



City of Sedona
Transit Advisory Committee

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

**MEETING MINUTES
August 28, 2023**

Present:	Steve Segner	Business Sector
	Mark TenBroek	Citizen of Sedona
	David K. O'Donnell	Citizen of Sedona
	Lars Romig	Citizen/ Verde Valley Cyclist Coalition

Absent:	Mike Berlly	Citizen of Sedona
	Kent Ellsworth	Verde Valley Care Givers
	Tom Huthwaite	Uptown Business Sector

City Staff:	Robert Weber	Transit Administrator
	Savannah Sandoval	Grant Analyst

Public:

Guests: John Federico

An apology is made for any misspelling of a name.

1. CALL TO ORDER

1.1 Roll Call:

Meeting called to order at 1:00 p.m. by Steve Segner, Committee Chair. Roll call was taken via ZOOM teleconference and in-person and a quorum was established.

1.2 Introduction of Members and Guests:

John Federico 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 July 24, 2023, meeting minutes

Robert Weber asked for clarification on the July 24, 2023, meeting minutes, Item 4.5 Review Public Comments on Micro-fare policy.

The STAC clarified its recommendation as follows:

Begin the service with a 6-month free fare trial period followed by an evaluation to determine if a simplified fare structure (\$2.00 full fare - \$1.00 discount fare) would be appropriate. The STAC no longer recommends the previously proposed multi-trip pass.

Chair Segner motioned to approve the minutes as amended for the July 24, 2023, meeting. Lars Romig seconded the motion. The motion passed; all were in favor.

4. REGULAR BUSINESS:

4.1 Dry Creek Road – Cypress Arizona Trailhead Park and Ride proposal – Robert Weber, Transit Administrator

At the June 2023 STAC meeting, Committee member Berly suggested that the STAC investigate using the Cyprus Arizona Trailhead parking lot as a potential site for a new Sedona Shuttle Park and Ride location. This Park and Ride would provide extended service to the Boynton Canyon Trailhead and assist in alleviating parking congestion in this area.

Weber conducted a site visit, took pictures, and created a conceptual proposal to identify site improvements to allow the site to be used as a future shuttle park & ride.

See: Line 11 Proposed Service Expansion Slide Deck Attached

In a recent meeting with the Forest Service, Weber discussed this project and proposed a service extension on Line 11 with two additional stops. One stop would be at the

proposed Cyprus Arizona Trailhead Park and Ride, and the second would be at the Boynton Canyon Trailhead.

After a discussion with the Forest service, the parking lot has two purposes: It serves as an unofficial shooting range used by locals and a hot air balloon release location for two permit holders.

From a transit planning perspective, serving this location would add only 6 minutes in run time because it is so proximal to the current route for Line 11.

The site provides a potential opportunity for consolidating parking in the area. With site improvements, this location can easily hold 200 (or more) vehicles. The site would require widening the forest service access road to the parking lot to allow for improved line of sight and bidirectional traffic. Further surface improvements will need to be completed to the access road and the parking lot, such as re-surfacing and striping. Other possible amenities for this location could include restrooms, boarding platforms, shade structures, etc.

For this location to be successful as a park & ride, parking restrictions will need to be imposed along Boynton Canyon Rd and at the Fey Canyon and Boynton Canyon Trailheads. Vehicles would be redirected into the new park and ride to access the shuttle. Also, a permit with the Forest Service will be required for shuttle operations since this trailhead is on forest land.

The concept is to provide two trailhead shuttles with thirty-minute frequency at an additional estimated operating cost of **\$248,000** a year. Twenty-minute frequency could be provided if a third shuttle were added, however the operating cost would increase to **\$372,000** annually. However, this does not include the purchase of additional buses, which will be required to expand the service to these levels.

There are opportunities for funding through the US Department of Transportation – Federal Lands Access Program. The city will evaluate grants and other funding opportunities for site and road improvements, capital costs (such as buses), and operating funds. Sedona is a rural community, and USDOT funding could fund up to 85% of these projects. Due to the maximum award amounts, multiple grants may need to be awarded to complete the project.

