



*City of Sedona*  
*Transit Advisory Committee*

---

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

**MEETING MINUTES  
July 18, 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  
Mike Berly                      Citizen of VOV

**Absent:** Kent Ellsworth                      Verde Valley Care Givers

**City Staff:** Robert Weber                      Transit Administrator

**Public:** None

**Guests:** None

*An apology is made for any misspelling of a name.*

## **1. CALL TO ORDER**

### 1.1 Roll Call:

1.1.1 Meeting called to order at 11:02 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:

1.2.1 No guests present.

## **2. PUBLIC FORUM:**

2.1 No public comments were received during the public forum.

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

3.1 May 7, 2024, minutes were unanimously approved by the committee.

## **4. REGULAR BUSINESS:**

### 4.1 STAC Field Service Review - observations and suggestions:

4.1.1 Shade structures needed at Park & Rides, and trailheads. (In progress)

4.1.2 Static sign displaying temperate = No of litter of water to take onto the trails. (All Park & 4.1.3 Rides and TH stops)

4.1.4 Explore establishing a fare for the trailhead shuttles.

4.1.5 Chart requested for next meeting showing the number of drop offs between 11:00 AM and 4:00 PM at each trailhead.

4.1.6 Request to provide 1 liter bottle of water to hikers vs. the smaller one currently provided. (Requested).

### 4.2 Line 11 & 12 Ridership analysis. (Review impacts of additional parking restrictions on Dry Creek Road.)

4.2.1 More data needed to establish trends. Only May and June were available.

### 4.3 Transition to QR code-based transit marketing materials.

4.3.1 Examples of marketing media was shared with STAC – each with QR codes embedded into the format. No changes recommended at this time by the Committee.

### 4.4 Line 12/14 realignment proposal:

4.4.1 STAC supports service to Soldier Pass trailhead twice per hour on a trial basis to determine if overall visitation increases to the trailhead

### 4.5 Traffic impacts of Trailhead Shuttle and planned Microtransit service.

4.5.1 It is generally felt that the trailhead shuttles have reduced single occupancy vehicle trips (SOVT) within specific corridors (e.g., SR179 between the NSR 179 Park & Ride and Cathedral Rock Trailhead, Dry Creek Road, & Soldier Pass etc.)

4.5.2 Data will need to be compiled and analyzed to determine the reduction of SOVTs with the planned Microtransit SSC service.

## **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:**

- 5.1.1 Five Microtransit Drivers hired and in training for the new Microtransit service. Additional drivers being placed into the qualifications phase
- 5.1.2 1 Utility worker hired.
- 5.1.3 Recruitment efforts have begun for a second Dispatcher.
- 5.1.4 No other major issues to report.

### **5.2 Transit Administrator Update:**

- 5.2.1 The 5 new Sedona Shuttle Connect (SSC) vehicles have been delivered to Sedona.
- 5.2.2 Three of the five new vehicles are releasing gas fumes into the driver compartment. Two of the units have been returned to Phoenix for diagnostics and repair.
- 5.2.3 All CAD / AVL components have been received for installation into the vehicles.
- 5.2.4 SSC Soft Launch: **08/12/24 - 8/15/24 & 08/19/24 - 08/22/24** (City staff, electeds, MV staff, and STAC members will be invited to participate)
- 5.2.5 SSC Service Launch: **Thursday 08/29/24**
- 5.2.6 June ridership fell by 22.15% on the trailhead shuttle from June of last year. Record temperatures throughout the month of June and highway construction resulting in lane closures on both SR 17 and SR 89A (North of the switchback) may have contributed to less overall visitation to Sedona. Contacts within the uptown business community reported that the month was very slow overall. The service increased overall ridership by 12.82% for FY24 as compared to FY23.
- 5.2.7 Ridership on the Verde Shuttle increased by 8.77% in June of this year as compared to June of last year. The service increased overall ridership by 22.64% for FY24 as compared to FY23.

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

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

- 6.1 Sedona Shuttle Connect service update.
- 6.2 Review Sedona Transit Implementation Plan (STIP) annual review schedule.
- 6.3 Verde Shuttle boardings by stop analysis & bus stop improvement project.

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

- 7.1 The Committee agreed to hold the next STAC meeting on September 19, 2023, 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 12:40 p.m.

PREPARED BY:



Transit Administrator  
City of Sedona

Attachments:

- *FY22 - FY24 Ridership Comparison by Month – All Services – through June 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.

The City of Sedona operates its programs and services without regard to gender, religion, age, sexual orientation or race, color, national origin or disability in accordance with Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990 (ADA). Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with the City of Sedona. For additional information on the city's Title VI program and complaint procedures please navigate to <https://sedonashuttle.com/title-vi-policy/>

Upon request, The City of Sedona shall provide written materials in appropriate alternative formats, including disability-related modifications or accommodations, auxiliary aids, or services to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number, description of the requested materials, and preferred alternative format or auxiliary aid or service at least three working days prior to the meeting at the address below.

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