



**SEDONA
SHUTTLE**

City of Sedona

Transit Advisory Committee

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

MEETING MINUTES

March 5, 2024

Present:	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
	Mike Berlly	Citizen of VOC
Absent:	Tom Huthwaite	Uptown Business Sector
City Staff:	Robert Weber	Transit Administrator
	Tyler Kamarata	Grants Analyst
Public:	John Federico	Former resident / STAC Member
Guests:	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:

- Tyler Kamarata, the city's new Grants Analyst was introduced to the Committee.
- John Federico was in attendance via Zoom. Josh Gutierrez. (MV) was in attendance via ZOOM.

2. PUBLIC FORUM:

- 2.1 No public comments were received during the public forum.

3. APPROVAL OF MINUTES FROM PREVIOUS MEETINGS:

- 3.1 January 23, 2024, minutes approved. Moved by Committee Member O'Donnell, Seconded by Committee member Romig. Unanimously approved.

4. Regular Business:

4.1 MicroTransit Marketing Plan:

- Two Microtransit promotional videos planned. One for All users and one focused on residents and the community.
 - Chair Segner and Vice Chair Ellsworth agreed to be "champions" of the MT service and appear in the video to provide testimonials.
 - Committee member Romig volunteered to be filmed loading his bike onto the service.
 - Committee member O'Donnell volunteered to be filmed boarding the microtransit bus with his service animal.
 - Weber to convey all suggestions to the Transit Marketing Group.
- Marketing effort to begin 45 days prior to service launch.
- Outreach includes mailers to households within the service area, lodging council, Chamber, website and social media, hotels, key businesses, community center, public library, Airport, Etc.
- Chair Segner suggested that the city develop a list of anticipated false narratives and counter each with facts. Consider publishing it in the Red Rock News, on the city websites, and through social media channels.

4.2 Shuttle Service to Oak Creek Canyon:

- Requires consensus and collaboration with City, USFS, ExplorUS, State Parks, Traffic Matters, ADOT, and Coconino County.
- Develop a long-range plan to move this initiative forward.
- Weber to review STAC Workshop recommendations (including service to Oak Creek Canyon) from its November meeting with USFS on April 2, 2024. <RW> to report back to the committee.

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:

- Daily service for Spring Break has begun and shall continue until April 21st.
- The operations staff are focused on safety and customer service.
- MV operations is in the process of ramping up for the microtransit service launch.

5.2 Transit Administrator Update:

- For February, the boardings for the Trailhead Shuttle increased by 39% over last Feb. **Note**, while the service operated one additional day in Feb of this year, the average daily boardings also increased by 30%.
- GPS Monitor installed and operational. Video: "Love Sedona Like a Local" will be programmed to play as the shuttles depart the park & rides.
- Microtransit bus manufacturing on schedule. If timelines hold, service could launch by July.
- Dry Creek parking restrictions moving forward. USFS has cleared the environmental (NEPA) review, The County Board of Supervisors to review project for final approval. Parking restrictions could be in place within the next couple of months on all of Dry Creek Rd.

6. FUTURE AGENDA ITEMS:

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

6.1 Weber to schedule a May field trip with the STAC to observe the service and wayfinding signage.

6.2 CAT Verde Shuttle Service: Weber to Invite CAT's Operations Manager to the next STAC meeting.

6.3 Review trailhead counter and STRAVA Metro data for trailhead visitation and dwell times. Committee member Romig to provide updated STRAVA data.

7. NEXT MEETING DATE:

The Committee agreed to hold the next STAC meeting on May 7, 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 12:21 p.m.

PREPARED BY:



Transit Administrator
City of Sedona

Attachments:

- *FY22 - FY24 Ridership Comparison by Month – All Services – through Jan 2024*

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