This site is on US Forest public land. Therefore, further discussions will be required with the forest service to advance such an effort any further.

4.2 Shuttle service to Oak Creek Canyon – Lars Romig, Committee Member

Romig wanted an overall view of what transit service to Oak Creek Canyon would look like. Especially with Shuttle stops at popular locations such as Grasshopper Point, Slide Rock, and West Fork.

Weber stated that shuttle service to Oak Creek Canyon is discussed extensively in the Sedona Area Transit Implementation Plan (STIP). The consultants identified an intercept lot located at the Ranger Station Visitor Center, located south of the Village of Oak Creek.

However, the Forest Service is currently utilizing the lot, and are not in support of such a project.

Segner stated that this plan could be more efficient; however, it is taking people from Sedona down HWY 179 to park and catch a shuttle that will bring them back to Sedona and up to Oak Creek. Weber stated that in his experience, these types of plans are unsuccessful because drivers bypass the lots and will go directly to the site.

Segner suggested the Micro-transit Shuttle take passengers to a different, larger shuttle service that will service the Oak Creek Canyon. Weber said that Micro-transit shuttles can be used as connectors. Also, APTA did a study on tolerance levels of transfers, and they discovered that people would tolerate a two-seat ride (meaning no more than one transfer) to their final destination.

Romig stated that currently, there is no parking at these popular locations, and many of the sites encourage roadside parking, which adds to pedestrian injuries. Eventually, he would like to see the elimination of roadside parking and coordinate with the Forest Service as we have previously done at popular trailheads.

Committee member TenBroek suggested that ridership to the trailheads could be higher in the summer months. The shuttles should be redirected to the Canyon to reach these three popular tourist destinations. Funding for these services would come through the fare boxes.

Weber stated that if there is consolidated parking in Uptown, that location can serve as a transfer point to shuttle people to and from the Canyon. In addition, riders can use micro-transit to connect from their hotels in West Sedona and Tlaquepaque to connecting service in uptown.

Segner suggested meeting with private businesses to take on the Service for Oak Creek Canyon may be possible. The STAC could advise them on the service routes and work on getting them designated drop-off and pick-up spots at the locations.

4.3 Shuttle delays during adverse weather conditions. – Lars Romig, Committee Member

Romig was following up after the sweltering and busy Fourth of July holiday weekend at Cathedral Rock Trailhead. There was an incident where a woman fainted on the Line 15.

Romig wants to see a Heat Exhaustion Flyer or brochure on the bus. Similar to what the Forest Service uses. He also suggests more shade structures and adequate signage on the trails from the Trailhead to the Shuttle Stop.

Weber stated that he has been looking into digital signage to put inside the buses and wants to post hiker information on these screens. With the shuttles transporting 310,000 passengers a year there is an opportunity to educate the riders with the Video Systems and potentially utilizing them for advertising.

Weber spoke with MV about significant service delays on peak weekends and asked that they add service cut-ins as available to reduce delays. The group agreed and suggested that MV immediately deploy resources during adverse weather conditions.

Segner suggests that the city put up a temporary sign at the roundabout to notify travelers that the parking lots are closed or full and provide them with alternative options.

Weber Reminded the group that the city is NOT authorized to close access to the Cathedral Rock Trailhead. If we shut down the transit service, we must open Back O' Beyond road to all traffic.

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 – Reported by Robert Weber, Transit Administrator

MV is 100% staffed, and there should be a decrease in service disruptions. Their staffing will include an extra board Operator for the reasons that we have previously discussed. We plan to get more buses, allowing for more cut-ins and better service.

Weber wanted to follow up with the committee to see if they had any questions or comments on the Ridership Comparison by Month report included in their agenda packets. Weber explained that for the month of March 2023 when compared to March 2022, there is a major difference in the number of service days (5 days in 2022 vs. 31 days in 2023) which led to the 363% increase.

There was recent information that went out that stated that our ridership was decreasing. Based on these reports, that is not the case, from spring break through June there have been double digit increases over last year.

