



**SEDONA  
SHUTTLE**

*City of Sedona*

*Transit Advisory Committee*

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

**MEETING MINUTES**

**November 6, 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 Berly                      Citizen of Sedona  
Tom Huthwaite                      Uptown Business Sector  
Kent Ellsworth                      Verde Valley Care Givers

**City Staff:** Robert Weber                      Transit Administrator

**Public:** John Federico

**Guests:** Joshua Gutierrez                      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 09:00 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:

John Federico was in attendance via Zoom. Tod Morris, (NACOG) was in attendance Via ZOOM. Josh Gutierrez. (MV) was in attendance via ZOOM.

## **2. PUBLIC FORUM:**

No public comments were received during the public forum.

## **3. APPROVAL OF MINUTES FROM PREVIOUS MEETINGS:**

### 3.1 Approval of September 25, 2023, meeting minutes

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

## **4. STAC WORKSHOP:**

### 4.1 Review Area Sedona Transit Implementation Plan (STIP):

The committee conducted a high-level discussion and reviewed the STIP. Detailed notes of that discussion can be found within the attachment *MT Meeting Notes*, submitted by Committee Member TenBroek.

### 4.2 Discuss specific recommendations (if any) to modify / update the STIP.

A summary of the STAC's recommendations can be found within the attachment *STAC Workshop Recommendations*. Additional details can be found with the attachment *MT Meeting Notes*, submitted by Committee member TenBroek.

## **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 staffing was improving – noting that there had been a decline in missed trips. Also, the buses were being well maintained and were all in service.

### 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 September increased by 25.5% over the previously September. Additionally, October's ridership increased by 7.63% from October of last year. was down by about 5-6% compared to last year.

### 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 production late January – early February production slot. Assuming that timeline holds, the SSC service could be operational by Jue of next year.

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

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

- 1) Review TH Shuttle Holiday Schedule
- 2) TCA(s) at Back O' Beyond Road
- 3) TH Shuttle Variable Message Signage - Way Finding Signage.

## **7. NEXT MEETING DATE:**

The Committee agreed to hold the next STAC meeting on December 19, 2023, at 11:00 a.m. Location TBD.

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

None

## **9. ADJOURN:**

With no further business to discuss, Chair Segner adjourned the meeting at 12:01 p.m.

PREPARED BY:



Transit Administrator  
City of Sedona

Attachments:

- *FY24 Ridership Comparison by Month – All Services*
- *STAC Workshop Recommendations.*
- *MT Meeting Notes*

**NEXT MEETING DATE: NOVEMBER 6, 2023**

**NEXT MEETING TIME: 9:00 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.**

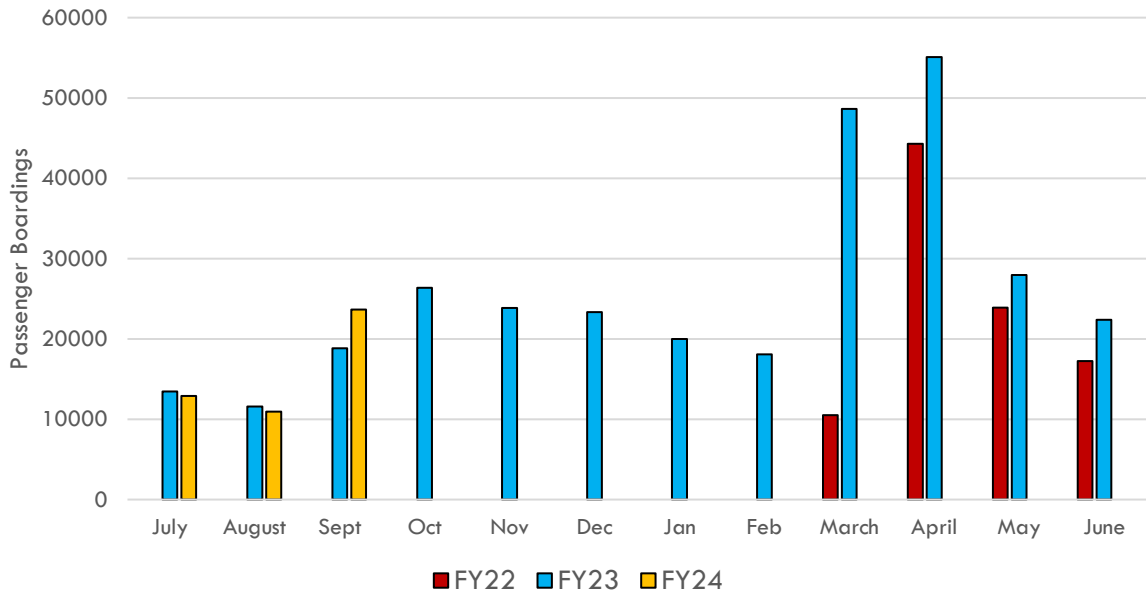
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If information is needed in another language, contact (928) 203-5199. \*Para información en Español llame: Victor Estrada, Right-of-Way Specialist, (928) 204-7800.

