



*City of Sedona*  
*Transit Advisory Committee*

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

**MEETING MINUTES**  
**May 7, 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  
Tom Huthwaite                      Uptown Business Sector

**Absent:** Mike Berly                      Citizen of VOC  
Kent Ellsworth                      Verde Valley Care Givers

**City Staff:** Robert Weber                      Transit Administrator  
Tyler Kamarata                      Grants Analyst

**Public:**

**Guests:** Joshua Gutierrez                      MV Transportation Inc  
Lisa Boring                      Cottonwood Area Transit

*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:**

- Lisa Boring, Cottonwood Area Transit's Operations Manager was introduced to the committee.
- Tyler Kamarata, City Grants Analysis was introduced to the committee.
- Josh Gutierrez – GM for MV Transportation's Sedona Division was introduced to the committee.

## **2. PUBLIC FORUM:**

2.1 No public comments were received during the public forum.

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

3.1 March 5, 2024, minutes approved. Moved by Committee member O'Donnell, Seconded by Committee member TenBroek. Unanimously approved.

## **4. REGULAR BUSINESS:**

### **4.1 CAT Verde Shuttle:**

- CAT is in the process of conducting a Comprehensive Operation Analysis. STAC members are encouraged to submit their suggestions to Lisa Boring at CAT.
- Ridership has steadily increased over last year on the Verde Shuttle. Ridership is projected to increase by 23% over the previous fiscal year.
- Committee Member TenBroek requesting boarding / alighting data from July 1, 2024 to April 30, 2024. Lisa boring will attempt to pull the data, however, cautioned that data derived from CAT's CAD / AVL system is spotty.
- Committee member Huthwaite requested monthly pass and single fare payment data for the Verde Shuttle. Lisa Boring will provide that information as well for the same study period.
- The monthly pass for the Verde Shuttle is \$60.00. CAT offers hotels and businesses a 50% discount on monthly passes for their employees.
- Committee member O'Donnell reports that the trash can located at the outbound service stop on SR-89A @ the Arco station is blocking the view of the Verde Shuttle Operators, which has resulted in pass by incidents. Weber to address with Public Works.

### **4.2 STAC future field trip to observe the service and wayfinding signage:**

- Scheduled for Thursday May 30, 2024, at 10:15 AM. Group to depart from the W SR 89A Park & Ride on Line 11.

#### 4.3 Review trailhead counter data, STRAVA data for trailhead visitation:

- Further review of the data can be leveraged to inform a capacity analysis of vehicles parking at and around the trailheads.
- Committee members Romig and TenBroek will follow up with the committee with further information at a later date.

#### 4.4 Bidirectional service Line 15:

- Will help mitigate passengers waiting at Little Horse who are unable to board the service due to capacity constraints.
- Will reduce the number of pedestrians crossing SR 179 and using Back O' Beyond to access Cathedral Rock.
- The committee supports the suggestion that the change be made during the next scheduled service change or as soon as possible. Weber anticipates that change will be made prior to next spring break.

#### 4.5 Dry Creek Vista bypass:

- During peak visitation, Lines 11 & 12 are substantially delayed exiting the Dry Creek Vista parking lot due to motorists refusing to move their cars while waiting for a parking space to open. Often PD must intervene to clear the lanes.
- Sister stops on Dry Creek RD have been proposed to the USFS. While not opposed, such an effort would require a NEPA as it would require paved pull outs, boarding platforms, and a raised cross walk on dry Creek. The effort could take a couple of years.
- Lines 11 & 12 can simply Bypass Dry Creek Vista and continue to serve Mescal.
- The committee is supportive of the complete bypass, with the understanding that the city will continue to work towards developing the sister stops on Dry Creek to help disperse the passenger loads.
- The committee supports the suggestion that the change be made during the next scheduled service change or as soon as possible. Weber anticipates that change will be made prior to next spring break.

## 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:

- Recruitment efforts are underway for 5 Microtransit Drivers, 2 Dispatchers, & 1 Utility worker.
- No other major issues to report

#### 5.2 Transit Administrator Update:

- The 5 Microtransit vehicles are in Phoenix for their final upfits.
- If the timeline holds, the Micro transit service could launch on July 4th, however, could be pushed back should the state delay vehicle inspections on two of the five vehicles.
- Weber will ensure that the STAC members receive an invitation to the ribbon cutting for the Microtransit service.
- Chair Segner suggested that the city promote the MicroTransit service to the restaurants - suggesting that the restaurants offer a discount on meals if customers use the service to travel to the establishment.