Regarding the Verde Shuttle, since we started marketing the service with the Lodging Council last October 2023 and made service changes to allow for hourly, bi-directional service, there has been double digit increases in ridership. Weber added that the Verde Shuttle is subsidized with FTA 5311 program funds.

5.2 Sedona Shuttle Connect Update – Robert Weber, Transit Administrator

Weber reported that we are still anticipating a January 2024 build on our Micro-transit buses, but it could potentially be moved in to the second quarter of 2024. Based on this information the marketing plan should be implemented 90 days before deployment.

6. FUTURE AGENDA ITEMS:

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

- 1) Plan for Sedona Shuttle Workshop to discuss marketing, signage, and potential outcomes for expanding services.

7. NEXT MEETING DATE:

The Committee agreed to hold the next STAC meeting on September 25, 2023, at 10:00 a.m. in the Vultee Conference Room at City Hall and Zoom.

8. ANNOUNCEMENTS AND RECOGNITIONS:

Weber asks STAC members to call him directly should they have any questions regarding the shuttle service or the data. Recently, wrong information has been reported to the community, and the STAC members can help to disseminate the correct information.

9. ADJOURN:

With no further business to discuss, Segner adjourned the meeting at 2:12 p.m.

PREPARED BY:



Transit Administrator
City of Sedona

Attachments:

- Line 11 Proposed Service Expansion Slide Deck
- FY24 Ridership Comparison – All Services

NEXT MEETING DATE: SEPTEMBER 25, 2023

NEXT MEETING TIME: 10:00 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.

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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

LINE 11: PROPOSED SERVICE EXPANSION

SERVICE STOPS:

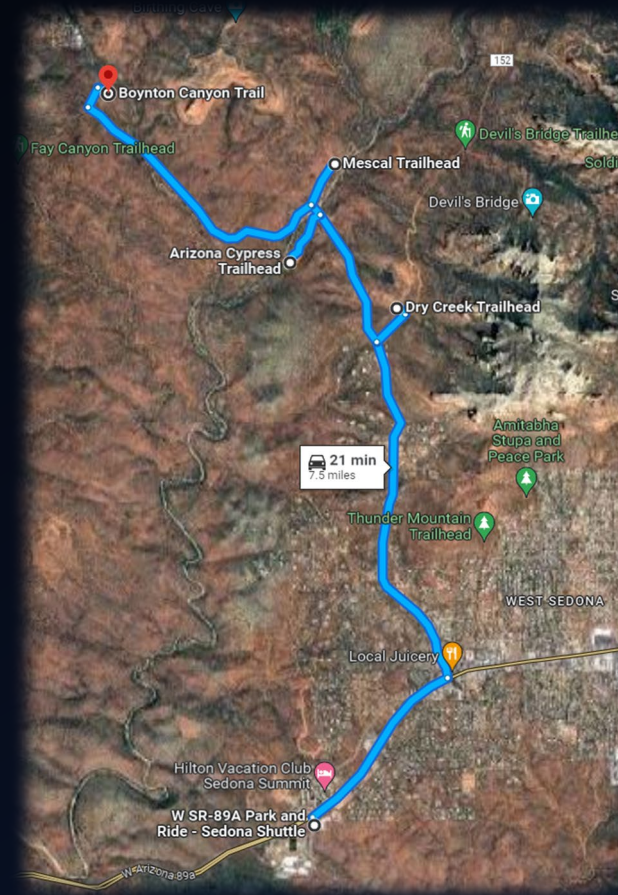
A: W SR-89A Park & Ride

B: Dry Creek Vista

C: USFS Cypress Arizona Park & Ride (New)

D: Mescal Trailhead

E: Boynton Canyon Trailhead (New)