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/](https://SedonaShuttle.com/FAQ%20%26%20More/Contact-Us/) • Email: [sedonashuttle@sedonashuttle.gov](mailto:sedonashuttle@sedonashuttle.gov) • Phone: (928) 203-5086

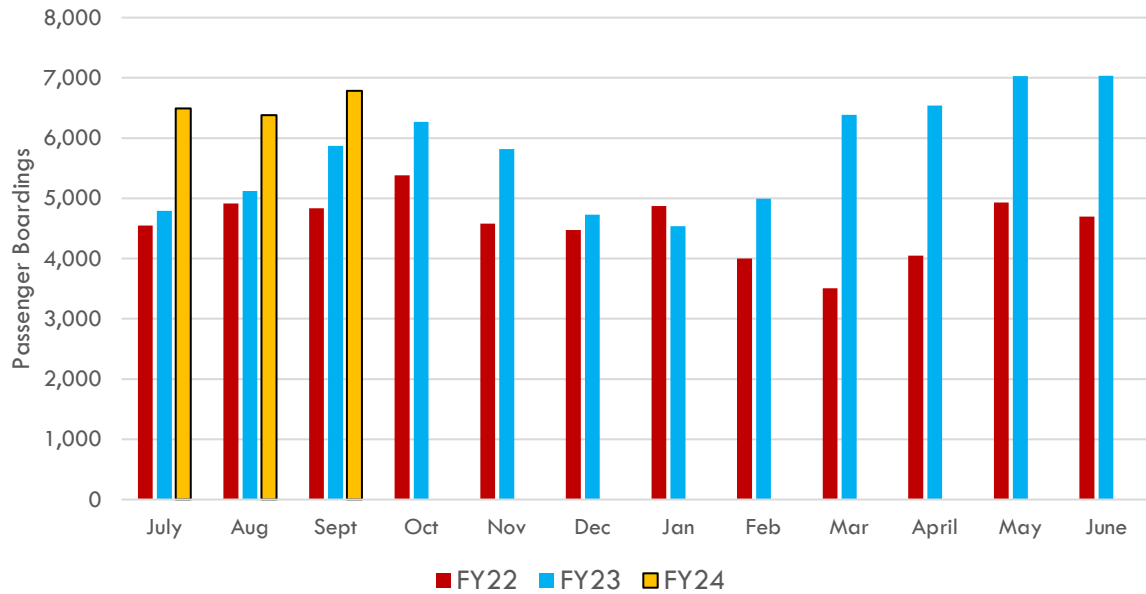
### TH Shuttle Passenger Boardings Fiscal Year Comparison By Month



Month	FY22	FY23	FY24
July		13,471	12,909
August		11,589	10,950
Sept		18,836	23,639
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	
<b>Totals</b>	<b>95,978</b>	<b>309,559</b>	<b>47,498</b>

-4.17%
-5.51%
25.50%
363%
24%
17%
30%

### 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	6,379	24.49%
Sept	4,837	5,870	6,784	15.57%
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%
<b>Totals</b>	<b>54,789</b>	<b>69,119</b>	<b>19,657</b>	

## STAC Workshop Recommendations November 6, 2023

### Trailhead Shuttles:

Recommendation	Rational	Considerations
Explore flex routing (Added stops for hotel access Etc.)	To promote “Park Once” and entice visitors to use transit to get to sought after trails directly from their hotel.	1) Flex routing adds run time which will increase operating expense and decrease frequency of service. 2) Microtransit demand response is intended to provide connecting service from lodging to the trailhead shuttle service.

