

CC - 05-05-2026

#1

Study Session: SV Hopper
Update

Presentation



Silicon Valley Hopper

Program Overview

Matthew Schroeder, Senior Transportation Planner



About the Program



The service began as an 18-month pilot program that went live in October 2019.

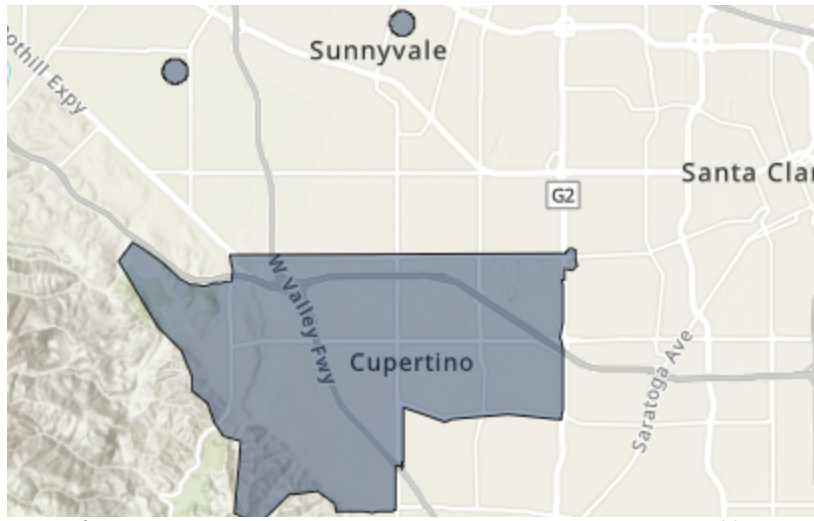
Originally known as Via-Cupertino, the service is now branded as SV Hopper.

2019 Via-Cupertino Pilot Program

Service Area

- City of Cupertino
- El Camino Hospital
- Sunnyvale Caltrain Station

Based on results from a 2018 planning effort initiated by Council.



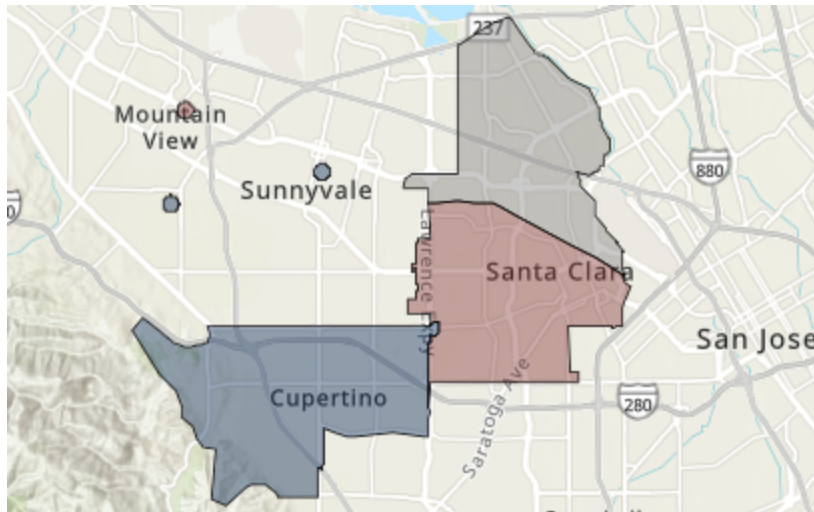
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SV Hopper & Santa Clara Expansion

Santa Clara service launched on November 20, 2023.

The City of Santa Clara expansion will occur in two phases over four years.

- Phase I: Years 1-3
- Phase 2: Year 4



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Vehicle Information

Zero-Emission Vehicle Fleet

- 10 all-electric Kia Niro vehicles
 - All Niros are equipped with bike racks to accommodate up to 2 bikes
- 3 all-electric wheelchair-accessible Ford eTransit vehicles



