



City of Sedona
Transit Advisory Committee

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

**MEETING MINUTES
January 31, 2023**

Present: Kent Ellsworth Verde Valley Care Givers
David K. O'Donnell Citizen of Sedona
Lars Romig Citizen/Verde Valley Cyclist Coalition
Steve Segner Sedona Lodging Council
Mark TenBroek Citizen of Sedona
Mike Berly Citizen of Sedona
John Federico Citizen of Sedona
Michia Casebier Citizen of Clarkdale
Tom Huthwaite Uptown Business Sector

Absent: None

City Staff: Robert Weber Transit Administrator
Savannah Sandoval Transit Grant Analyst

Public:

Guests: Bruce Morrow MV Transportation Inc.
Tod Morris NACOG
Lisa Boring Verde Connect
John Vator ADOT

An apology is made for any misspelling of a name.

1. CALL TO ORDER

1.1 Roll Call:

Meeting called to order at 11:01 a.m. by Chair Kent Ellsworth. Robert Weber conducted roll call and a quorum was established.

1.2 Introduction of Members and Guests:

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

2. PUBLIC FORUM:

There were no public comments.

3. APPROVAL OF MINUTES FROM PREVIOUS MEETINGS:

3.1 Approval of December 28, 2022, meeting minutes

Mark Tenbroek motioned to approve the minutes for the December 28, 2022, meeting. Seconded by Chair Ellsworth. Motion passed; all were in favor.

4. REGULAR BUSINESS:

4.1 Intergovernmental Public Transit Authority (IPTA) – Todd Morris, NACOG

Morris stated that the Verde Valley area transit systems have grown and as these systems continue to develop and expand their may be a desire to consider the formation of a Yavapai County IPTA. An IPTA is a formal coalition of transit providers and is meant to be used as a tool that could eliminate duplication of effort and provide cost savings through its structure. Additional benefits include demonstrating a pooled or regional approach to potential funding sources (especially at the federal level), e.g., shared transit planning, administrative support, and a regional vehicle maintenance facility, etc. This type of regional coordination may position a Yavapai County IPTA as a stronger candidate for competitive Federal & State funds. An example of a successful IPTA that was recently established occurred in Gila County Arizona.

Depending on the structure and level of support that the IPTA receives, it is a possibility that an IPTA could become a direct recipient of FTA funding. Example: Should the Yavapai Apache Nation (a direct recipient of Federal funding), become part of the IPTA, the IPTA may become a direct recipient of FTA funding. Morris stated that more research is required on this topic.

Slides of Morris's full presentation are attached to these minutes.

4.2 SR 179 Corridor Parking / Transit Solution – Lars Romig

Committee member Romig reported that about 6-7 months ago, the City and Forest Service staff were looking at the potential of adding a new park & ride location for the Cathedral Rock trailhead. In concept, the new park & ride could be located Southwest of SR 179 and Back O' Beyond Rd and could replace the existing trailhead parking lots on Back O' Beyond Road. Romig stated that this would eliminate the need for Traffic Control Assistants posted at SR 179 and Back O' Beyond Rd, while creating conditions for improved shuttle utilization.

Romig indicated that the Forest Service was hesitant to advance the initiative at the time, however, he felt the idea had merit and should be considered as a recommendation by the STAC to improve pedestrian safety, and transit utilization within that corridor.

Chair Ellsworth called for a motion to have Committee member Romig work on a brief proposal and statement, outlining his recommendations for review at the next STAC meeting. Once voted on and if approved, the item will be sent to the City Manager's office as an official recommendation by the STAC.

Committee Member TenBroek motioned that STAC Member Romig put together a brief proposal and statement for the "Cathedral Vista Parking Proposal." Motion seconded by Mike Berlly. The committee unanimously approved the action.

4.3 Future Vision – Boynton Canyon parking restrictions and transit service. – Mark TenBroek

Roadside parking on Dry Creek Road continues to be a problem withing the county-controlled section of the road.

