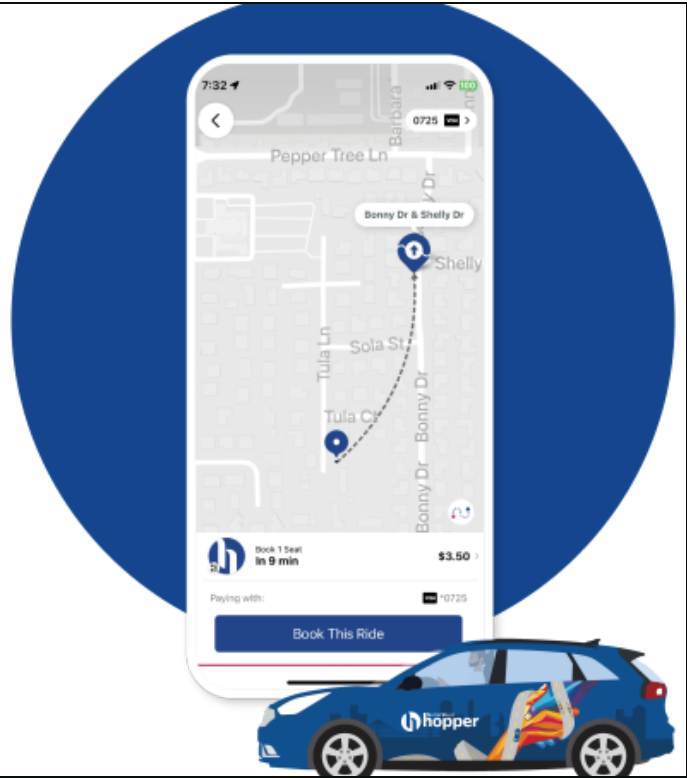




## Silicon Valley (SV) Hopper

Program Overview

City of Cupertino - Transportation Division



## About the Program

Service began with a pilot program, which went live in October 2019.

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

SV Hopper is operated by the transportation services company Via.



## 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.



Earthstar Geo...

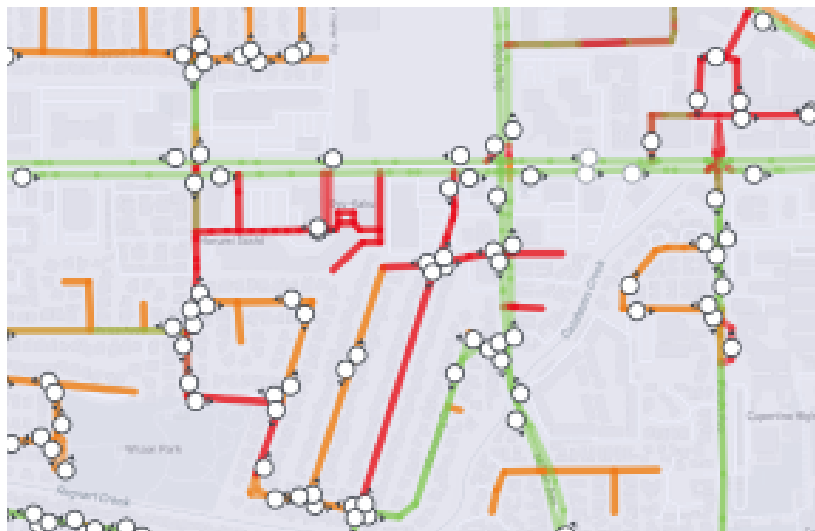
5 mi

Powered by Esri

### How Does it Work?

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

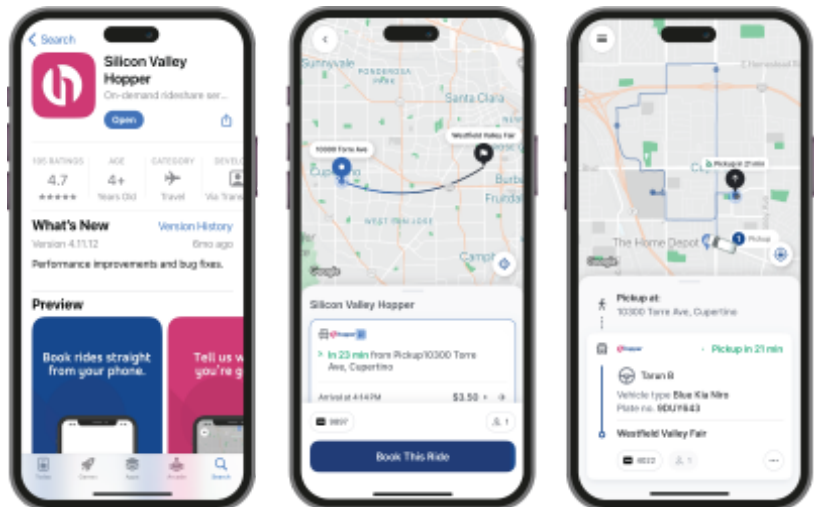
This approach allows for improved efficiency and predictable system performance.