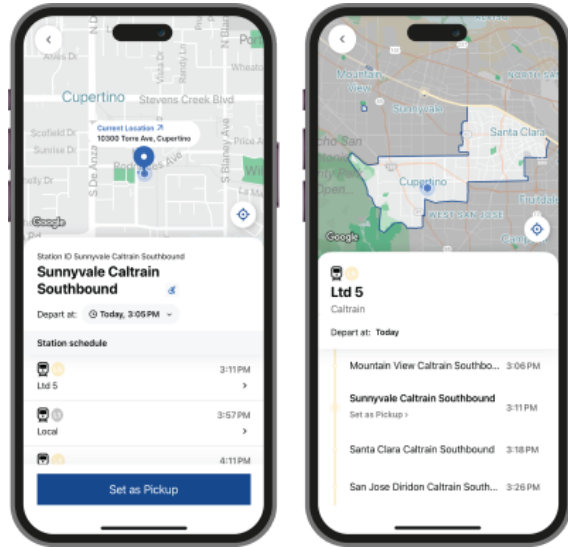
Vehicle Information



In-App Information

The app also includes General Transit Feed Specification (GTFS) integration to allow for multimodal trip planning to Caltrain.

To improve ease of use and support regional connectivity, SV Hopper is actively working to enable Clipper card payments to integrate payment methods when connecting with Bay Area transit.



Current Service Area



Earthstar Geographics

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Service Details

Fares

\$3.50 standard rate
\$1.75 discounted rate (students, seniors, low-income, and people with disabilities)
\$1 for each additional rider

Operating Hours

7 AM to 7 PM: Monday through Friday
9 AM to 5 PM: Saturday
No Sunday service

Rules

Students ages 13 to 17 need parental consent to ride alone.

Wheelchair-accessible vehicles (WAVs) are available, and individuals with disabilities will receive door-to-door service.

Over-the-phone bookings are available through a dispatcher.

How Does it Work?

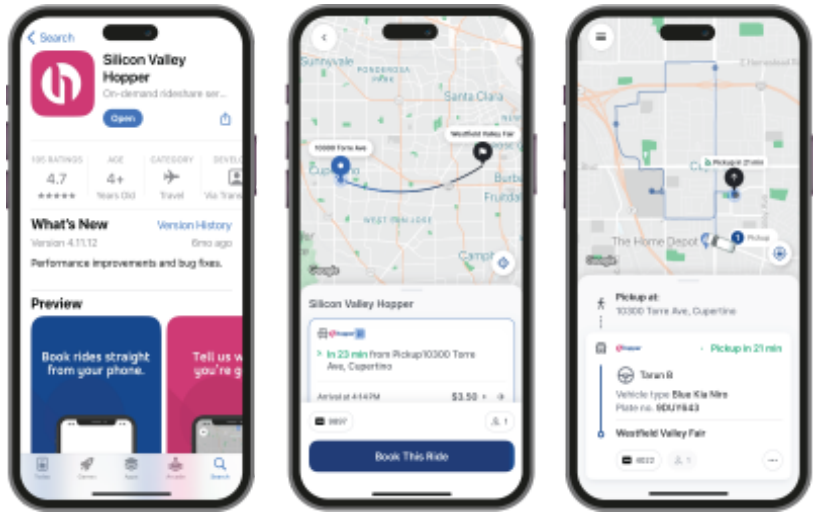
Unlike Uber and Lyft, which are door-to-door TNCs, Via is an on-demand corner-to-corner rideshare service.

This approach allows for improved efficiency and predictable system performance.



