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November 19, 2025

Sonoma- Marin Area Rail Transit Board of Directors
5401 Old Redwood Highway, Suite 200
Petaluma, CA 94954

SUBJECT: Redwood Bikeshare Update

Dear Board Members:

RECOMMENDATIONS:

Receive the Redwood Bikeshare Update

BACKGROUND:

In August 2018, the Metropolitan Transportation Commission (MTC) awarded Sonoma County Transportation Authority (SCTA) and Transportation Authority of Marin (TAM) an \$826,000 Bike Share Capital Program grant for the Marin-Sonoma Bike Share Program along the SMART corridor. The goals of the program include addressing the first/last mile connections for SMART riders, reducing greenhouse gas emissions, and supporting public health benefits through active transportation.

Participating jurisdictions include the Cities of Larkspur, San Rafael, Novato, Petaluma, Cotati, Rohnert Park, Santa Rosa, the Golden Gate Bridge Highway and Transportation District, and SMART. Following an unsuccessful contracting process with a bikeshare operator that ceased operations, SCTA initiated a new procurement process in June 2023 with a revised Request for Proposals. Four proposals were received in August 2023 and evaluated by a selection panel, which unanimously recommended Drop Mobility as the top ranked firm.

After a comprehensive planning and permitting process, during which each participating agency confirmed its involvement through local approvals and site permits, the new Redwood Bikeshare system officially launched in November 2024. Bikeshare stations are located at every SMART station except Sonoma County Airport and Windsor, as well as over 75 additional sites including city centers, campuses, and transit hubs. Bikeshare stations consist of either dedicated Redwood Bikeshare bike racks with informational signage or shared standard city bike racks.

At full deployment, the system includes approximately 275 electric bicycles. Bikes are available on-demand via the Redwood Bikeshare app with pay-as-you-go pricing. The program also offers daily and monthly passes, along with a discounted fare option for low-income riders. The pilot program is scheduled to operate for two years, with the potential for extension pending additional funding.

Now that the program has been in operation for one year, Redwood Bikeshare staff will present usage data related to overall system performance and utilization

by SMART riders.

FISCAL IMPACT:

This is an informational item and has no fiscal impact.

REVIEWED BY: ☒ Finance /S/ ☐ Counsel /S/

Sincerely,

/S/
Emily Betts,
Planning Manager