



**SEDONA
SHUTTLE**

City of Sedona

Transit Advisory Committee

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

MEETING MINUTES

April 24, 2023

Present:	Mark TenBroek	Citizen of Sedona
	John Federico	Citizen of Sedona
	Tom Huthwaite	Uptown Business Sector
	Steve Segner	Sedona Lodging Council
	Kent Ellsworth	Verde Valley Caregivers
	David K. O'Donnell	Citizen of Sedona
	Lars Romig	Citizen/Verde Valley Cyclist Coalition
	Michia Casebier	Citizen of Clarkdale
Absent:	Mike Berlly	Citizen of Sedona
City Staff:	Robert Weber	Transit Administrator
	Savannah Sandoval	Grant Analyst
Public:	None	
Guests:	None	

An apology is made for any misspelling of a name.

1. CALL TO ORDER

1.1 Roll Call:

The meeting was called to order at 11:00 A.M. by Chair Kent Ellsworth. Savannah Sandoval, Grants Analyst, conducted a roll call and established a quorum.

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 February 27, 2023, meeting minutes

Mark TenBroek motioned to approve the February 27, 2023, meeting minutes. Seconded by Lars Romig. Motion passed; all were in favor.

3.2 Review of March 27, 2023, meeting minutes (*Non-Quorum meeting – no vote required*)

4. REGULAR BUSINESS:

4.1 Follow up with SR 179 Corridor Parking/Transit Solution recommendation.

Robert Weber, Transit Administrator, stated the STAC's recommendation was submitted to the Red Rock District Ranger on March 8, 2023. She thanked the Committee for their efforts and said the report would be taken under advisement. The Forest Service (USFS) is looking for a broader, long-term solution to manage visitation in the area. They have engaged the U.S. DOT Volpe Public Lands team to conduct an initial transportation assessment of the area next fall, which is a first step toward informing the USFS on its future planning activities.

Committee member TenBroek stated that during his conversation with the City Manager, she recommended that the STAC continue to advocate with Yavapai County and the Forest Service about the parking and visitation issues discussed in the recommendation.

TenBroek notified the Committee of an upcoming City Council meeting. During the public forum, committee members can ask the city council for support and encourage them to engage the County and USFS on this issue.

Weber also suggested that interested Committee members consider attending the County Board of Supervisors meeting.

Dry Creek Rd Parking Restrictions Update: It was determined that there were underground utilities that would be in conflict with the installation of certain types of parking barriers.

However, the utilities can be moved, which may require a NEPA because it is on Federal Land. Neither the Forest Service nor the County will likely incur the time and expense to complete the NEPA review and relocate the utilities. A temporary solution is being considered, which may or may not include deploying jersey barriers along the unincorporated section of Dry Creek Rd.

4.2 Follow up with the Line 12 recommendation to depart from West SR 89A Park and Ride

Weber reported that Line 11 historically transported around nine passengers per hour (PPH) when deployed out of the Posse Grounds Park and Ride. However, after Line 11 has moved to the new West SR 89A Park and Ride, it is now transporting an average of twenty-four PPH.

Since the new W SR 89A Park & Ride opened on March 1., line 12 has also increased from eleven PPH to thirty-one. These figures were based on data collected from March 1, 2023 – April 22, 2023.

A comparison of ridership numbers for the same period last year shows that Line 11 has experienced a 285% increase in passenger boardings, and Line 12 is up by 40% compared to the previous year.

By redeploying line 11 from the W SR 89A park & ride, productivity for both lines has significantly increased. However, these numbers are during the "Spring Break Season"; seeing how this tracks the rest of the year will be interesting.

Weber also mentioned that he had asked MV if there was any confusion about tourists getting on the wrong bus. They have reported that there has been minimal confusion and that the drivers have been notifying the passengers as to which Park and Ride they will be departing for.

Committee member Steve Segner mentioned that members of his marketing team recently got on the Trailhead Shuttle and mistakenly took the wrong bus back. Segner stated that the group suggested better signage at the stops.

Weber said he would contact Transit Marketing LLC and see if any updates could be made to the signage to make it more user-friendly.

Weber did not recommend deadheading line 12 (which is interlined with line 14) from Posse Grounds Park to the W SR 89A Park & Ride between its scheduled line 14 trips to Soldier's Pass for the following reasons:

- That would result in 40% deadhead hours on line 12, with a service span of only 10.5 hours.
- The city would invest approximately \$50k annually to run an empty bus up and down SR 89A.
- Service frequency on both lines 12 and 14 would decrease significantly, lowering the productivity on both lines.
- The current 12/14 interline pattern allows connectivity from either park & ride to all of the trailheads served by the shuttle system in West Sedona.

The Committee recommended that at this time, line 12 should continue to depart from Posse Grounds Park as originally planned.

4.3 Sedona Shuttle Connect (SSC) Discussion – Services offered, hours of operation, and service area.

Weber reported that bus delivery for the SSC service may occur in September, which may allow for October 1 launch date.

Initially, the service will run Thursday – Sunday from 06:30 A.M. to 6:00 P.M., operating 30 minutes before and 30 minutes after the trailhead shuttles are scheduled to run. Using the SSC service, this schedule will allow passengers to connect to the first outbound and last inbound trailhead shuttle trips.

