

For Board Meeting of: July 16, 2026

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD

TO: CHAIR, VICE CHAIR, AND BOARD MEMBERS
FROM: ALEXANDER OCEGUERA, ACTIVE TRANSPORTATION
PLANNER
SUBJECT: REDWOOD BIKESHARE UPDATE

AGENDA ACTION: NO ACTION

RECOMMENDATION

This item is provided for the Board's information and no action will be taken.

EXECUTIVE SUMMARY

Redwood Bikeshare has operated in Santa Rosa since March 2025 and has continued to increase in popularity and use Citywide.

GOAL

The Redwood Bikeshare program supports two City Council Goals:

Goal #2 – Invest in the Development and Maintenance of the City's Infrastructure.

Goal #4 – Foster a Safe, Healthy, and Inclusive Community.

BACKGROUND

Redwood Bikeshare is a joint Sonoma and Marin program that is funded through a grant from the Metropolitan Transportation Commission's (MTC) Bike Share Capital Program for \$826,000. The program is administered by the Sonoma County Transportation and Climate Authorities (SCTCA) and the Transportation Authority of Marin (TAM). The SCTCA and TAM original grant proposal to MTC envisioned a regional bike share system focused around Sonoma Marin Area Rail Transit (SMART) stations in Sonoma and Marin counties. There was a prior contract with Bolt Mobility that was terminated when the company ceased operations in 2022. SCTCA, TAM, MTC, SMART, Golden Gate Bridge Highway and Transportation District, Santa Rosa, Rohnert Park, Cotati, Petaluma, Novato, San Rafael, and Larkspur participated in the program development for a system with 300 electric bicycles along the current SMART Corridor.

REDWOOD BIKESHARE UPDATE

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SCTCA and TAM released a second request for proposals (RFP) to secure a new program operator in June of 2023. Proposals were received in August 2023. A panel made up of staff from SCTCA, TAM, MTC, Santa Rosa, and San Rafael reviewed and scored proposals. The panel interviewed two firms in October 2023. The RFP panel selected Drop Mobility as the top ranked operator.

Drop Mobility has established a program operating team, warehousing facilities, and call center. A service area and parking hub plan have been worked on through stakeholder engagement meetings and meetings with staff for the different local municipalities. There is an Equity Priority Community (EPC) requirement to the program to encourage a portion of the hub locations being in EPC's.

ANALYSIS

In March of 2025, Redwood Bikeshare was launched in Santa Rosa. At the time, 38 e-bikes were made available to residents with 8 hub locations. Many more hubs are planned to roll out in the coming months, in partnership with City of Santa Rosa planning and transportation staff.

Redwood Bikeshare has been working with City staff and stakeholders to add drop-zones to the system. Dropzones are places where riders can end their trip and park the bike but are not official hubs. Since meeting with the Bicycle and Pedestrian Advisory Board in July 2025, 60+ dropzones and hubs and 30+ bikes have been added to the network.

Redwood Bikeshare staff rebalances any bike at a dropzone back to a hub after 24 hours, so bikes will not be left in a "backwater", but the bikes will be available to ride from these locations once parked. Currently Santa Rosa has 38 dropzone locations.

The location of all hubs and dropzones can be viewed online here:

<https://www.google.com/maps/d/u/0/viewer?mid=1EaQ3E4OXOIMCybPsQpS0QVCVY7HFQLw&ll=38.44445501640271%2C-122.71220217254081&z=13>

In order to add more hub locations, Drop Mobility is looking for sponsors to fund future hub sites.

The current 2-year pilot period for Redwood Bikeshare will end mid-October 2026. SCTCA, TAM and Redwood Bikeshare are working in partnership to identify additional public funds which will continue existing operations beyond this date. Conversations with several public entities are currently ongoing.

FISCAL IMPACT

This is an informational item and it does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This is not a project.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

None.

PRESENTER(S)

Marc Azevedo, Operations Manager at Redwood Bikeshare