- Weber showed a video showing how to book a trip using the Microtransit App. That video can be accessed [HERE](#)
- Weber reported that the trailhead shuttle boardings for April came in 12% lower than April of last year. Chair Segner suggested that the decrease was due to Easter weekend falling on March 31st this year.

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

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

- 6.1 STAC Field Service Review - observations and suggestions
- 6.2 Line 11 & 12 Ridership analysis. (Review impacts of additional parking restrictions on Dry Creek Road.)
- 6.3 Transition to QR code-based transit marketing materials.
- 6.4 Traffic impacts of Trailhead Shuttle and planned Microtransit service.

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

- 7.1 The Committee agreed to hold the next STAC meeting on July 18, 2024, at 11:00 a.m. Location TBD.

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

- 8.1 None

## **9. ADJOURN:**

- 9.1 With no further business to discuss, Chair Segner adjourned the meeting at 12:37 p.m.

PREPARED BY:



Transit Administrator  
City of Sedona

Attachments:

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

**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.*

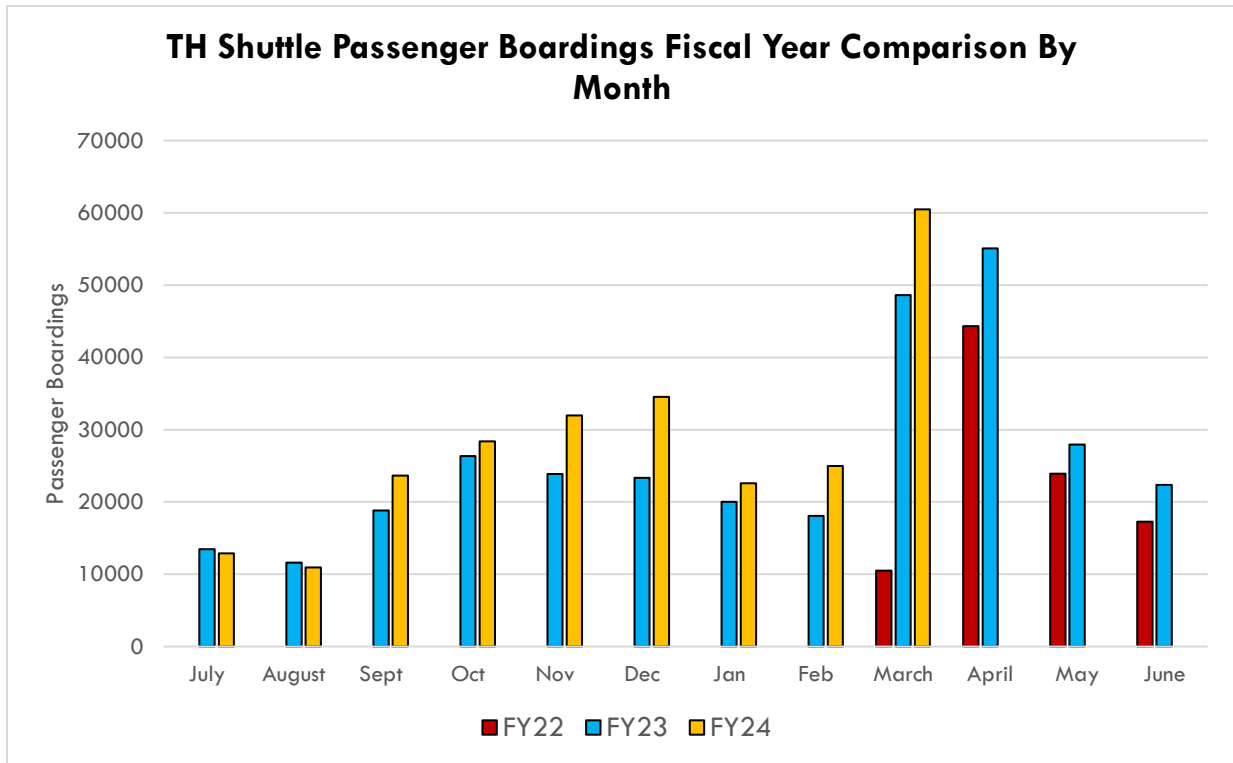
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If information is needed in another language, contact (928) 203-5199. \*Para información en Español llame: Victor Estrada, Right-of-Way Specialist, (928) 204-7800.

