



City of Sedona
Transit Advisory Committee

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

MEETING MINUTES

March 27, 2023

Present:	Mark TenBroek Mike Berly John Federico Tom Huthwaite	Citizen of Sedona Citizen of Sedona Citizen of Sedona Uptown Business Sector
Absent:	Steve Segner Kent Ellsworth David K. O'Donnell Lars Romig Michia Casebier	Sedona Lodging Council Verde Valley Care Givers Citizen of Sedona Citizen/Verde Valley Cyclist Coalition Citizen of Clarkdale
City Staff:	Robert Weber Savannah Sandoval	Transit Administrator Grant Analyst
Public:	None	
Guests:	Bruce Morrow Tod Morris	MV Transportation Inc. NACOG

An apology is made for any misspelling of a name.

1. CALL TO ORDER

1.1 Roll Call:

Meeting called to order at 11:04 a.m. by Robert Weber, Transit Administrator as both the Committee Chair and Vice Chair were absent. Roll call was taken via ZOOM teleconference and in-person.

A quorum was not established. Weber notified the committee that as no quorum was established, that members must refrain from engaging in any discussion or taking any specific action on any agenda items. Meeting content would be limited to informational items only - requiring no action by the committee.

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:

No public comments could be received due to lack of a quorum however, there were no members of the public present.

3. APPROVAL OF MINUTES FROM PREVIOUS MEETINGS:

3.1 Approval of February 27, 2023, meeting minutes

As no quorum was established, the committee could not approve the February 27, 2023, meeting minutes.

4. REGULAR BUSINESS:

No action was taken due to a lack of quorum.

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.

"It is March Madness" Morrow exclaimed, the buses have been running full on all routes, most of the time. The new routing for the Line 11 has been working very nicely. It has freed up a few spaces in the Posse Grounds Park and Ride lot which in turn gets immediately taken up by those who want to hike the Soldiers Pass Trail. Route 12 has been running well. Routes 11 and 12 have been working nicely. There have been no problems with the two routes being split. People are understanding that if they get on the bus at the new W SR 89A park and ride or Posse Grounds , that they need to take the

same bus to return to their car. They have been figuring it out pretty well. There has been minimal confusion and the numbers are looking great.

Morrow stated that when he operated the service last Sunday, he noticed that there was an average of 20-25 riders on every trip after 9 am. People are using the shuttle and they are understanding when drivers tell them the bus is full and they will need to wait for the next one.

MV has recently hired a new Dispatcher that is currently being trained and she should be ready next week. There are also three drivers that are finishing up their qualifications and should also be ready by next week.

Shuttle Year-One Ridership:

Weber stated that last Thursday marked the one-year anniversary of the Sedona Shuttle service. From, March 24, 2022 – March 23, 2023, the shuttles logged 283,952 passenger boardings in 222 days of service, averaging 35.5 passengers per hour. Weber stated that while these numbers are good, we will continue to work on making them even better.

Todd Morris with NACOG commented, that NACOG is always trying to seek out and find those transit success stories in rural Arizona. Morris stated that the Sedona system has completed nearly an equal number of passenger trips than 18 other rural transit providers have reported collectively. "This is an incredible success for the first year." The only other comparison to exceed these type of ridership numbers is Yuma County Area Transit (YCAT) serving all of Yuma County. Morris added that YCAT has been operating since the 1980's and that 35 rides per hour far exceeds the productivity of most of the Flagstaff Mountain Lion routes with the exception of their college shuttle program.

Morris also wanted to know if there were any plans to broadcast the success of the Sedona Shuttle program. Weber stated that staff is working with the Chamber of Commerce and their Transit Marketing Consultant to complete a year one report card about the Shuttle service. The report will include ridership data, testimonials from residents, hikers, public safety staff, and information on the approximate number of metric tons of CO_{2e} that have been displaced as a result of shuttle operations.

Committee Member TenBroek commented that based on the data there has been an average of 640 round trips a day throughout the year, which is pretty good.

Morris stated that he will be anxiously waiting for the annual report card, adding that "you just don't see these kind of numbers anywhere, especially during the first year of operation." Morris also mentioned that NACOG would be willing to play a role in promoting the success of the Sedona Shuttle.

TenBroek asked if there is a metric that measures ridership by mile traveled in transit? Weber stated that some agency's report passengers per revenue mile. A revenue mile is when the vehicle is in service and transporting passengers. This excludes deadhead miles, training miles, and any other non-revenue miles.

Parking:

TenBroek wanted to know the average occupancy at both Posse Grounds and the W 89A Park and Ride during this peak season. How full have the lots been during the service over these last few weeks?

Weber stated, he wishes that we had traffic counters in place for the Park and Ride lots, but we don't. Anecdotally, the Posse Grounds Park and Ride is always busting at the seams, particularly during peak season.