### Microtransit (Sedona Shuttle Connect):

Recommendation	Rational	Considerations
Add Huckaby Trailhead to Microtransit Zone	<ol style="list-style-type: none"> <li>1) Provide transit access to Huckaby Trailhead</li> <li>2) Reduce passenger vehicle miles traveled though Tlaquepaque &amp; Schnebly roundabout.</li> </ol>	<ol style="list-style-type: none"> <li>1) USFS Permit required for transit access.</li> <li>2) USFS may have potential environmental concerns w/ transit access.</li> </ol>



*Huckaby Trailhead*

Recommendation	Rational	Considerations
Add Midgley Bridge Picnic Area to Microtransit Zone	<ol style="list-style-type: none"> <li>1) Provide transit access to the northern end of the Huckaby trail. (Connects hikers to Huckey &amp; Midgley Trailheads via Microtransit)</li> <li>2) Reduce passenger vehicle miles traveled through uptown.</li> </ol>	<ol style="list-style-type: none"> <li>1) USFS Permit required for transit access.</li> <li>2) 0.17 miles <u>outside</u> of Sedona City Limits.</li> <li>3) Safe shuttle access and turnabout.</li> <li>4) Adds 12 minutes (round trip) to the run time from Ownby Way roundabout.</li> </ol>

STAC Workshop Recommendations  
November 6, 2023



*Midgley Bridge*

Recommendation	Rational	Considerations
Add W Park Ridge roundabout (Jordan Park) as a Microtransit designated stop.	To provide access to a number of beginning/end trails e.g., Huckaby, Jim Thompson, Soldiers Pass via Brins Mesa, and Cibola Pas	1) USFS Permit. 2) Public scoping with the W. Parkridge HOA and residents. 3) Temporary solution until USFS access road to Jim Thompson TH can be improved.



*W Parkridge Roundabout*



## STAC Workshop Recommendations November 6, 2023

### Service to the VOC:

Recommendation	Rational	Considerations
1) Implement reduced service level (frequency) than proposed in the STIP. 2) Monitor demand and adjust as budget allows.	Provide commuter service to workforce and access to Sedona via transit for the elderly/disabled community in the VOC.	Continue to pursue County / State funding.

### Service to OCC:

Recommendation	Rational	Considerations
1) Re-task line 11 (Dry Creek Vista / Mescal) to serve the OCC during the summer months. Service stops would include, but not be limited to Grasshopper Point, Slide Rock State Park, and Westfork trailhead. 2) Implement a fee for service advanced reservation-based model to recoup operating and vehicle depreciation expense. 3) Utilize available parking in uptown (Municipal Lot & behind the Art Barn as park & ride locations)	1) Better utilization of the trailhead shuttles during the summer months 2) Provide transit access to Grasshopper Point, Slide Rock, and West Fork Trailhead. 3) Reduce passenger vehicle miles traveled through the OCC. corridor. 4) Shuttle service ridership would increase off season.	1) Consider the private sector to operate this service. 2) A state permit may be required for shuttle access to Slide Rock State Park. 3) USFS Permit required for transit access to Grasshopper point, & West Fork trailhead. 4) Agreements will need to be in place with concessionaires (Grasshopper point, Slide Rock) so they can recover lost entry fee revenues through transit access fees. 5) Additional parking restrictions will need to be in place within the OCC corridor to incentivize transit use. 6) Additional parking infrastructure outside of the OCC will need to be identified to consolidate parking with transit access. 7) Slide Rock public parking (171 POV + 9 RV capacity) may continue to be a disincentive for transit use.

From: Mark TenBroek <tenbroekmj@gmail.com>  
Sent: Wednesday, November 8, 2023 2:43 PM  
To: Robert Weber  
Cc: Steve Segner; Kent Ellsworth; David O' Donnell; Lars Romig; Mikey Berlly;  
Tom Huthwaite;  
Savannah Sandoval  
Subject: Re: Sedona Transit Advisory Committee - Marketing Sub-Committee

Follow Up Flag: Follow up  
Flag Status: Flagged

All:

I wanted to include my notes from the latest STAC meeting in written form concerning the Transit Implementation plan. I included my summary of the implementation plan first.