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

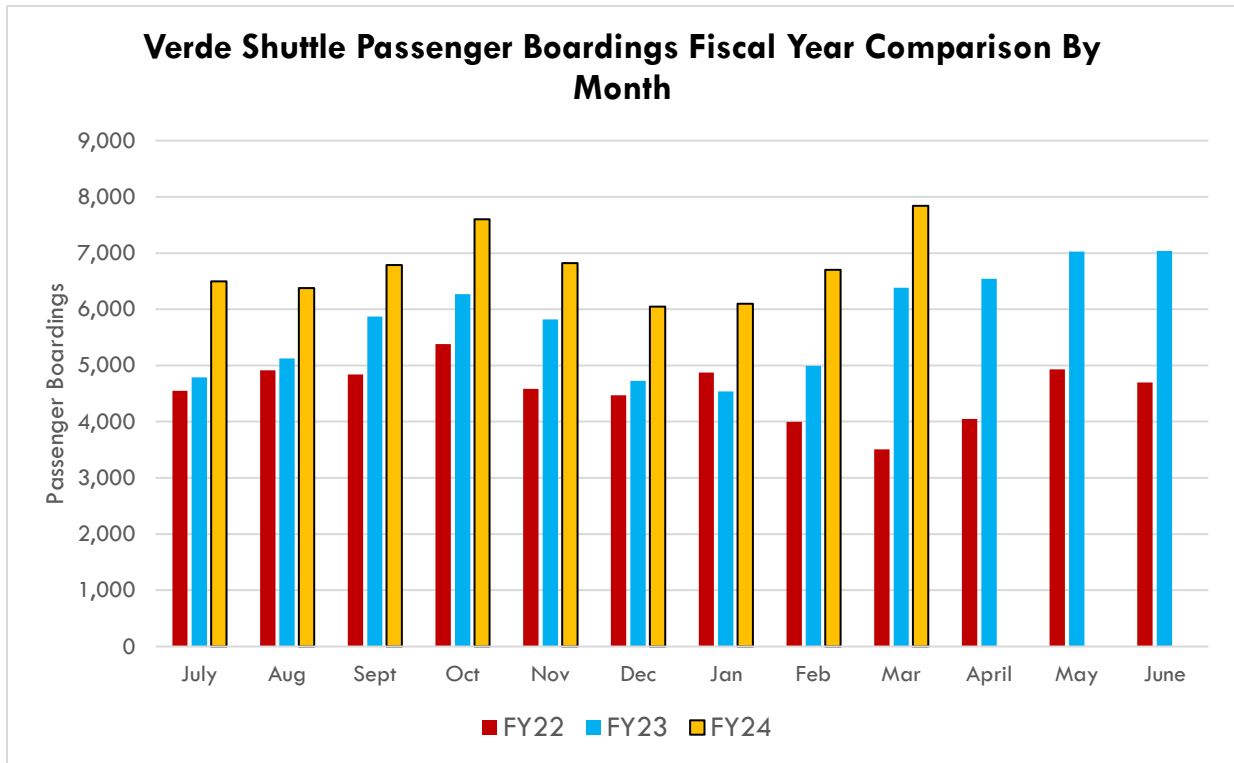
## Passenger Boarding by Month Fiscal Year Comparison All Services



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	22,598
Feb		18,090	24,981
March	10,511	48,619	60,494
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>250,442</b>

Variance
-4.17%
-5.51%
25.50%
7.63%
33.88%
48.11%
12.94%
38.09%
24.42%

## 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	6,096	34.36%
Feb	3,999	4,993	6,702	34.23%
Mar	3,506	6,385	7,841	22.80%
April	4,051	6,540		
May	4,932	7,028		
June	4,698	7,036		
<b>Totals</b>	<b>54,789</b>	<b>69,119</b>	<b>60,767</b>	