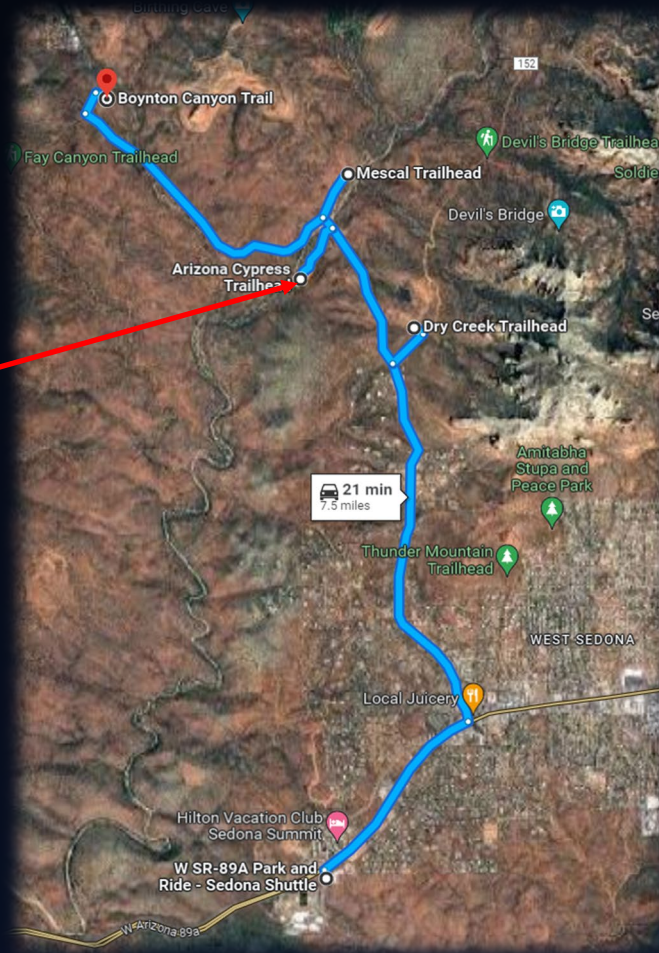


Line 11 Route Map

LINE 11: PROPOSED SERVICE EXPANSION



Proposed USFS
Arizona Cypress Park
& Ride



Adds six minutes shuttle
run time per one way trip.

LINE 11: PROPOSED SERVICE EXPANSION

REQUIREMENTS:

- Widening and surface improvements of Forest 9589B Access Rd.
- Develop parking area (Resurface, striping, restrooms, boarding platform, shade structure, Etc..)



Forest 9589B Access Rd.



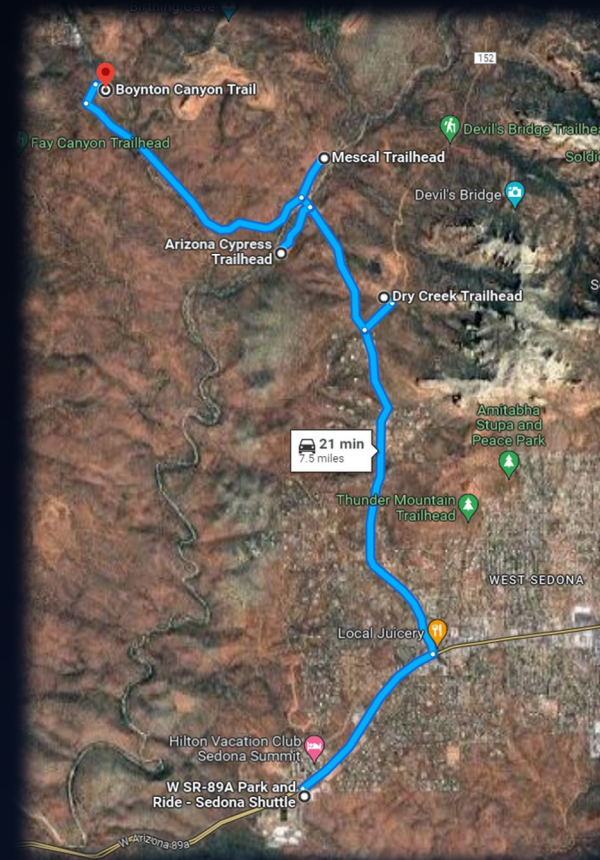
Proposed USFS
Arizona Cypress Park
& Ride

Capacity 150 + Cars

LINE 11: PROPOSED SERVICE EXPANSION

ASSUMPTIONS:

- Close parking at Boynton Canyon trailhead.
- Implement parking restrictions on Boynton Pass Rd to Fay Canyon TH.



