



**SEDONA  
SHUTTLE**

*City of Sedona*

*Transit Advisory Committee*

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

**MEETING MINUTES  
December 19, 2023**

<b>Present:</b>	Steve Segner	Business Sector
	Mark TenBroek	Citizen of Sedona
	David K. O'Donnell	Citizen of Sedona
	Lars Romig	Citizen/ Verde Valley Cyclist Coalition
	Mike Berly	Citizen of Sedona
	Kent Ellsworth	Verde Valley Care Givers
<b>Absent:</b>	Tom Huthwaite	Uptown Business Sector
<b>City Staff:</b>	Robert Weber	Transit Administrator
	Zack Swarts	Sustainability Coordinator
<b>Public:</b>	John Federico	
	Cheryl Barron	President – Loding Council
<b>Guests:</b>	Joshua Gutierrez	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 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. Josh Gutierrez. (MV) was in attendance via ZOOM. Cheryl Barron, President of the Loding Council was in attendance in person. Zack Swarts, Sustainability Coordinator was in attendance in person.

## **2. PUBLIC FORUM:**

No public comments were received during the public forum.

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

### 3.1 Approval of November 6, 2023, meeting minutes

- Motion by O'Donnell, seconded by TenBroek.
- Motion passed unanimously.

## **4. Regular Business:**

- 4.1: Review TH Shuttle Holiday Schedule: The committee recommended extending daily service after New Year's day and possibly discontinuing service before Christmas. Weber to check ridership and traffic data for verification.
- 4.2 TCA(s) at Back O' Beyond Road: STAC recommends wayfinding signage changes and relocating TCA(s) off the highway at Back O' Beyond.
- 4.3: TH Shuttle Variable Message Signage - Way Finding Signage: STAC requested a report on available VMS sign technology for the next meeting. Segner suggests using simple A-Frame signs to create a breadcrumb trail.

## **5. REPORTS AND INFORMATION ITEMS:**

*The Committee will receive these reports, which do not require action by the Committee.*

5.1: Transit Marketing Committee: Chair Segner reported that the transit marketing subcommittee had a good meeting with actionable ideas, however, there are some budgetary constraints.

5.2: MV Report: Gutierrez reported that holiday supplemental service is operational. Regular board fully staffed, still short operators on the extra board.

5.3: Transit Administrator Update.

- November ridership for both TH Shuttles and Verde Shuttle is up from last year.
- MicroTransit (MT) vehicles on schedule to begin production in late January - early Feb.
- The City Council approved the fare structure for MT service on Dec 12th. The approved structure is as follows:\$2 regular one-way and \$1 discount one-way with the following persons eligible for the discount fare: 60+ Years of age (Proof of age may be required), Medicare Cardholders, Veterans (With ID), Persons with Disabilities, and AZ Residents with a valid ACCCHS card and free fare for children under the age of five.
- One additional MT vehicle was awarded by ADOT.

**6. FUTURE AGENDA ITEMS:**

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

- Marketing Budget
- VMS Sign Options
- Visitor Dwell Times at Trailheads
- Passenger Surveys
- STAC Meeting Frequency

**7. NEXT MEETING DATE:**

The Committee agreed to hold the next STAC meeting on January 23, 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 12:03 p.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**

*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](mailto:sedonashuttle@sedonashuttle.gov) • Phone: (928) 203-5086