The last section includes what I believe was discussed during the meeting concerning changes to the transit implementation plan that were discussed. I provide this information as input to Robert who is preparing the minutes. According to the bylaws we are not to have email discussions outside of the STAC meeting, so I am not encouraging a discussion by email, simply providing meeting information captured.

Transit Implementation Plan (PLAN)

Phase 1 Community Service Includes:

1. Use of a Transit Hub near the Y
2. Intercept parking at Cultural Park and VOC for visitors coming into town
3. All traffic comes to the Hub and then is distributed to other locations (to Uptown, OCC, trailheads)
4. Service is year round, 7-days a week, 6:00 AM - 11:00 PM
5. Uses existing bus stops, and new parking lots

Phase 1 Trailhead Service:

1. Trips are from Hub to Jim Thompson, Huckaby, Little Horse, Mescal
2. All trips would require a transfer from the Community service (at Hub) to these locations
3. Peak Season 7:00 AM - 6:00 PM

Phase 2 Trailhead Service:

1. Cathedral, Soldiers Pass, Dry Creek Vista, and Mescal, Bell Rock and Courthouse Vista
2. All trips would require a transfer from the Community service (at Hub) to these locations
3. March thru October daily, and weekends November thru February
4. 7:00 AM to 6:00 PM service

Phase 3 Oak Creek Service:

1. Intercept in VOC or Red Rock Ranger Station

2. 7:00 AM to 6:00 PM daily March - October, weekends otherwise
3. Requires closure of most roadside parking in OCC
4. Must coordinate with West Fork, and Forest Service

#### Phase 4 Slide Rock

1. Same as above

Discussion concerning the PLAN at STAC (11.6.23):

- \* The PLAN included a Transit Mobility Hub - That component is on hold. It was also discussed that the use of a Hub would require multiple transfers that may limit its acceptability for users.
- \* The PLAN included fixed route scheduled service from the HUB north, west, and south. This fixed route has not been implemented. The Verde Shuttle has been leveraged to provide this fixed route to these other locations (although not down to VOC)
- \* The PLAN included additional trailhead shuttles originating at the HUB, but these have been implemented to selected locations to help with safety issues that include Soldiers Pass, Cathedral Rock, and Dry Creek Vista from three other parking areas. Some locations like Jim Thompson have been eliminated based on road conditions.
- \* STAC discussed potentially routing trailhead shuttles from lodging to assist with Park Once and entice visitors to use lodging to get to sought after trails
- \* While not discussed in depth in the PLAN, demand based Micro-Transit is being implemented since it is more flexible than fixed route and can provide variable pricing for the endpoint being accessed. This is supported by STAC.
- \* STAC recommended that Micro-Transit consider Midgley Bridge, Huckaby, and W Ridge (Jordan Park) to be included in the service area to bring into play a number of beginning/end trails like Huckaby, Jim Thompson, Soldiers Pass via Brins Mesa, and Cibola Pass.
- \* The hardening (limitation) of roadside parking is critical to making Dry Creek Road and OCC trailheads work effectively. Sedona should continue these discussions with the other stakeholders to make this a priority.
- \* The PLAN envisioned VOC service. STAC noted that this would likely need VOC (Yavapai) funding, which is probably not forthcoming. It was suggested that limited service times to help workforce and elderly/disabled transit to Sedona would be beneficial and potentially funded by Sedona since this would be a benefit to the community for workforce transportation.
- \* The PLAN envisioned OCC travel. STAC recommended reservation and paid travel to West Fork and Slide Rock from Uptown lots (behind Art Barn and Uptown Public Lot) during June, July, August only. This would limit return travel vehicles to the Y during the

summer and reduce congestion in the evening.

\* STAC suggested that Trailhead shuttles could be used for this OCC application with trailhead shuttles discontinued or limited during the hot summer months given heat and other low ridership issues.

\* STAC also discussed the use of private carriers for the OCC routes.

\* STAC suggested getting West Fork and Slide Rock entry numbers by date to understand the potential ridership.

\* STAC suggested using streetlight data for travel impacts of implementing direct to Slide Rock and West Fork OCC routes.

\* STAC suggested having discussions with West Fork and Slide Rock about this potential shuttle plan and what they would want as part of the fare and other implementation items like time of year and times for service.

Thanks.

Mark TenBroek