The SSC service area will extend 3/4 of a mile along SR 89A to include the following:

- West Sedona – to Upper Red Rock Loop Road
- Uptown Sedona – to Owenby Way
- Tlaquepaque
- Hillside Shopping Center
- SR 179 to Bowstring Drive.

This range of coverage will provide connecting service via the SSC service to all three trailhead shuttle park & rides.

Chair Ellsworth wanted to know the cost of the buses.

Weber stated that the price paid by the city per vehicle (fully equipped) is \$208,000. This pricing is expected to increase by approximately 15% this year.

4.4 Possible submission proposal to the Rural Transit Assistance Program (RTAP) for the 2023 National Conference to talk about the success we have had with our services. The conference will be held December 3-6, 2023, in Myrtle Beach, SC.

Committee member Michia Casebier said she would like to submit a proposal to the 2023 5th Annual Rural Transit Assistance Program (RTAP) conference. At a previous meeting, Casebier was asked if she would be willing to draft and present a proposal to the other STAC members. The proposal mentions Robert Weber, Transit Administrator as a potential presenter. The Trailhead Shuttle program has proven a successful model offering alternative transportation to some of the area's most heavily visited trailheads. Casebier believes that we are a model for rural transit not just locally but nationally and would like the support of the Committee to submit a presenter proposal.

Additionally, at the conference, attendees will hear from other transit agencies of like size, and be provided with networking opportunities, training, funding updates, new requirements, and any updates on regulations.

Weber wanted to know if there was a scholarship or tuition assistance for presenters to attend the conference. Casebier stated that she spoke to two planning committee members about scholarship dissemination, and it has not been determined at this time.

Weber asked the Committee their thoughts on Casebier's proposal of having someone from the STAC attend the RTAP Conference. Committee member TenBroek supports the proposal and believes it is a good idea. Chair Ellsworth also agreed, stating that it was good for the City of Sedona to do.

Weber stated he would like the framework for the proposal to emphasize that the Sedona Trailhead Shuttles are leveraging public transit to manage visitation. Casebier agreed and wants to include the city's next steps (e.g., Microtransit) in the proposal.

Weber also stated that if RTAP accepts the proposal, he would be inclined to invite the city's partners with the Forest Service to provide the big-picture and participate in the panel discussion.

Casebier and Weber will collaborate on a proposal to submit to RTAP by April 30, 2023.

4.5 Funding for Dry Creek RD Bike Passage through the Safe Streets and Roads for All (SS4A) Grant Program.

Weber stated that the City of Sedona will apply for an SS4A grant in July for funding to complete a shared-use path down Back O' Beyond to the Cathedral Rock Trail Head. The intent is to get pedestrians and cyclists off the main road and on a safe and accessible path.

TenBroek mentioned that if the road was made into a complete street, he believes the USFS would not approve the STAC's recent recommendation to change the parking lot location.

Committee Member Romig wanted to know if applying for this grant for a Dry Creek – Boynton Pass Rd bike passage was possible.

Weber said if the county can afford the local match, he would encourage them to apply.

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 (*Absent*)

Weber stated that MV currently has five drivers in the training process. Two of the five have a CDL with passenger endorsement, which helps reduce training time. The service is going well, with no significant incidents. As previously mentioned, minimal confusion is associated with passengers boarding the wrong bus for the Dry Creek Vista routes.

Segner suggested that the Shuttles also implement colors with the Line numbers. He believes that this will also help lessen the confusion.

5.2 Sedona Shuttle Connect Update – Robert Weber, Transit Administrator

The update was previously provided under section 4.3.

6. FUTURE AGENDA ITEMS:

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

- Sedona Shuttle Connect Report - Full operational briefing.
 - Curb-to-curb service
 - Designated stop locations
- Trailhead Shuttle Ridership Data Update (Committee Member TenBroek)
- Review STAC by-laws and protocols for public meetings.
- Future shuttle stops and destinations.

7. NEXT MEETING DATE:

The Committee agreed to hold the next STAC meeting on May 22, 2023, at 11:00 A.M. in the Vultee Conference Room at City Hall and Zoom.

8. ANNOUNCEMENTS AND RECOGNITIONS:

Chair Ellsworth provided a certificate of appreciation to outgoing Committee Member Federico for his service on the STAC.

9. AJOURN:

With no further business to discuss, Chair Ellsworth adjourned the meeting at 12:44 P.M.

PREPARED BY:



Transit Administrator
City of Sedona

NEXT MEETING DATE: MAY 22, 2023
NEXT MEETING TIME: 11:00 A.M.
VENUE: IN PERSON & ZOOM

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

The City of Sedona operates its programs and services without regard to gender, religion, age, sexual orientation or race, color, national origin, or disability in accordance with Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990 (ADA). Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with the City of Sedona. For additional information on the city's Title VI program and complaint procedures, please navigate to <https://sedonashuttle.com/title-vi-policy/>

Upon request, The City of Sedona shall provide written materials in appropriate alternative formats, including disability-related modifications or accommodations, auxiliary aids, or services to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number, description of the requested materials, and preferred alternative format or auxiliary aid or service, at least three working days prior to the meeting at the address below.

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/](https://SedonaShuttle.com/) FAQ & More/ Contact-Us/ • Email: sedonashuttle@sedonashuttle.gov • Phone: (928) 203-5086