



*City of Sedona*  
*Transit Advisory Committee*

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

**MEETING MINUTES**

**NOTES**

**June 26, 2023**

<b>Present:</b>	Mark TenBroek Mike Berlly Steve Segner	Citizen of Sedona Citizen of Sedona Sedona Lodging Council
<b>Absent:</b>	Kent Ellsworth David K. O'Donnell Lars Romig Tom Huthwaite	Verde Valley Care Givers Citizen of Sedona Citizen/ Verde Valley Cyclist Coalition Uptown Business Sector
<b>City Staff:</b>	Robert Weber Savannah Sandoval	Transit Administrator Grant Analyst
<b>Public:</b>	John Federico	
<b>Guests:</b>	Bruce Morrow	MV Transportation Inc.

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

## 1. CALL TO ORDER

### 1.1 Roll Call:

Meeting called to order at 11:06 a.m. by Robert Weber, Transit Administrator the Committee Chair was 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 would refrain from engaging in any discussion or taking any specific action on any agenda items. Meeting content would be limited to published informational items on only - requiring no action by the committee.

### 1.2 Introduction of Members and Guests:

John Federico (*former STAC member*) was in attendance via Zoom and did not make a statement.

## 2. PUBLIC FORUM:

There were no public comments.

## 3. APPROVAL OF MINUTES FROM PREVIOUS MEETINGS:

### 3.1 Approval of May 22, 2023, meeting minutes

As no quorum was established, the committee could not approve the May 22, 2023, meeting minutes.

## 4. REGULAR BUSINESS:

No action was taken due to 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.

There is a construction zone on Back O' Beyond Road, but shuttles are still running on time. Ridership is down, and Bruce believes the temperature increase is a contributing factor. Thus, morning ridership is higher than afternoon ridership.

There are five new drivers in training, which will help with staffing issues. Of the five, one re-hire will require less training time because his credentials have stayed active.

Weber reported that from June 2023, month to date, ridership on the shuttles was 34% higher than last year, and May 2023 was 17% higher than last year. So, the Trailhead Shuttles are seeing double-digit increases from last year.

For the 4th of July holiday weekend, the shuttles will be operational from Thursday, June 29, 2023, through Tuesday, July 4, 2023.

Morrow wanted to update the committee on fuel usage; however, the fuel management system is down and will be reported later. Historically, our shuttles have an average of 7.8-8.9 miles per gallon (Altoona has registered our vehicles to have an average of 6.9 miles per gallon). MV continues to educate the drivers to maximize fuel efficiency. Also, there has been one preventable and one non-preventable accident since implantation.

Weber stated that there has also been an increase in Shuttle ridership to the Mescal Trailhead. Morrow mentioned that drivers are promoting Posse Grounds and Shoulders Pass to use this parking ride to get to Mescal. Mescal is an alternative to get to Devil's Bridge. When they get on the bus, the drivers try to educate the riders on the trails. Birthing Caves and Boyton Pass are trails that the riders are interested in.

#### 5.2 Sedona Shuttle Connect Update – Robert Weber, Transit Administrator

The City and Creative Bus have not received any updates on the five Micro-Transit busses. Initially, we expected the build sheets at the end of May 2023. However, it is the end of June 2023, and we have not received anything. This delay is occurring across the industry and not just with our manufacturer. The City has been delayed with Micro-Transit for a year and three months. Initially, the services were meant to be deployed when the Trailhead Shuttles went out, however supply chain issues and manufacturing delays continue to delay us.

#### 5.3 Verde Shuttle Update – Robert Weber, Transit Administrator

Last October, we worked with Cottonwood to change the routing to get bi-directional, hourly service in and out of Uptown Sedona. Then afterward, we began an employer marketing campaign followed shortly thereafter with a visitor campaign. A Verde Shuttle visitor's brochure was developed and distributed to the lodging council, and the concierge's group. Also, the Sedona Chamber of Commerce pushed the information out via social media and deployed "Social Media Influencers" to produce short videos to market the information to visitors.

Committee Member Segner suggested adding a temporary advertisement to the Verde Shuttle. For example, a sticker or magnet that states "The hourly dollar Verde."

Weber stated that there will be a transition relating to transit marketing in general. In the past, this was handled by the Chamber, but with recent changes, we will have to see the city's role and that of the Chamber's.

Weber added that the Verde Shuttle had an increase in passenger boardings; In March 2023, there was an increase of 82% with 6,300 boardings compared to the 3,500 boardings reported in March 2022. In April 2023, there was an increase of 61%, with boarding at 6,500 compared to the previous year of 4,000 boardings. Lastly, in May 2023, there was a 42% increase in boardings at 7,000 as opposed to the 4,900 boardings reported in May 2022.

Costs for the Verde Shuttle are highly subsidized. The FTA pays about 60% of operating expenses, and the remaining 40% is split between Sedona and Cottonwood.

Weber reported that a survey was conducted on the Verde Shuttle, and 47 riders participated. Their ages ranged from 18-35 years old. On average, there are 110 passenger boardings a day. Some of the questions include:

- Are you a visitor? 34% responded that they were visiting.
- Are you a resident? 66% of riders indicated that they were residents.
- Trip purpose? The highest percentage of riders connected with the Sedona Trailhead Shuttles for residents and visitors. They connect with Line 15 on SR 179 and Line 11 on SR 89A. Additionally, riders used the shuttle for recreation and dining. Work-related trips accounted for only 8% of the riders surveyed.
- Why did you take the shuttle? Answers included saving on gas, and traffic delays, riding the shuttle is more accessible than driving, riding the shuttle is better for the environment, it is the rider's only mode of transportation, and the shuttle allows the rider to travel independently.

Weber recommended that rider feedback surveys be done annually to determine if there needs to be a change in our marketing efforts. Again, these are onboarding surveys, ensuring that actual riders who utilize the service are heard.

Committee Member TenBroek would like to know where the riders are coming from. Are they coming from Cottonwood, or are they from in town? He would also want access to the raw data for the Verde Shuttle. This topic will need to be added to a future agenda.

#### **6. FUTURE AGENDA ITEMS:**

*These items shall be included in 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:**

The Committee agreed to hold the next STAC meeting on July 24, 2023, at 11:00 A.M. in the Vultee Conference Room at City Hall and Zoom.

#### **8. ANNOUNCEMENTS AND RECOGNITIONS:**

No announcements or recognitions presented at this time.

#### **9. AJOURN:**

With no further business to discuss, Weber adjourned the meeting at 11:30 A.M.

PREPARED BY:



Transit Administrator  
City of Sedona

**NEXT MEETING DATE: JULY 24, 2023**  
**NEXT MEETING TIME: 11:00 A.M.**  
**VENUE: IN PERSON & 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