We got off to a slow start at the new W SR 89A park and ride, due to the severe snowstorm. The service was suspended system-wide on March 2nd and on March 1st the lot was empty, and we logged zero ridership. Later that week, we had an anecdotal report from a former board member that the 89A lot was full, and MV personal have reported that the lot fills up during certain periods earlier in the day and then it starts to level off in the afternoon hours. Weber stated that we would like to have better data but right now the information is subjective at best.

TenBroek asked if the drivers can make that observation. He acknowledged that it would be anecdotal and just a guestimate but some information on the average occupancy rate at the park and rides would be helpful.

Weber stated that the occupancy of the lots will "ebb and flow" throughout the day and certainly throughout the seasons.

Committee member Mike Berlly stated when he passed Posse Grounds a week ago at 3:00 p.m. – the lot was full.

TenBroek stated, the reason why he is asking is because there are limitations to parking at Posse Grounds, which may be precluding residents from accessing that location. This could be the same situation at the high school, we just don't know.

Berlly also stated that last week the Posse Grounds Park and Ride was full, but the other adjacent lots were empty.

Weber stated that this was done by design. The city posted *no shuttle parking* to discourage people from using those lots near the elementary school, particularly when school is in session.

Weber asked Morrow if he could ask the drivers to report back on their observations throughout the day and send a brief summary of those findings to TenBroek via email.

5.2 Sedona Shuttle Connect Update – Robert Weber, Transit Administrator

For the Sedona Shuttle Connect service we are waiting the build sheets from Creative Bus. Weber explained that in the pre-COVID world these vehicles were mass produced and we were able to get them pretty quickly. Now, each vehicle is built to order regardless if it is a light duty or heavy-duty transit bus.

Once the build sheet is received, we will be able to determine when we can expect delivery and ultimately launch the service. We are still hoping for a September / October 2023 date to get the service operational. We are working closely with the Transit Marketing Committee to ramp up a full marketing campaign for the Sedona Shuttle Connect service in advance of implementation. This effort will include a video to not only promote the Sedona Shuttle Connect service but also the trailhead shuttles.

6. FUTURE AGENDA ITEMS:

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

As no quorum was established, the committee could not take any action on this item.

7. NEXT MEETING DATE:

Tentatively set for 11:00 a.m. Monday April 24, 2023 – Venue: In Person & Virtual (Via ZOOM) – Location TBD.

8. ANNOUNCEMENTS AND RECOGNITIONS:

Weber Reporting:

Regional Transit Maintenance & Operations Facility: “Good news from our friends at ADOT”. They have provided the city with a preliminary award for the engineering and design of the planned transit maintenance and operations facility. The design and engineering price tag is approximately \$1.3 million, and upon final FTA award we hope to receive \$720,000 in FTA 5339 funding, which will pay about 55 cents on the dollar for this phase of the project. This project will ultimately construct a regional transit maintenance facility, which will allow the city to develop a robust transit system while supporting other regional transit providers.

The next step is to apply for a US DOT Federal Highway Administration Significant Lands Grant in August 2023 for construction of the facility, which could have a price tag of \$18-20 million. Once we get through the preliminary design phase we will have a better idea of what the construction cost will be.

Post COVID construction project cost estimates will be higher, but the city could receive up to 80 cents on the dollar from the Federal Government to construct this facility. The value of the land where the facility is sited can be used towards the local match. We just completed the appraisal for the property, and the land value came in at \$990,000. This will shave about a million dollars off of the city’s local match.

U.S DOT Volpe Public Lands Transportation Assessment Group (TAG): The US Forest Service has funded the activation of the USDOT Volpe Public Lands TAG to complete an initial transportation assessment of the Sedona area, which will include the VOC, Oak Creek Canyon, and Sedona proper. They will be looking at the impacts of traffic and parking congestion, and other transportation challenges in Sedona and the surrounding areas as gateway communities to the Coconino National Forest.

Having the U.S. DOT partner with the Forest Service to come in and complete this TAG assessment is a very positive step for a variety of reasons. The Volpe center performs these TAG assessments all over the US for areas like Sedona who are heavily impacted by visitation. Their report, which we assume will have public transit listed as a component, would be very beneficial to include in any future grant applications. The Volpe TAG assessment is tentatively scheduled for next fall.

9. AJOURN:

With no further business to discuss, Weber adjourned the meeting at 11:26 a.m.

PREPARED BY:



Transit Administrator
City of Sedona

NEXT MEETING DATE: MONDAY APRIL 24, 2023
NEXT MEETING TIME: 11:00 A.M.
VENUE: IN PERSON & VIRTUAL VIA 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/ • Email: sedonashuttle@sedonashuttle.gov • Phone: (928) 203-5086