## How to Ride

Download the app from the app store and create an account.

Once registered, book your ride by selecting your destination, then walk to the designated pick-up point indicated on the app to meet your driver.



## Service Details

### Fares

\$3.50 standard rate  
 \$1.75 discounted rate  
 \$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.

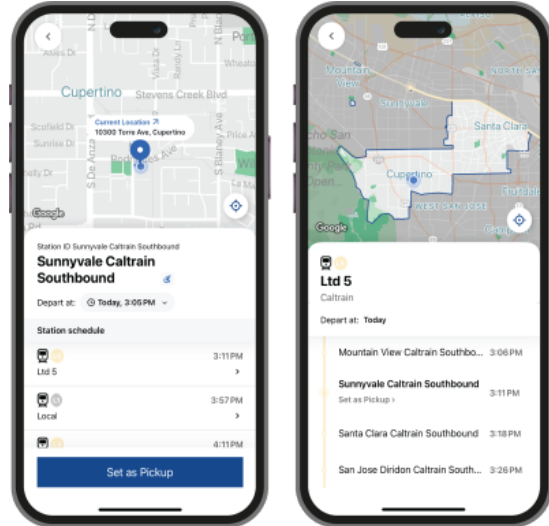
Wheelchair-accessible vehicles (WAVs) are available, and individuals with disabilities will receive door-to-door service.

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

## In-App Information

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

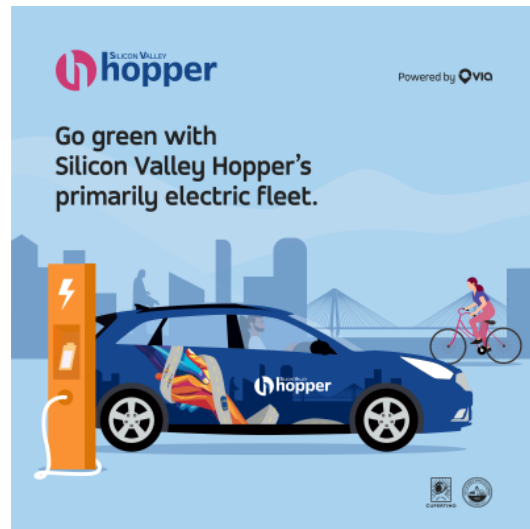
To improve ease of use and support regional connectivity, SV Hopper will enable Clipper card payments following MTC's expected release of Clipper 2.0 in winter 2024.



## Vehicle Information

### Zero-Emission Vehicle Fleet

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



## Vehicle Information

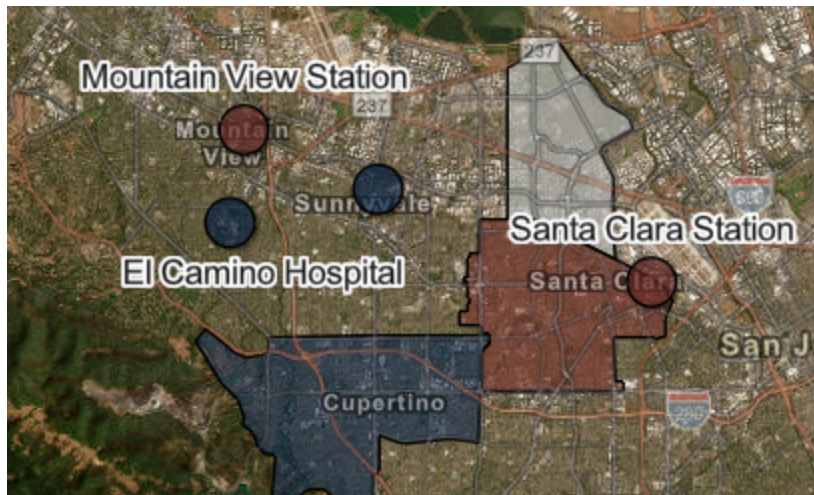


## Phased Expansion

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



Earthstar Geo...

