

Redwood Bikeshare

2024 - 2025

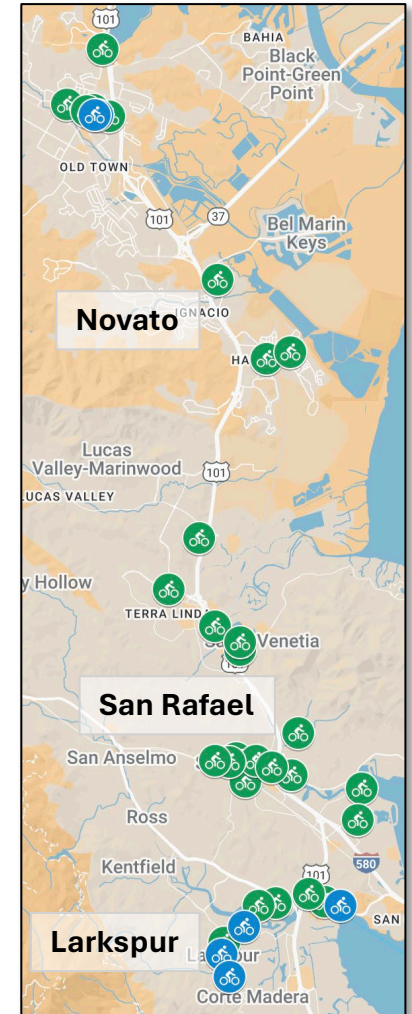
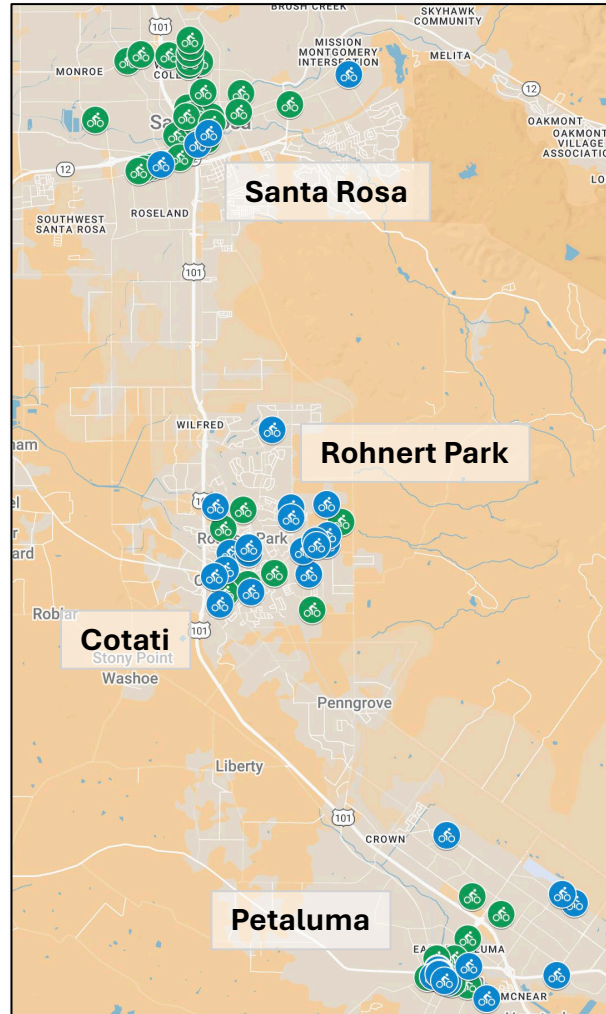
Overview

Launched in October 2024 across 5 cities; remaining cities operational by March 2025.

300 bikes and 56 Hubs now in daily use, with each county receiving half of the total fleet.

Further development of each city's network is underway with 77 additional Dropzones created, and many others planned.

Serving as first/last mile connection for SMART, shopping, and employment destinations.



