



City of Sedona  
Transit Advisory Committee

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**MEETING OF THE SEDONA TRANSIT ADVISORY  
COMMITTEE (STAC)**

**MEETING MINUTES  
JULY 20, 2022**

**Present:** Kent Ellsworth                      Verde Valley Care Givers  
Tara Golden                                      Citizen of Sedona  
David K. O'Donnell                              Citizen of Sedona  
Lars Romig                                        Verde Valley Cyclist Coalition  
Steve Segner                                      Sedona Lodging Council  
Mark TenBroek                                    Citizen of Sedona

**Absent:**

**City Staff:** Robert Weber                      Transit Administrator

**Public:** None

**Guests:** Bruce Morrow                      MV Transportation Inc.  
Tod Morris                                        NACOG

*An apology is made for any misspelling of a name.*

## 1. CALL TO ORDER

### 1.1 Roll Call:

Robert Weber called the meeting to order at 10:02 a.m. Roll call was conducted via ZOOM teleconference, and a quorum was established.

### 1.2 Introduction of Members and Guests:

Committee members and guests introduced themselves and their affiliations, provided information on their interest in participating in this committee, and the desired outcome of this body's efforts.

## 2. PUBLIC FORUM:

There were no public comments or members of the public present.

## 3. APPROVAL OF MINUTES FROM PREVIOUS MEETINGS:

No previous minutes – this is the first meeting of this body.

## 4. REGULAR BUSINESS:

### 4.1 Election of Transit Advisory Committee Officers:

#### 4.1.1.Chair:

Following nomination by several committee members, Kent Ellsworth was elected to Chair the committee by unanimous vote. *Note: Chairman Ellsworth assumed control of the meeting immediately following the election.*

#### 4.1.2 Vice Chair:

Upon nomination by a fellow committee member, Steve Segner was elected as Vice Chair (5 to 1 vote).

### 4.2 Review Transit Advisory Committee bylaws:

No changes to the bylaws was recommend by the committee at this time.

### 4.3 Determine future committee meeting schedule:

The committee unanimously decided that it shall meet monthly and shall set the following meeting date / time at its regularly scheduled meetings The next meeting shall be **Wednesday August 24, 2022, at 10:00 a.m. MST**

#### 4.4 Review proposed Microtransit Fare Structure:

1. a) By unanimous vote, the STAC did not support option A for the Multi Ride Pass. *The group felt that this lower discounted pass (only 10 rides for \$50) may not provide enough incentive for some residents to use the service.*
- b) 50% (3) of the STAC members were in favor of the passenger and discount fares as proposed, and Option B for the Multi Ride Pass. *Those in favor of this model felt the discounted price for this pass to be reasonable given the number of trips provided.*
- c) 50% (3) of the STAC members were not in favor of charging any fare on the MicroTransit service for a period of six months and reevaluate the service at that time to determine what if any passenger fares will be charged. *Those in favor of this approach felt that if the ultimate objective is to incentivize residents and visitors to park their cars and use the service, then the city should consider offering it free of charge – at lease to start*

Staff shall include the committee's recommendations in its Agenda Bill discussing Microtransit fares, which is scheduled to go before the Sedona City Council on October 24, 2022.

#### 5. REPORTS & INFORMATION ITEMS:

##### 5.1. MV Transportation Inc service update (Bruce Morrow GM Division 536)

Bruce Morrow, General Manager of MV Transportation Inc, reported that; a) staffing remains sufficient to operate the service and his staff liked what they are doing. b) Ridership has slowed with the summer heat; however, the system boarded its 100,000th passenger on July 9th. c) Line 11 Dry Creek Vista / Mescal productivity continues to struggle.

##### 5.2. Public Transit Overview (Robert Weber – Transit Administrator – City of Sedona)

At the Chair's request this item was moved to the next meeting's agenda due to time constraints.

#### 6. FUTURE AGENDA ITEMS:

The committee requested that the following agenda items be added to the agenda for the next meeting:

##### Regular Business:

- a) Transit marketing update and discussion
- b) Route 11 Dry Creek Vista/ Mescal productivity

##### Reports & Information Items:

- a) TH Shuttle Ridership Analysis (*Committee Member TenBroek requested staff to provide raw ridership data on the TH Shuttle system between March 24, 2022, and July 31, 2022, so that he can report his findings to the committee*)

## 7. ADJOURN:

With no further business to discuss, Chair Ellsworth adjourned the meeting at 11:41 a.m.

**NEXT MEETING DATE: WEDS AUGUST 24, 2022**  
**NEXT MEETING TIME: 10:00 A.M.**  
**VENUE: ZOOM**

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If information is needed in another language, contact (928) 203-5199. \*Para información en Español llame: Victor Estrada, Right-of-Way Specialist, (928) 204-7800.

Public comments may be submitted for any item on the agenda by contacting the city of Sedona: Mail: Attn: Transit Administrator, 102 Roadrunner Dr., Sedona AZ, 86336 Website: [https://SedonaShuttle.com/ FAQ & More/ Contact-Us/](https://SedonaShuttle.com/FAQ%20%26%20More/Contact-Us/) • Email: [sedonashuttle@sedonashuttle.gov](mailto:sedonashuttle@sedonashuttle.gov) • Phone: (928) 203-5086

PREPARED BY:



Transit Administrator,  
City of Sedona