

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
July 17, 2025

SUBJECT

Redwood Bikeshare Update

ISSUE

Staff from Drop Mobility will present an update on the Redwood Bikeshare program.

STAFF PRESENTER

Alexander Ocegüera,
Active Transportation Planner

RECOMMENDATION

This is an informational item. Drop Mobility is looking for input from the Board to add dropzone locations in Santa Rosa as well as looking for leads on sponsors to add more hub locations.

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.

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 the 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 eight (8) hub locations. Four (4) more hubs

are planned to roll out in the coming months with 20 new Redwood Bikeshare bikes being added to the system.

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. 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 four (4) dropzone locations.

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

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ATTACHMENTS

Attachment 1: Map of Redwood Bikeshare Hub and Dropzone Locations