From Launch to Momentum

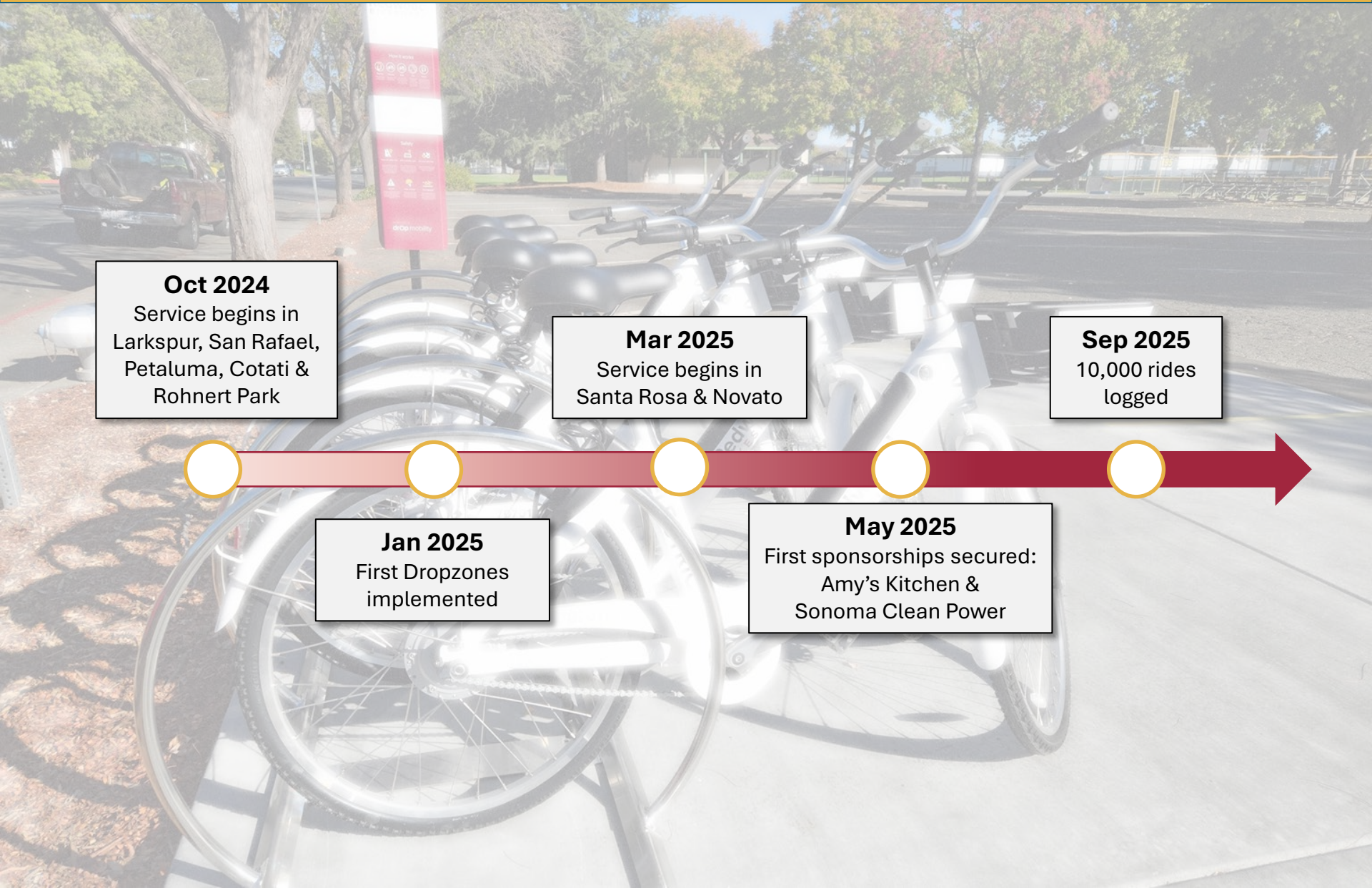
Oct 2024
Service begins in
Larkspur, San Rafael,
Petaluma, Cotati &
Rohnert Park