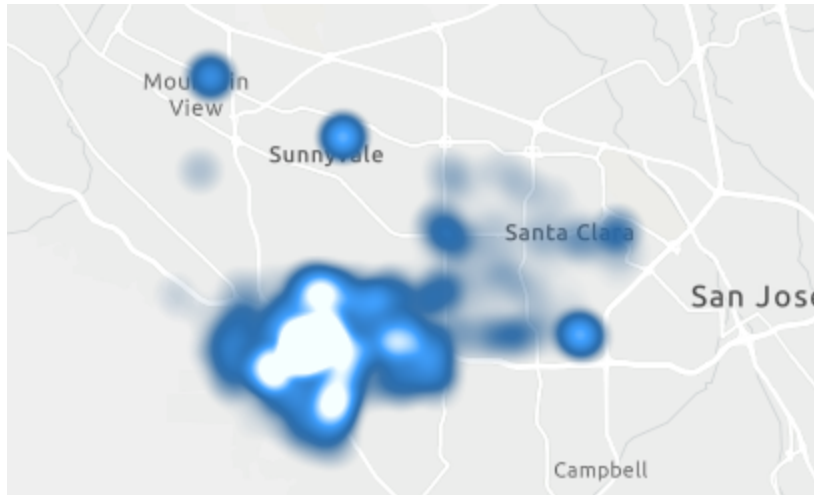
5 mi

Powered by Esri

## Popular Destinations Since Expansion

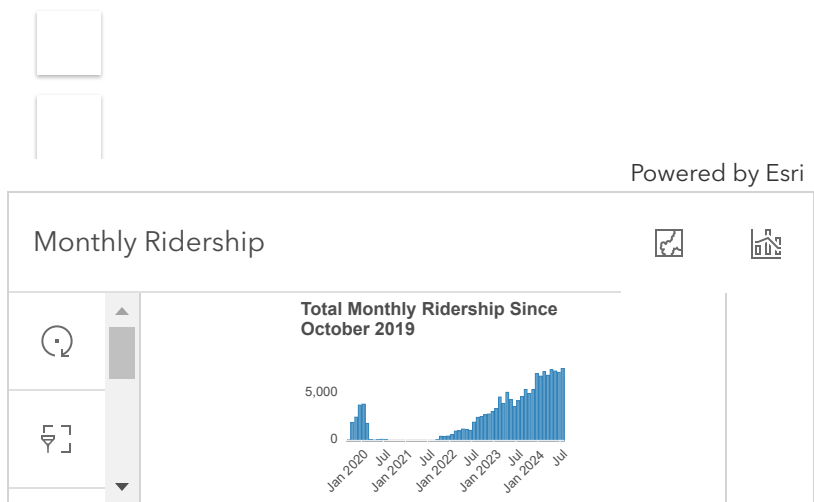
### Top Destinations

1. De Anza College
2. Caltrain Stations
3. Monta Vista High School
4. Bottegas Cupertino
5. Cupertino City Center
6. Valley Fair Shopping Center



## Ridership Trends

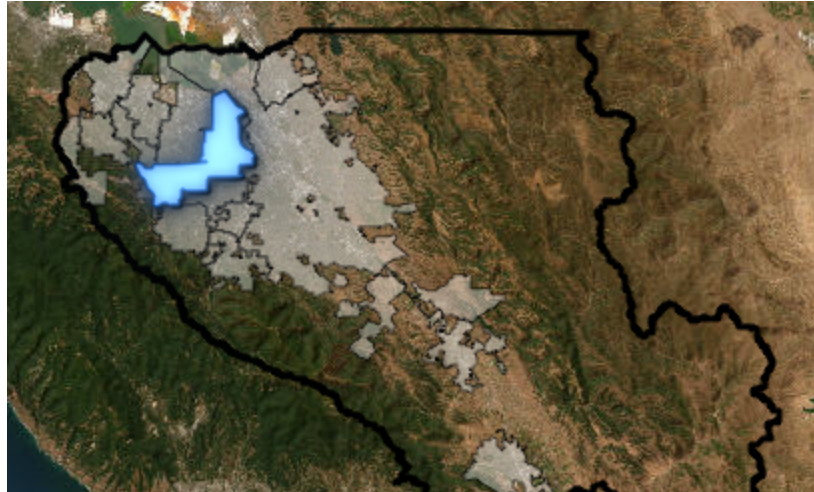
- Over **150,000** riders served
- Steady growth
- High school students and commuters are the primary users of the service, decreasing ridership during school breaks and holidays.



## Completed Expansion

### 2026 Service Area

- All of Cupertino
- All of Santa Clara
- 3 Colleges
- Levi's Stadium
- Amtrak, Caltrain, and VTA Light Rail
- 27 sq mi



Earthstar Geo... 20 mi | Powered by Esri

# Questions?