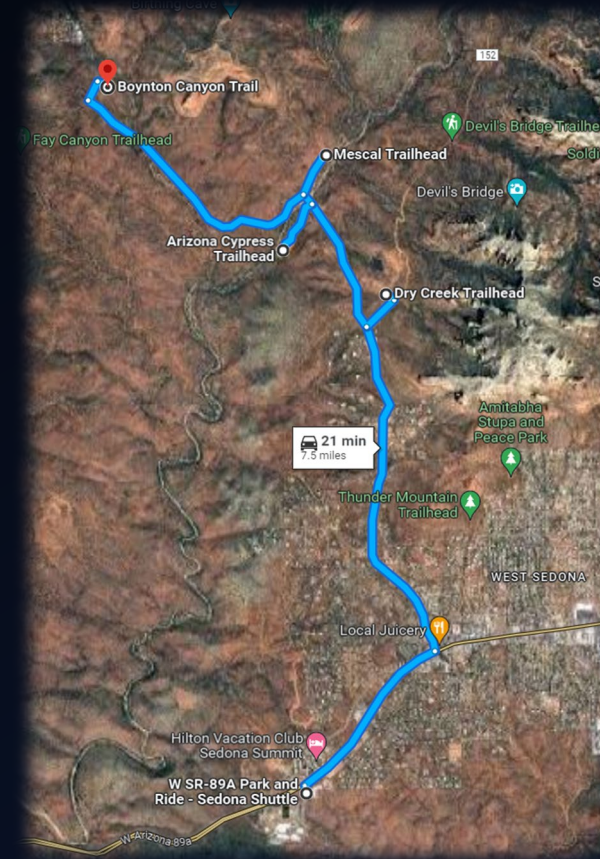
LINE 11: PROPOSED SERVICE EXPANSION

SERVICE FREQUENCY:

Shuttles	Frequency
2	30 Minutes
3	20 Minutes

APPROXIMATE ADDITIONAL ANNUAL OPERATING EXPENSE:

Shuttles	Added Expense
2	\$248,000
3	\$372,000

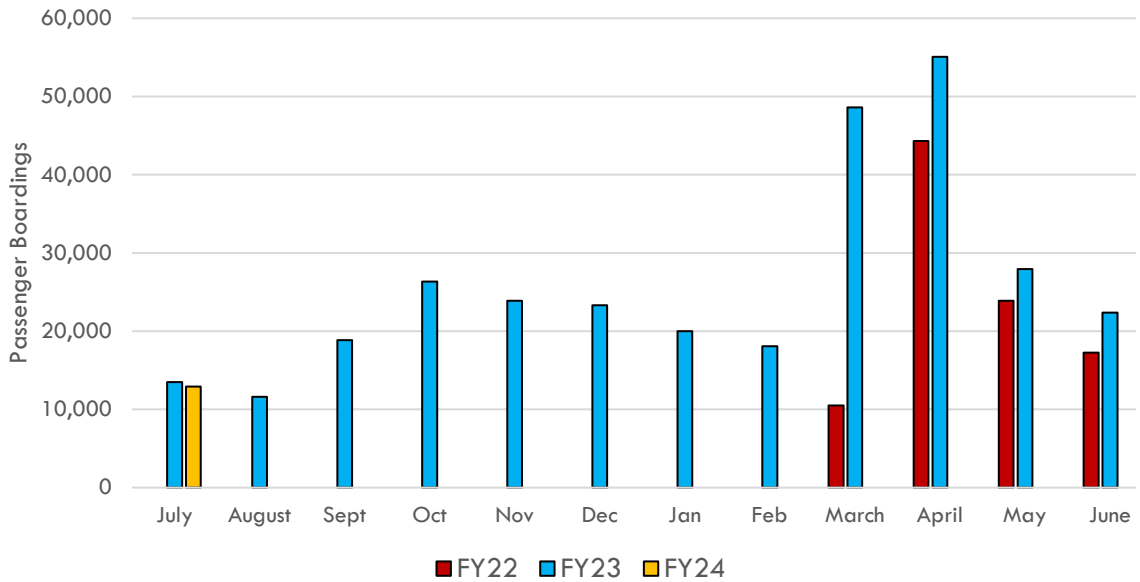


LINE 11: PROPOSED SERVICE EXPANSION



QUESTIONS - DISCUSSION

TH Shuttle Passenger Boardings Fiscal Year Comparison By Month



Month	FY22	FY23	FY24
July		13,471	12,909
August		11,589	
Sept		18,836	
Oct		26,359	
Nov		23,867	
Dec		23,325	
Jan		20,009	
Feb		18,090	
March	10,511	48,619	
April	44,309	55,075	
May	23,902	27,958	
June	17,256	22,361	
Totals	95,978	309,559	12,909

-4.17%

363%

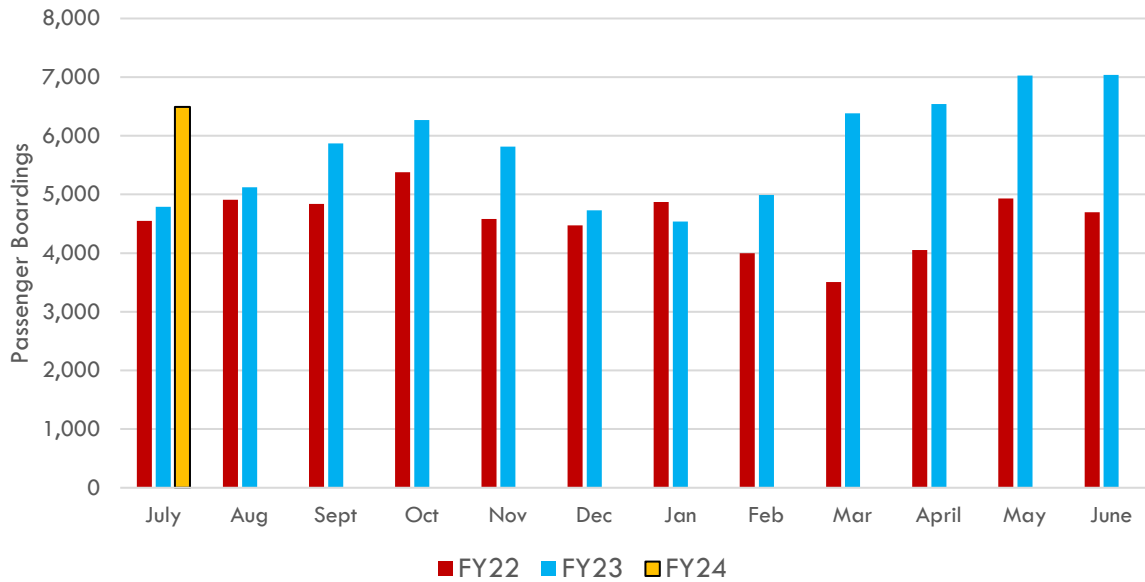
24%

17%

30%

223%

Verde Shuttle Passenger Boardings Fiscal Year Comparison By Month



Month	FY22	FY23	FY24	
July	4,547	4,790	6,494	35.57%
Aug	4,912	5,124		4.32%
Sept	4,837	5,870		21.36%
Oct	5,380	6,270		16.54%
Nov	4,582	5,818		26.98%
Dec	4,472	4,728		5.72%
Jan	4,873	4,537		-6.90%
Feb	3,999	4,993		24.86%
Mar	3,506	6,385		82.12%
April	4,051	6,540		61.44%
May	4,932	7,028		42.50%
June	4,698	7,036		49.77%
Totals	54,789	69,119	6,494	