Mar 2025
Service begins in
Santa Rosa & Novato

Sep 2025
10,000 rides
logged

Jan 2025
First Dropzones
implemented

May 2025
First sponsorships secured:
Amy's Kitchen &
Sonoma Clean Power

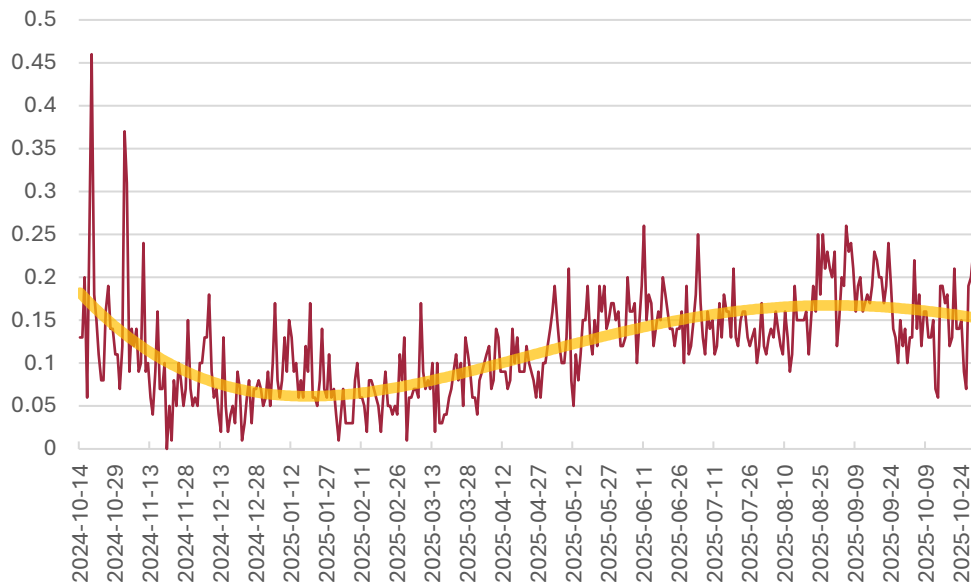


Ridership Highlights

Fleet utilization has climbed consistently through the summer, with a noticeable spike in early fall.

The expected drop in usage is milder than last year at this time.

