



**SEDONA  
SHUTTLE**

*City of Sedona*

*Transit Advisory Committee*

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

**MEETING MINUTES**

**January 23, 2024**

<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
	Kent Ellsworth	Verde Valley Care Givers
<b>Absent:</b>	Tom Huthwaite	Uptown Business Sector
	Mike Berly	Citizen of VOC
<b>City Staff:</b>	Robert Weber	Transit Administrator
<b>Public:</b>	John Federico	Former resident / STAC Member
<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 11:00 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.

## 2. PUBLIC FORUM:

- No public comments were received during the public forum.

## 3. APPROVAL OF MINUTES FROM PREVIOUS MEETINGS:

### 3.1 Approval of December 19, 2023, meeting minutes.

- Motion by Vice Chair Ellsworth, seconded by Committee Member TenBroek.
- Motion passed unanimously to approve the December 19, 2023, meeting minutes.

## 4. Regular Business:

### 4.1 Marketing Budget:

- \$95K budgeted for FY 24, \$120k submitted for FY25 (Pending Council Approval)
- Microtransit and video production is driving the increased budget for FY25.
- Two separate videos to be produced -- (One focused on residents and one on visitors.)
- Chair Segner suggested that the Microtransit service have a separate budget and that a coming soon display be placed at the "Y" at the city owned gas station property.

### 4.2 VMS Sign options:

- STAC fully supports city's use of cloud-based Variable Message Signs (VMS) signage as a wayfinding tool for visitors to find the shuttle Park & Ride locations. Technology can be interfaced with parking management software and also be leveraged during civil evacuations.

### 4.3 Visitor Dwell Times at Trailheads:

- Cell phone dwell time data may not be accurate as visitors may hike outside of the geofence, which can skew the data.
- <LR> to review STR-AVA data and report back to the committee.
- <RW> to check with the city Communications Manager to determine if the Kimley Horn (KH) visitor study using Streetlight Insight data includes vehicle traffic to / from the trailheads. **Follow Up:** *The scope of work for KH does include traffic data to / from the trailheads that are located within the city limits.*

#### 4.4 Passenger Surveys:

- Committee reviewed the Verde Shuttle passenger survey data. No action recommended.
- <RW> Working with TransLoc to add an in-Ap survey tool that provides continuous feedback from the customers.

#### 4.5 STAC Meeting Frequency:

- STAC will hold the next meeting in March, and then re-evaluate if less frequent meetings are warranted.

### 5. REPORTS AND INFORMATION ITEMS:

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

5.1 MV's GM reported that staffing has improved and that there were no major operational issues to report.

#### 5.2 Transit Administrator Report:

- Trailhead Shuttles: For December, ridership on the trailhead shuttles increased by **48%** in December over last December. **Note** while the service did operate an additional six (6) days in December of this year, the average daily boardings increased by 11% in December.
- Verde Shuttle: For December, ridership on the Verde Shuttle increased by **28%** in December over last December. This increase continues to be attributed to the Oct, 2022 service change providing bi-directional hourly service throughout Sedona and enhanced marketing efforts to the hospitality industry encouraging visitors to use the service to access Sedona's most congested areas.
- MicroTransit Vehicles should go into production next week, which would track for a Summer 2025 deployment assuming there are no unforeseen delays.

### 6. FUTURE AGENDA ITEMS:

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

- Microtransit Marketing plan
- Service to Oak Creek Canyon
- Discontinued service on the Lines 11 & 12 (<RW> stated that *this item may be pulled depending on actions taken within the Dry Creek Rd. corridor by the USFS and County before the next STAC meeting.* )

### 7. NEXT MEETING DATE:

The Committee agreed to hold the next STAC meeting on March 5, 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 12:31 p.m.

PREPARED BY:



Transit Administrator  
City of Sedona

Attachments:

- *FY22 - 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.*

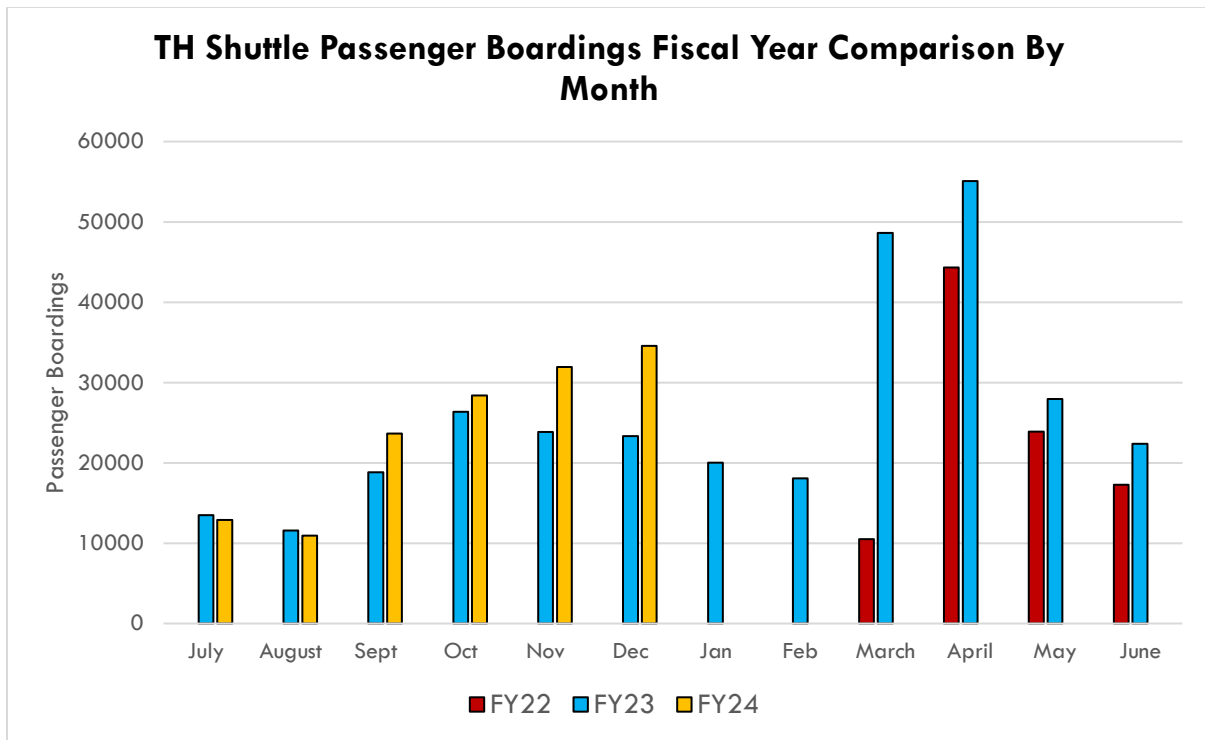
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If information is needed in another language, contact (928) 203-5199. \*Para información en Español llame: Victor Estrada, Right-of-Way Specialist, (928) 204-7800.

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

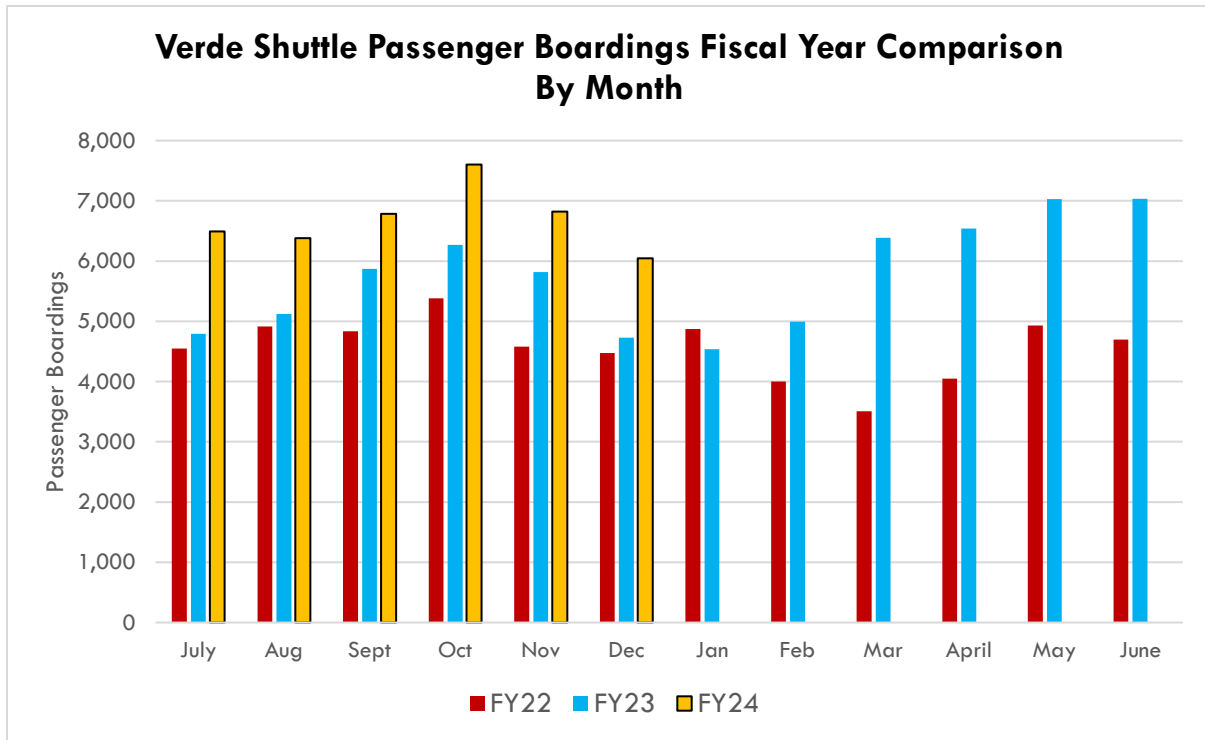
## Passenger Boarding by Month Fiscal Year Comparison All Services



Month	FY22	FY23	FY24
July		13,471	12,909
August		11,589	10,950
Sept		18,836	23,639
Oct		26,359	28,370
Nov		23,867	31,954
Dec		23,325	34,547
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>142,369</b>

Variance
-4.17%
-5.51%
25.50%
7.63%
33.88%
48.11%
363%
24%
17%
30%

## Passenger Boarding by Month Fiscal Year Comparison All Services



Month	FY22	FY23	FY24	Variance
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	7,602	21.24%
Nov	4,582	5,818	6,821	17.24%
Dec	4,472	4,728	6,048	27.92%
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>40,128</b>	