Committee Member Romig stated that roadside parking on Boynton Canyon Rd, has also continued to worsen. He suggested that the boulders recently deployed by the city along Dry Creek Rd within the city limits has caused a "forced displacement" of roadside parking to more environmentally fragile areas within the Boynton Canyon Rd. corridor.

Committee members Romig and TenBroek suggested the following:

1. No parking signs be placed from Dry Creek Rd to Doe Mountain Trailhead along Boynton Canyon Rd.
2. Create dedicated bike lanes on either side of both Dry Creek and Boynton Canyon roads and establish the area as a *Scenic Corridor* to help discourage illegal parking and further promote the use of transit to access that corridor.
3. Discontinue shuttle service to Mescal trailhead and begin serving the Boynton Canyon trailhead to improve shuttle productivity.

Weber suggested to Chair Ellsworth that this recommendation also be formally documented for the STAC for future review and consideration.

Recap: Agenda items 4.2 and 4.3 will be combined into a single draft recommendation by Committee Members TenBroek and Romig for future STAC review. Weber also emphasized the importance of applying a “transit lens” to these formal recommendations as both parking and shuttle capacity will need to be taken into consideration. Committee member TenBroek and Romig will create a draft document outlining the recommendations. The draft document shall be presented to the STAC at its next scheduled meeting for further review and consideration.

Committee member O'Donnell motioned to recommend a proposal be submitted to the STAC discussing extended parking restrictions on Boynton Canyon Road to Doe Mountain Trailhead. The motion was seconded by Steve Segner. Motion passed, 8 in favor and 1 against (*Committee Member Huthwaite voted not to support this action pending further review and understanding of the specifics of this proposal*)

4.4 Public Transit Summit (Continued discussion) – Steve Segner, Vice Chair

Vice Chair Segner stated that the promotion of the transit system needs to have better “buy-in” from the hotels. Additional marketing and outreach to the hotels should be conducted by the Chamber of Commerce. Weber stated that he will be attending the Concierges meeting on February 7th and will be with the Chamber at the Lodging Council meeting on Feb 14th to continue this dialog. Also, he stated that there will be a service change beginning March 1, 2023, and that the Chamber has already committed to purchase advertising on behalf of the Sedona Shuttle for the in-room TV advertising feed. Weber also mention that he is scheduled to meet with the Kiwanis, and Rotary Clubs to provide an overview of the city’s transit plans.

4.5 2023 Shuttle Holiday Schedule – Robert Weber, Transit Administrator

Based on traffic patterns, January and February schedule will remain the same (Thursday - Sunday). From March 1 - April 17, there will be daily shuttle service to the trailhead locations. April 18, schedule will revert to normal, Thursday - Sunday Schedule.

Supplemental holiday shuttle service will run on the following holidays,

- May 29, 2023 - Memorial Day
- July 3-4, 2023 - Fourth of July
- September 4-5, 2023 - Labor Day
- November 20-22, 2023 - Thanksgiving Week
- December 25-27, 2023 - Christmas Week

**City Traffic Control Assistants will be deployed on the same schedule.*

5. REPORTS AND INFORMATION ITEMS:

The Committee will receive these reports, which do not require action by the Committee.

5.1 MV Transportation Inc service update - Bruce Morrow, MV Transportation Inc.

Morrow is working on getting drivers in place so that the spring break daily schedule will go smoothly. Last year it was a challenge but this year there are additional drivers. MV

continues to stock the buses with Sedona Shuttle Rider Guides , and other printed public facing collateral materials allowing passengers to access system information. The team continues to plan for the additional staffing for the future *Sedona Shuttle Connect* service and remain excited about the upcoming changes. There have been minimal issues with passengers however, the drivers have had a few problems with dogs.

