



**SEDONA
SHUTTLE**

City of Sedona

Transit Advisory Committee

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

**MEETING MINUTES
September 25, 2023**

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

Absent: Mike Berly Citizen of Sedona
 Tom Huthwaite Uptown Business Sector

City Staff: Robert Weber Transit Administrator
 Savannah Sandoval Grant Analyst

Public: John Federico

Guests: Joshua Gutierrez

An apology is made for any misspelling of a name.

1. CALL TO ORDER

1.1 Roll Call:

Meeting called to order at 10:00 a.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:

Robert Weber introduced the new MV General Manager of the Sedona Division, Joshua Gutierrez, who replaced Bruce Morrow. Gutierrez stated he started his career in public transit in 2008 when he was a bus driver for Community Transit in Evert Washington. He was with the agency for almost 14 years where he held numerous positions of increased responsibility and left the agency in 2021 as the Manager of Transportation Operations. He moved to Mesa, AZ with this family, and started working for the City of Scottsdale, as a Senior Transit Planner in 2022.

John Federico was in attendance via Zoom and did not make a statement.

2. PUBLIC FORUM:

No public comments were received during the public forum.

3. APPROVAL OF MINUTES FROM PREVIOUS MEETINGS:

3.1 Approval of August 28, 2023, meeting minutes

David O'Donnell motioned to approve the August 28, 2023, meeting minutes. Seconded by Lars Romig. Motion passed; all were in favor.

4. REGULAR BUSINESS:

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

Marketing Sub-Committee:

Chair Seigner stated that the transit system is excellent and, based on the numbers, it is doing what it was designed to do. He suggested that the committee appoint a marketing subcommittee to review what we have done in the past and what we are currently doing and how we could improve it. The subcommittee can then provide feedback to the STAC of any potential recommendations to the City Manager's Office.

Weber said he would invite Lauren Brown City of Sedona Communications Manager, and Selena Barlow, Transit Marketing Inc., to be part of the marketing subcommittee.

Committee members Segner, Ellsworth, TenBroek, O'Donnell, and Romig showed interest in participating in the Transit Marketing Subcommittee.

Committee member TenBroek would like to see route development and ridership be the focus of the STAC, and once that is established and we are getting more cars off the road - the group can then focus on marketing.

Committee member Romig agreed.

Chair Seigner said that these two items, increasing ridership, and marketing, are not mutually exclusive. To develop a successful project, you must make minor adjustments to both marketing and operations.

Weber explained that transit services are constantly developing and evolving; if we wait to have the system perfect to create a solid marketing approach, we will likely fail to increase ridership and make any meaningful impact on traffic congestion. The marketing program must be agile because there may be a need to adjust service levels, develop new services, and make other course corrections that are responsive to emerging community needs.

Vice Chair Ellsworth wants the STAC to have a more defined goal instead of just getting cars off the road and reducing traffic at the trailheads.

Weber reminded the group that other objectives exist, such as improving public safety increasing access, and reducing environmental impacts.

Segner suggested that there be two meetings, one to discuss the marketing efforts and plans for the Sedona Shuttle and the other for general operations. Weber will send out a meeting poll to get everyone's availability to set up the first Transit Marketing Subcommittee meeting.

Sedona Shuttle Workshop:

Weber suggested that the committee consider holding a workshop to review the Sedona Area Transit Implementation Plan and develop a list of recommendations intended to update the plan.

All committee members agreed with that approach and suggested that the next STAC meeting be dedicated to that workshop.

The STAC workshop will be held on November 6, 2023, from 9 am – 12 pm. The group agreed to review the Sedona Implementation Plan and identify potential updates to the plan that may need to be considered.

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 – Josh Gutierrez, GM Division 536

Gutierrez stated that MV participated last week in the Volpe Tour and supported the City Staff with the event. He added that he was looking at internal processes and required staffing levels to increase service reliability and reduce missed trips.

5.2 Trailhead Shuttle, Verde Shuttle, & Sedona Shuttle Connect Updates – Robert Weber, Transit Administrator

Trailhead Shuttles:

Weber stated that ridership for the Trailhead Shuttles in July and August was down by about 5-6% compared to last year. This decrease was likely due to the extremely hot weather.

The September, month-to-date average daily boardings surpassed last year's numbers by 15%. Also, by the end of November, the Sedona Shuttle trailhead service is estimated to have 500,000 boardings in its first eighteen months of service.

Weber stated that ridership is a bit higher on Line 11 since the parking restrictions on Dry Creek Road were implemented within the city limits. The Forest Service gave the County the green light to move forward with Jersey Barriers and their Parking Enforcement Plan for the section of road within the county's jurisdiction along Dry Creek. However, the County's Attorney has now expressed some reservations about this approach. The County's concerns are:

- Liability with Jersey Barriers.
- Losing enforcement control.
- Having to hire a third party to monitor parking.

The dialog will continue between the city, county and USFS to impose further parking restrictions within the unincorporated corridor of Dry Creek Rd.

Verde Shuttle

The Verde Shuttle continues to show substantial increases in ridership over FY22, which may be the result of implementing bi-directional hourly service throughout Sedona and recent marketing efforts.

Sedona Shuttle Connect

Weber notified the committee that there has been a manufacturing update for the Sedona Shuttle Connect vehicles. The vehicle distributor notified staff of a tentative March 2024 production slot, which could have the Sedona Shuttle Connect service operational by next Summer.

6. FUTURE AGENDA ITEMS:

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

- 1) STAC Workshop on November 6, 2023.

7. NEXT MEETING DATE:

The Committee agreed to hold the next STAC meeting on November 6, 2023, at 9:00 a.m. Location TBD.

8. ANNOUNCEMENTS AND RECOGNITIONS:

None

9. ADJOURN:

With no further business to discuss, Chair Segner adjourned the meeting at 11:03 a.m.

PREPARED BY:



Transit Administrator
City of Sedona

Attachments:

- FY24 Ridership Comparison by Month – All Services

NEXT MEETING DATE: NOVEMBER 6, 2023

NEXT MEETING TIME: 9:00 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/ • Email: sedonashuttle@sedonashuttle.gov • Phone: (928) 203-5086