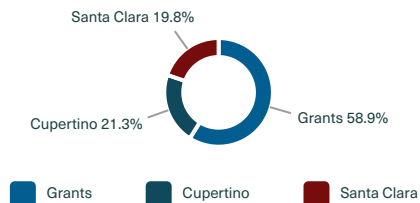
How to Ride

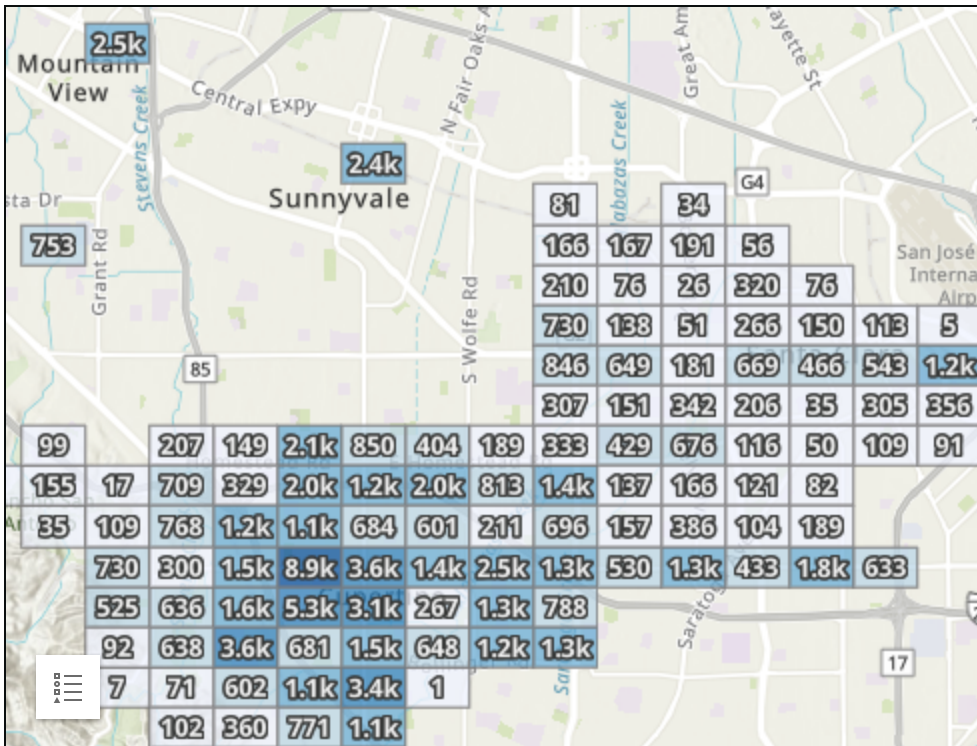
1. Download the app from the App Store and create an account.
2. Input your destination and book your ride.
3. Meet your driver.



Program Funding

- In 2022, the City was awarded **\$8.5M** in Transit and Intercity Rail Capital Program (TIRCP) Cycle 5 funding to expand service into Santa Clara and improve access to passenger rail transit. This award funds half the program through June 2027.
- Received **\$500,000** in TFCA funding.
- Received **\$727,000** in Measure B Innovative Transit Program funding.
- Received **\$1.2M** in Community Project Funding from the Office of Congressman Ro Khanna.
- The cities split the remaining program costs balance based on service area.



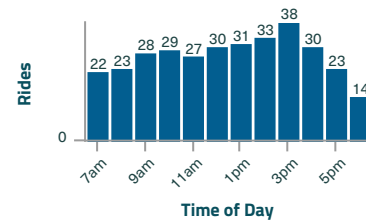
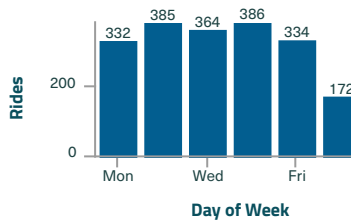


Rides Since July 2023

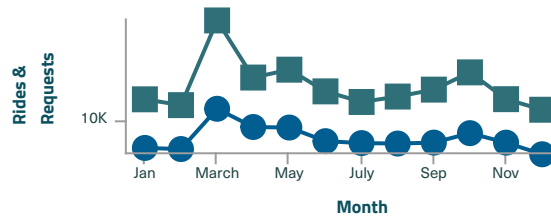
County of Santa Clara | California State Parks | Esri | TomTom | Gar... Powered by Esri

2025 Completed Rides by Month, Day, and Hour

 **103,468**
Completed Rides

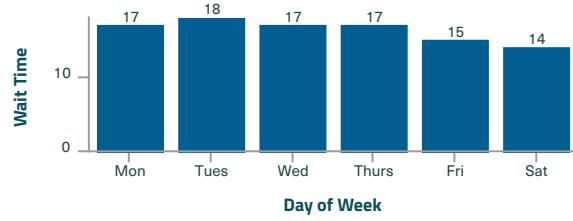
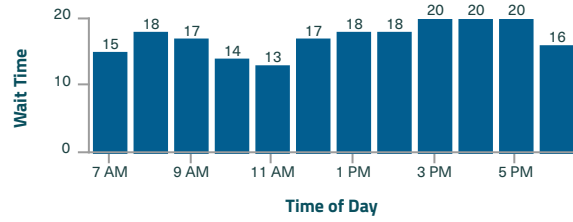


- Daily average ride requests - (511, ~1/minute on weekdays)
- Daily average met demand (476) - 93%
- Daily average completed rides (327) - 63%
- Daily average unaccepted proposals (107) - 21%
- Daily average seat unavailable (36) - 7%
- Daily average cancellations (31) - 6%
- Daily average no show (10) - 2%