Weber added that the Trailhead Shuttles continue to perform very well, as of January 29, 2023, the service has delivered 184 days of service logging just under 240K passenger boarding's. This averages about 32 passengers per hour since the service launched, which rivals many urban transit systems. Vice Chair Segner suggested that there be a weekly update offered to the community, like the updates that are provided for the Forest Road construction project. This allows the community to remained informed about progress of the transit project.

5.1.1 Other:

The Verde Shuttle is now offering bi-directional service throughout the city – costing only one dollar to ride the shuttle within Sedona. The Verde Shuttle also provides connecting service to Line 15 at the N SR 179 Park & Ride. A Verde Shuttle visitor brochure is currently under production that not only provides information to visitors as to how to use the service to travel bi-directionally throughout Sedona, but how to use the Verde Shuttle to connect to the Line 15 for service to Cathedral Rock & Little Horse trailheads. The brochures will be distributed to the Sedona hotels and business(s) once available.

Weber also shared that the city is looking into purchasing GPS-interactive passenger cabin displays for each of the trailhead shuttles. These displays can offer video, pictures, audio, and any necessary messaging such as, "Pack in, Pack out", Safety hiking tips, and alternative hiking options. Also, advertising can be sold and pushed out through the displays. Advertising revenue can be used as a local match to leverage Federal funds.

5.2 Sedona Shuttle Connect Update – Robert Weber, Transit Administrator

On January 10, 2023, the City Council approved the purchase of five, fourteen passenger microtransit vehicles for the planned *Sedona Shuttle Connect* demand response service. Expected shuttle delivery is late summer/early fall. These vehicles do not require a commercial license. The transit department is also looking for grant funds to purchase 2 additional microtransit vehicles for FY 24.

The design/branding for the Sedona Shuttle Connect will be the same as the trailhead shuttles. Vice Chair Segner suggested that the branding of the vehicles be different from the other buses. Weber informed the group that given the city's limited number of transit vehicles, that the branding design should be the same because there may be instances where the equipment will have to be used on different modes of service (e.g., Trailhead Shuttle ,Microtransit, Etc.). Each bus will be equipped with digital destination signs, which allows the operator to change the head sign – displaying the mode of service that the bus is assigned to.

Once the MicroTransit service is deployed it will provide actionable data to help determine where course corrections may be necessary as we continue to build the city's transit system.

6. FUTURE AGENDA ITEMS:

These items shall be included in future agenda for discussion and possible action.

- Combined Agenda Items 4.3-4.4 into a recommendation.
- Sedona Shuttle Connect Service Hours
- Transit Marketing Update
- IPTA Update (*add only as needed*)
- Sedona Mountain Bike Festival - March 3-5, 2023, at Posse Grounds Park

7. NEXT MEETING DATE:

Committee Member Casebier suggested that meetings be scheduled at the same time of the month on a consistent day and time. Tuesdays are difficult for her to attend. Member TenBroek suggested that STAC meetings be held on Mondays and would like to continue the hybrid meetings.

The committee agreed to hold the next STAC meeting on February 27, 2023, at 11:00 a.m. in the Sedona Library and via Zoom.

8. ANNOUNCEMENTS AND RECOGNITIONS:

February 4, 2023, service on Lines 11 & 12 will be suspended from 7:00 a.m. - 10:00 a.m. for the RunSedona Half Marathon.

Cathedral Rock Upper Trail will be closed until March, 2023 for trail repairs.

9. AJOURN:

Committee member Romig motioned to adjourn the meeting. TenBroek seconded the motion. Motion passed, all in favor. Chairman Ellsworth adjourned the meeting at 12:52 p.m.

Attachments:

NACOG – IPTA Presentation

PREPARED BY:



Transit Administrator
City of Sedona

NEXT MEETING DATE: FEBRUARY 27, 2023
NEXT MEETING TIME: 11:00 A.M.
VENUE: IN PERSON AT THE SEDONA PUBLIC LIBRARY & VIA ZOOM

Please check online at <https://sedonashuttle.com/transit-advisory-committee/> for future meeting dates, agendas, Zoom conference login credentials and other information.

