



City of Sedona
Transit Advisory Committee

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

**MEETING MINUTES
July 24, 2023**

Approved as **amended** – 08-28-23

Present:	Mark TenBroek	Citizen of Sedona
	Mike Berlly	Citizen of Sedona
	Kent Ellsworth	Verde Valley Care Givers
	David K. O'Donnell	Citizen of Sedona
	Lars Romig	Citizen/ Verde Valley Cyclist Coalition
	Tom Huthwaite	Uptown Business Sector
Absent:	Steve Segner	Business Sector
City Staff:	Robert Weber	Transit Administrator
	Savannah Sandoval	Grant Analyst
Public:		
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:

Meeting called to order at 11:10 a.m. by Kent Ellsworth, Committee Chair. Roll call was taken via ZOOM teleconference and in-person and a quorum was established.

1.2 Introduction of Members and Guests:

Tod Morris with NAGOG 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

David O'Donnell motioned to approve the minutes for the May 22, 2023, meeting. Seconded by Lars Romig. Motion passed; all were in favor.

4. REGULAR BUSINESS:

4.1 Annual election of STAC Officers – Robert Weber, Transit Administrator

Per item 4.1 of the STAC bylaws:

OFFICERS: 4.1: Terms and Election of Officers: During the first meeting of the calendar year, the TAC shall elect a Chair and Vice Chair to serve for a one (1) year term. The Chair shall preside over all meetings of the TAC. The Vice-Chair shall perform the duties of the Chair in his or her absence.

The annual election of STAC Officers, Chairman, and Vice-Chairman are open for nominations. Chair Ellsworth stated that Committee member Steve Segner has expressed interest in the Chairman position but is absent at today's meeting. Therefore, Ellsworth nominated Segner as the Chairman. After further discussion, Kent Ellsworth was nominated for Vice-Chair.

A roll call vote was conducted, and the committee unanimously appointed Steve Segner as Chairman and Kent Ellsworth as Vice-Chairman.

4.2 Future Trailhead Shuttle stops and destinations.

▪ **Jordan Road Trailhead Stop** – The Jordan Road round-a-bout produces much traffic in Uptown Sedona. One of the suggestions to help mitigate this is to add a shuttle stop at the nearby trailhead.

Weber informed the committee that he was very familiar with the area and the road to the Jim Thompson trailhead. He stated that shuttles could not access that trailhead given the current condition of the USFS access road. Since the road is on US Forest Service land, it was suggested by the committee that the city reach out to the US Forest Service requesting road improvements for that location, which has already been done.

▪ **Boynton Canyon Trailhead Stop** – The Boynton Canyon Trailhead is a popular hiking destination and could utilize shuttle services. Weber stated that to make it successful, it will require the extension of parking restrictions along Boynton Pass Rd to the Fay Canyon trailhead to include closure of the USFS Boynton Canyon trailhead parking lot. Also, a US. Forest Service permit will be required to access the trailhead. Weber added that a second bus may be required on the Line 11 to handle the increase in volume should parking restrictions be imposed within that corridor.

4.3 USFS Trailhead Cathedral Rock trailhead relocation.

The committee agrees to wait until the US DOT Volpe Center visits and completes its TAG Assessment.

4.4 Expanded public parking at the Cypress Arizona Trailhead on Dry Creek Road.

The committee requested that Weber look at the feasibility of creating a Park-in-Ride at the Cypress Arizona trailhead (*a.k.a., Gun Range*) parking area on Dry Creek Road.

4.5 Review public comments on recommended Microtransit fare policy.

Weber gave a history of the Microtransit fare policy discussions to date, and stated from October 25, 2022 – present, the city has received three written public comments. Two comments recommended that the shuttle service be free to residents, and one mentioned that the proposed discounted fare is still too high for most prospective riders who are on fixed incomes.

O'Donnell stated the shuttle fare prices should be reduced to \$3.00 per ride with a discount of 50% for those specific categories.

Other surrounding cities, such as Prescott Valley, and Flagstaff offer \$2.00 per trip with an 50% discount for those who qualify.

Therefore, the committee would like to amend their previous recommendation and request that:

1. City begins the service with a 6-month free policy to provide incentive for residents and visitors to use the service.
2. Evaluate ridership at the end of the six-month free fare period to determine if charging a fare is viable.
3. If a fare is to be considered at that time, set the fare at \$2.00 per ride with a 50% discount and eliminate the multi trip discounted pass.

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.

Month to date, average daily ridership is down by 8% from last July. The reduction in ridership is most likely due to the extended heat advisories that have been in place for most of the month. The shuttles continue offering hikers water, going through about 200 cases a month.

5.2 Sedona Shuttle Connect Update – Robert Weber, Transit Administrator

The Microtransit buses are scheduled to begin production at the end of the first quarter/beginning of the second quarter of 2024. Build time is 90 days from start of production. Weber will continue to monitor the status and provide any updates as additional information becomes available.

6. FUTURE AGENDA ITEMS:

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

- 1) Dry Creek Cypress Arizona park and ride proposal.
- 2) Shuttle service to Oak Creek Canyon.
- 3) Shuttle delays during adverse weather conditions.

7. NEXT MEETING DATE:

The Committee agreed to hold the next STAC meeting on August 28, 2023, at 1:00 P.M. in the Vultee Conference Room at City Hall and via Zoom.

8. ANNOUNCEMENTS AND RECOGNITIONS:

The US DOT Volpe TAG assessment has been scheduled, and the Volpe team will arrive in Sedona on September 18th. The team will host two meetings—one with the public and other non-profit stakeholders and the other with governmental stakeholders. The STAC Chair should receive an invite to the non-governmental stakeholder meeting. Any comments to the Volpe group need to be in writing and provided to Weber so he can share them with the USFS and the Volpe team.

9. ADJOURN:

With no further business to discuss, Vice Chair Ellsworth adjourned the meeting at 12:27 P.M.

PREPARED BY:



Transit Administrator
City of Sedona

NEXT MEETING DATE: AUGUST 28, 2023
NEXT MEETING TIME: 1:00 P.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/ • Email: sedonashuttle@sedonashuttle.gov • Phone: (928) 203-5086