2025 Wait Times by Hour and Day of Week

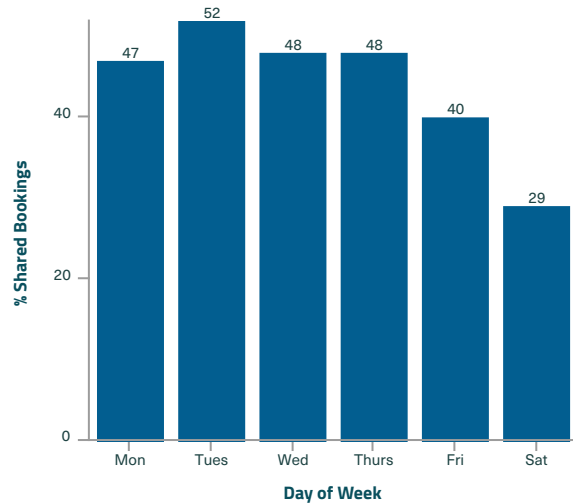
- Wait times vary throughout the day and coincide with peak demand periods.
- Average pickup ETA is 17 minutes.
 - Average pickup ETA among all requests where a ride proposal was displayed.



2025 Shared Bookings

SV Hopper is a Rideshare Service

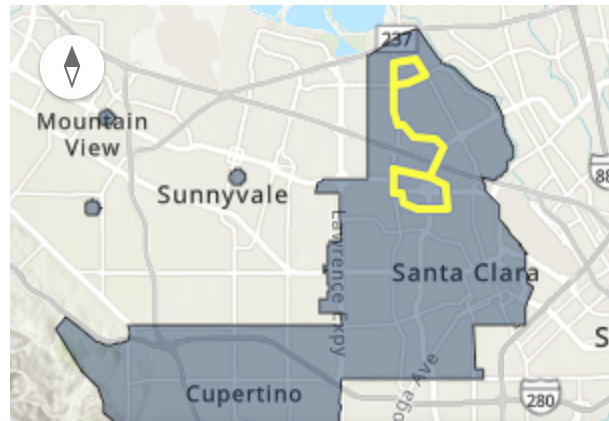
This share of bookings that had some boarded time shared with another booking. 47% of SV Hopper trips are shared rides.



Recommended Funding Approach

Apply for TIRCP Cycle 8

- City of Cupertino + City of Santa Clara
 - Continued funding for the complete service area.
 - Greater opportunities to potentially leverage employer contributions for future service.
 - Provides funding to bridge the gap until Sunnyvale can potentially become a partner.
- Altamont Corridor Express (ACE)
 - Improving shuttle service on Grey and Yellow routes
 - Due to limited grant funding programs to sustain ongoing operations, staff must consider unique partnerships and technologies to enhance competitiveness.



▼ 1 of 2

Recommended Action

TIRCP Cycle 8

- Provide direction authorizing staff to pursue future grant funding opportunities for SV Hopper, including TIRCP Cycle 8 and any other funding opportunities that may become available.

Next Steps

- Launch expanded service into North Santa Clara starting July 1, 2026.
- Return to Council in winter '26/'27 to provide an update on grants and an expansion summary.



Questions?



CC - 05-05-2026

#19

Municipal Code
Updates

Presentation

Municipal Code Amendments: State, Federal & Administrative Updates

Cupertino City Council

May 5, 2026



CUPERTINO



Background

- Annual code cleanup addressing minor errors and outdated Municipal Code provisions
- Routine updates for clarity and alignment with state and federal law
- Intended to support improved City business administration through administrative updates

Summary of Code Revisions

- Update Special Meeting notice language to align with written notice requirements and remove outdated delivery method references (e.g., telegram)
- Align Public Works definitions with state law (AB 2192) by updating “public works project” definition
- Clarify Business License appeal procedures, including filing deadlines and hearing timelines

Summary of Code Revisions

- Update BINGO prize limits to conform to state law maximum of \$500 per game
- Add definition of “stationary mobile equipment” and remove outdated sales restriction in Abandoned Vehicles chapter
- Update regulations terminology (e.g., “wildlife”) and clarifying advertising and sales restrictions



Summary of Code Revisions

- Update Flood Damage Prevention chapter to reflect current FEMA Flood Insurance Study and manufactured home standards

Recommended Action:

Introduce and conduct the first reading of Ordinance No. 26-___: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CUPERTINO AMENDING MUNICIPAL CODE SECTIONS 2.04.020, 3.23.020, 5.04.480, 5.32.130, 11.28.010, 11.28.050, 13.04.130, 13.04.180, 16.52.011, AND 16.52.053.