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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 • Phone: (928) 203-5086

Intergovernmental Public Transit Authority (IPTA) Overview

Tod Morris- Senior Mobility Planner
tmorris@nacog.org



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Intergovernmental Public Transit Authority (IPTA)

- SB 1320- Signed By Governor (May 9th)
- Sponsored by Sen. Sine Kerr- raises the county population from the current 200,000 to 400,000
- SB 1320 passed the Legislature with overwhelming bipartisan support
- Small change provides the opportunity/option for further transit coordination in Yavapai County.



Intergovernmental Public Transit Authority (IPTA)

- What is an IPTA?
- An Intergovernmental Public Transit Authority (IPTA) is a political public improvement district that allows counties, cities and other partners to operate or contract for transit services as a single entity.
- An IPTA does not have taxing authority and, therefore, participating jurisdictions would need to provide the matching funds required to take advantage of the FTA grants.



Intergovernmental Public Transit Authority (IPTA)

- Made up of cities, towns and colleges
- Power to operate or contract for public transit services
- No taxing authority



IPTA Formation Process

Arizona Statutes on IPTA (A.R.S. Title 28 Chapter 26)

IPTA Formation

1. Governing body of incorporated **cities/towns*** to **petition** the county board of supervisors
2. County board of supervisors to hold at least one **hearing** in one of the petitioning municipalities to determine public support for the authority and whether establishing the authority would be in the public interest
3. County board of supervisors to establish the authority by a **resolution** that includes a **description of the boundaries of the authority**

* Any university, community college, Indian nation may become a member of the IPTA by IGA



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Intergovernmental Public Transit Authority (IPTA): Considerations

- Why is an IPTA relevant to Yavapai County?
 - Multiple small to mid-size transit providers
 - Allows for coordinated governance and operations
- Do transit developments in the region suggest a role for IPTA? If so....
 - Who should be involved?
 - Timing of discussions?



Intergovernmental Public Transit Authority (IPTA): Benefits

- More integrated service planning
- Simplified government structure- cost savings in admin functions
- Competitiveness for federal funds
- Ease of use for riders



IPTA Pros/Cons

Pros	Cons/Challenges
<ul style="list-style-type: none"> • YAN is looking a moving Countywide- need countywide presence • Sedona needs access to Federal Funds • PV is jumping into 5307- option to support countywide efforts • Strong grant writers- increased capacity to reach new resources (if provided access) • Structure could enable increased collaboration with 5310s for ADA/Paratransit supports • Maintenance cost savings= huge opportunity • NACOG/CYMPO- clear access to elected officials in Yavapai County 	<ul style="list-style-type: none"> • Coordination is tough- Ownership/control factors • Lots of options- need to determine route/vision • For some- current conditions are working • Geography- Countywide Coordination • Uncertain future of transit in sub-regions • Does Yavapai County/communities have local match to pursue additional fed funds • Identifying Champion- Elected official



IPTA Investigation: Next Steps

- Inventory(existing conditions) of local resources-
 - Equipment, Admin resources, local match, maintenance facilities, needs, agency vision:
 - 5311s – Sedona, CAT, YAT, YRT
 - 5307s- Prescott Valley
 - 5310s- crucial in this effort, all fixed routes need to address ADA/Paratransit component
- Mapping out true opportunities/capacities
 - Landscape of direct Federal Funds opportunities through IPTA
 - Identify local match capacity (pooled)
- Gaps Analysis
- Continued partner recruitment
- Develop “pitch” & vision
- Need to identify Champion- Elected Official



IPTA Investigation:

- Regional Fleet Growth-

Current-28	3 Years-35	5 Years-61
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- Current Maintenance: Deadhead Miles/Month-
350-800 miles (Camp Verde/Cottonwood)

- Areas to Investigate:

- ADOT views?
- Clearly identified financial benefits?
- County interest/involvement?
- How would this impact staffing?
- Are we willing to hand over control of our system?



Questions