Utilization of Deployed Bikes



11,500+

Total Trips



3,000

Total Unique
Riders

16 mins

Avg trip duration

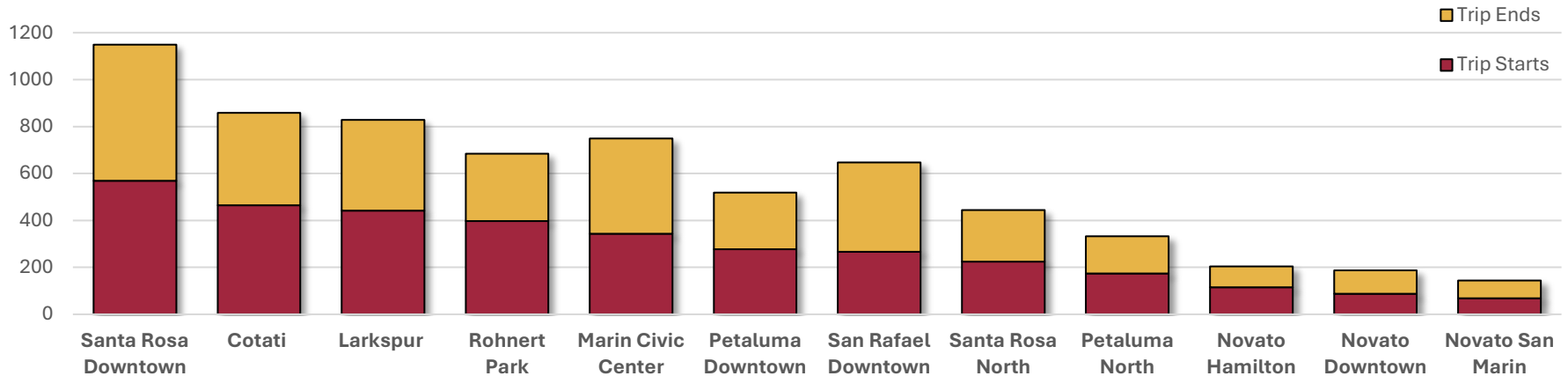


2.1 miles

Avg trip length

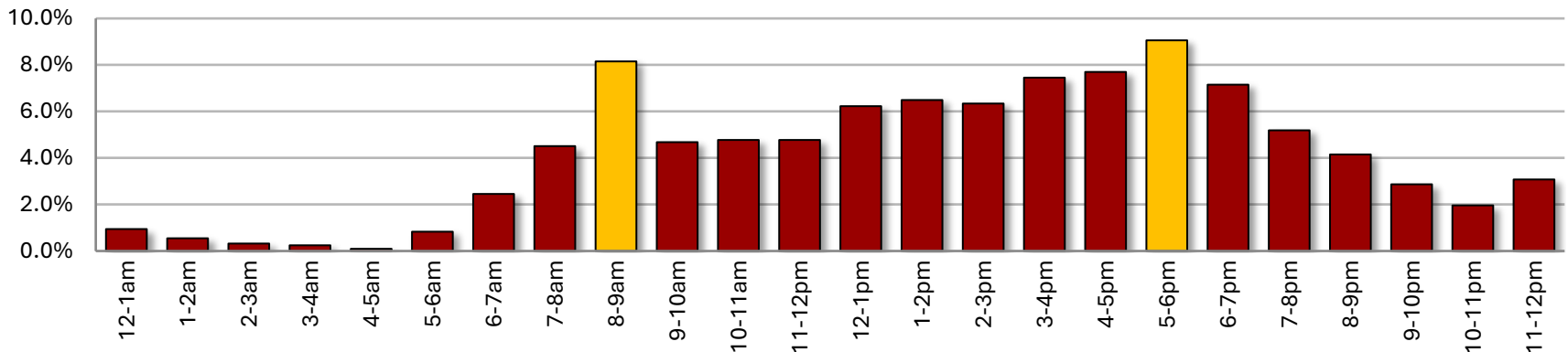
Hub Utilization & Time of Day

Trip Starts & Ends - SMART Stations



More than 60% of total trips are to / from SMART Stations.

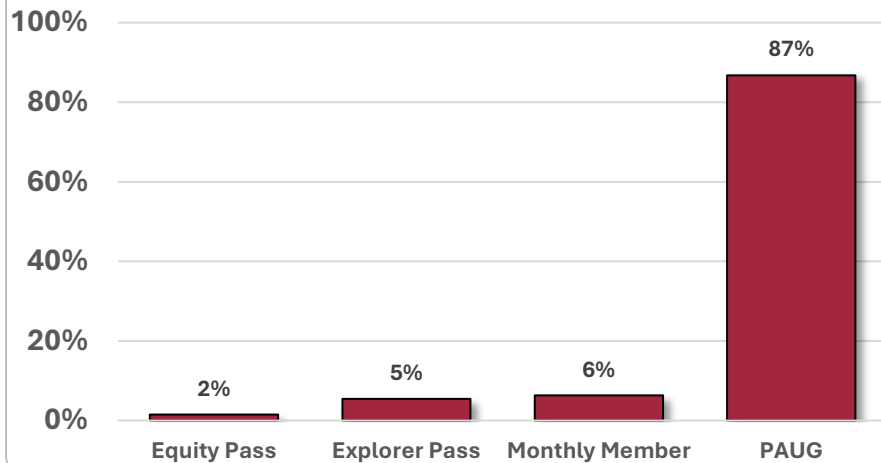
Trip % by Time of Day



Commute-hour peaks suggest our e-bikes are becoming a practical transportation option.

