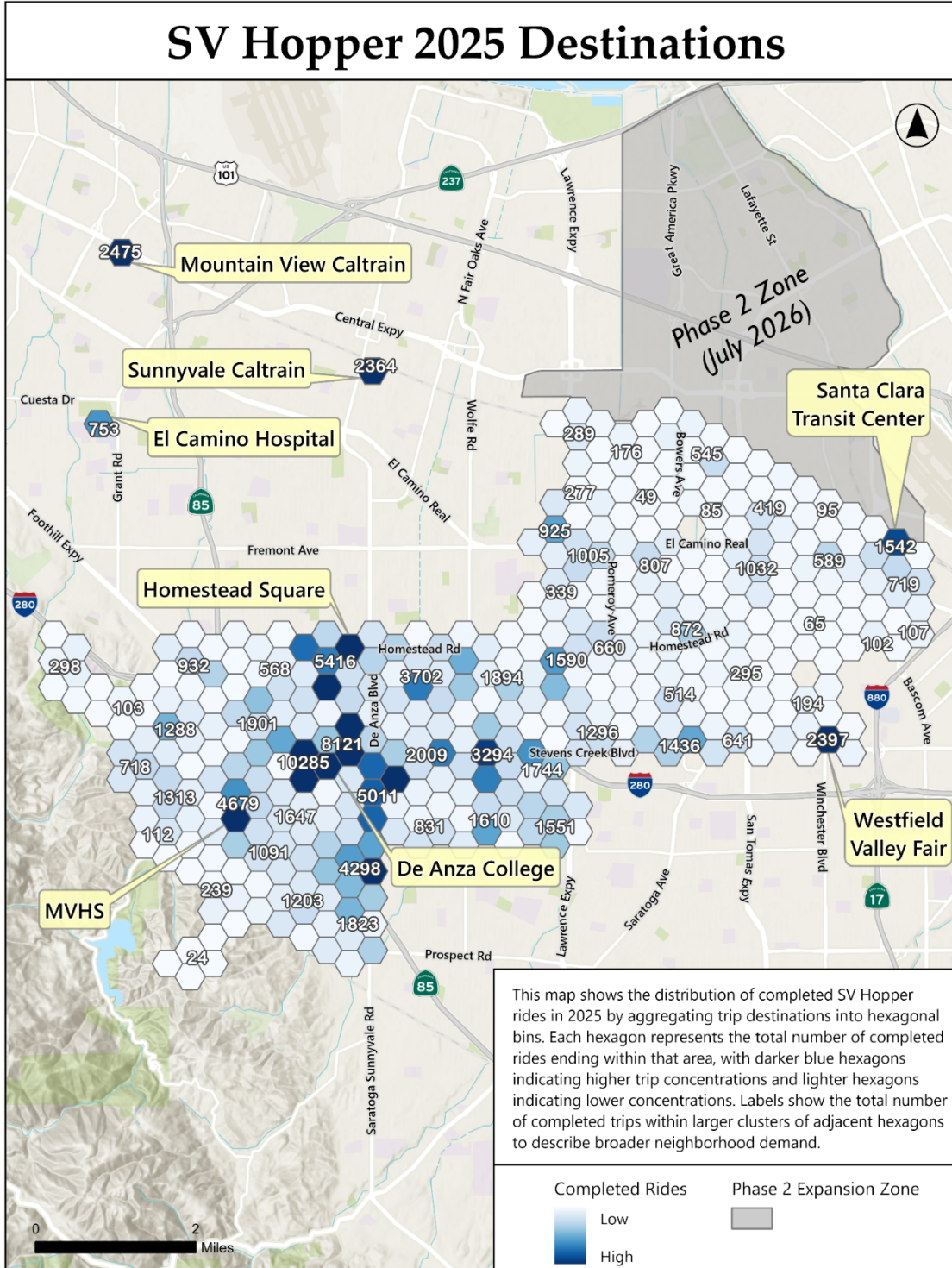
VTA Transfer Data: Identify how many SV Hopper trips started or ended at a VTA bus stop or Light Rail station. This directly addresses the PAC's interest in "First/Last Mile" connectivity rather than "Point-to-Point" competition.

- Attributing SV Hopper trips as first/last-mile connections to VTA bus service is more difficult than doing so for Caltrain. Unlike Caltrain stations, many VTA stops are located near a variety of surrounding land uses that independently generate demand, making it harder to determine whether a trip was specifically made to connect to transit. To better understand this FMLM relationship, staff surveyed 457 riders in 2025 about the purpose of their most recent SV Hopper trip. The survey asked, "Did this trip [most recent] link to or from public transit (e.g., bus, rail, etc.)?" and found that 31% of respondents used SV Hopper to connect to or from public transit: 16% connected to transit, 6% connected from transit, and 9% connected both to and from transit.
- When asked a general question about FMLM, "What public transit operator did you link to/from?" respondents stated that when connecting to public transit, 73% connected with Caltrain, 18% with VTA bus, and 9% with ACE, Amtrak, VTA light rail, or the Mountain View Community Shuttle Connector. When connecting from public transit, 68% of riders link from Caltrain, 23% from VTA Bus, and 9% other operators.

Top Destinations:

- 1) De Anza College
- 2) Caltrain Stations
- 3) Monta Vista High School
- 4) Westfield Valley Fair
- 5) Cupertino Library

2025 Heat Map:



Regional Microtransit Landscape

Within VTA's service area, several cities are already operating or planning microtransit services:

- Sunnyvale – Via (Peery Park microtransit, operating) expanding to entire city.
- Palo Alto – RideCircuit (electric shuttle).
- Gilroy – Pilot effort under VTA PAC guidance (operator TBD).
- Morgan Hill – Starting microtransit pilot (operator TBD).
- East San Jose – Microtransit operating as part of VTA's Transportation Demand Management efforts.
- Mountain View – City-operated fixed-loop shuttles (not point-to-point microtransit but functionally similar for local access).