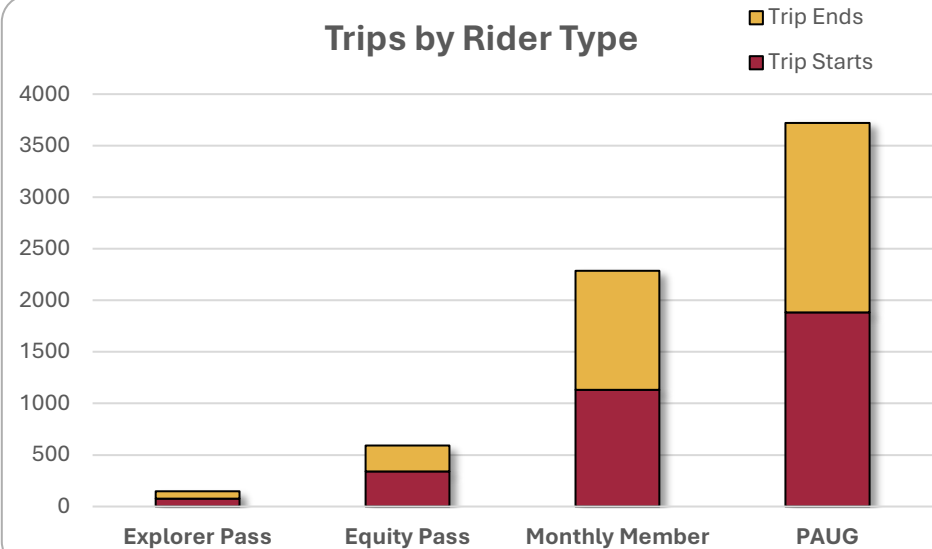
User Patterns

Unique Users



Pay-as-you-go users far outnumber other riders and help drive revenue.

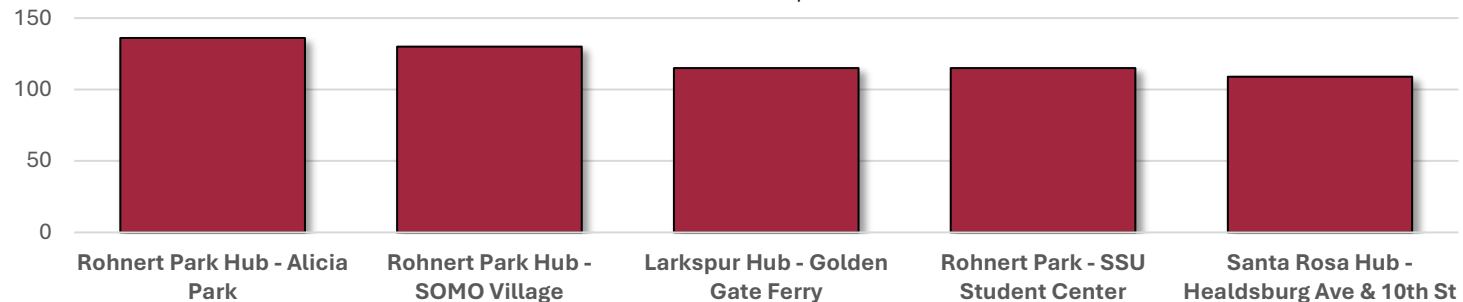
Trips by Rider Type



Equity and Monthly members account for over 40% of rides to / from SMART stations; the most consistent riders average 2-4 trips per week.

Top 5 Destinations from SMART Stations

Non-Round Trips



Partnerships

Network Expansion

77 Dropzones activated through strong city partnerships

System Sponsors

Amy's Kitchen:
Sponsorship of 30 bikes + 1 hub

Sonoma Clean Power:
1 hub sponsorship

City of Santa Rosa:
1 Year bulk membership
for all city employees



Challenges & Learnings

Challenges

- Public outreach & engagement: Events and Social Media
- Sponsorship & Pass-through Funding
- Member retention

Lessons learned

- Accessibility and visibility drive ridership. When hubs are nearby, people ride.
- In-person outreach efforts are crucial to introducing the public to bikeshare; events are good, but rides are better.

Looking Ahead

Strategies for 2026:

- Continue network expansion
- Deepen community engagement
- Monthly RWBS Newsletter
- Strengthen partnerships with key businesses in each county

Redwood
BIKESHARE

Thank you, Redwood riders

If you've been wanting to hop back on a bike, **now is your chance!**

For the entire month of November, we are running a special discount on our signature monthly membership.

We've had such a wonderful 2025 season so far, and we want to thank you for making this community so special.



Use code REDWOODTHANKS

To redeem a \$10 monthly membership, which includes 45 minutes of ride time per day.



Closing

Thank you for helping us move the North Bay forward!

Questions + Discussion

