



**SEDONA  
SHUTTLE  
CONNECT**

# Three Month Report Card September-November 2024

## Rave Reviews, as Residents and Visitors Discover Sedona Shuttle Connect

Sedona Shuttle Connect, which launched at the end of August 2024, is a brand-new transit concept for Sedona. It offers an app-based, on-demand, shared ride service that picks riders up at the curb and takes them almost anywhere in Sedona for only \$2.00 per ride.

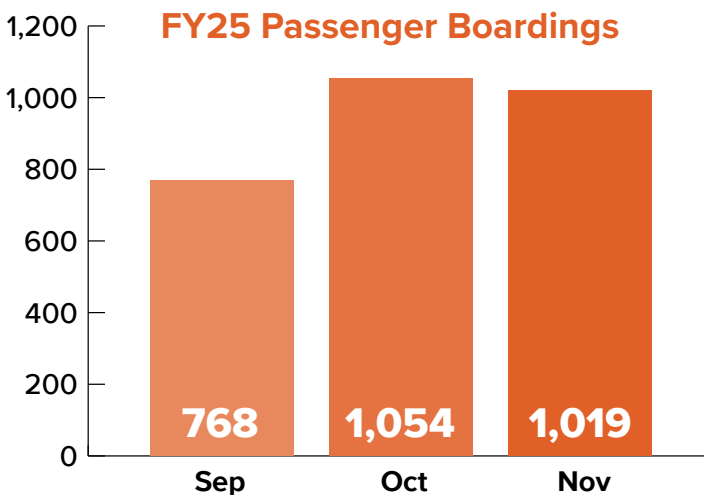
According to City of Sedona Transit Administrator, Robert Weber, last fall was a breaking-in period for the new service, with rides provided from 6:30 AM to 6:00 PM, Thursday through Sunday. The app has functioned perfectly, rides have arrived within 15 minutes of request, and residents and visitors are discovering how easy Sedona Shuttle Connect is to use. A few rider comments are shown at the far right.

**88%**  
On-time  
(within 15 minutes  
of request)

**52%**  
Shared Ride

In January, a direct mailing to all homes in the Sedona Shuttle Connect service area will educate residents about the service and offer them multiple opportunities to try it for free. The hospitality industry will continue to be engaged in making visitors aware of the service.

Weber notes, "As ridership patterns evolve, the hours of service will be adjusted to maximize ridership and convenience for users."



*I really appreciated Sedona Shuttle Connect's dedication to solo travelers like me and those from all over the world. Thanks to your support, I spent an incredible, unforgettable, and life-changing time in Sedona.*

**Visitor from Australia**

*Giant KUDOS to the microtransit group. I've been using this service when I volunteer at the Visitor Center on Thursdays. The drivers are so friendly. It's just another great benefit the City offers to us.*

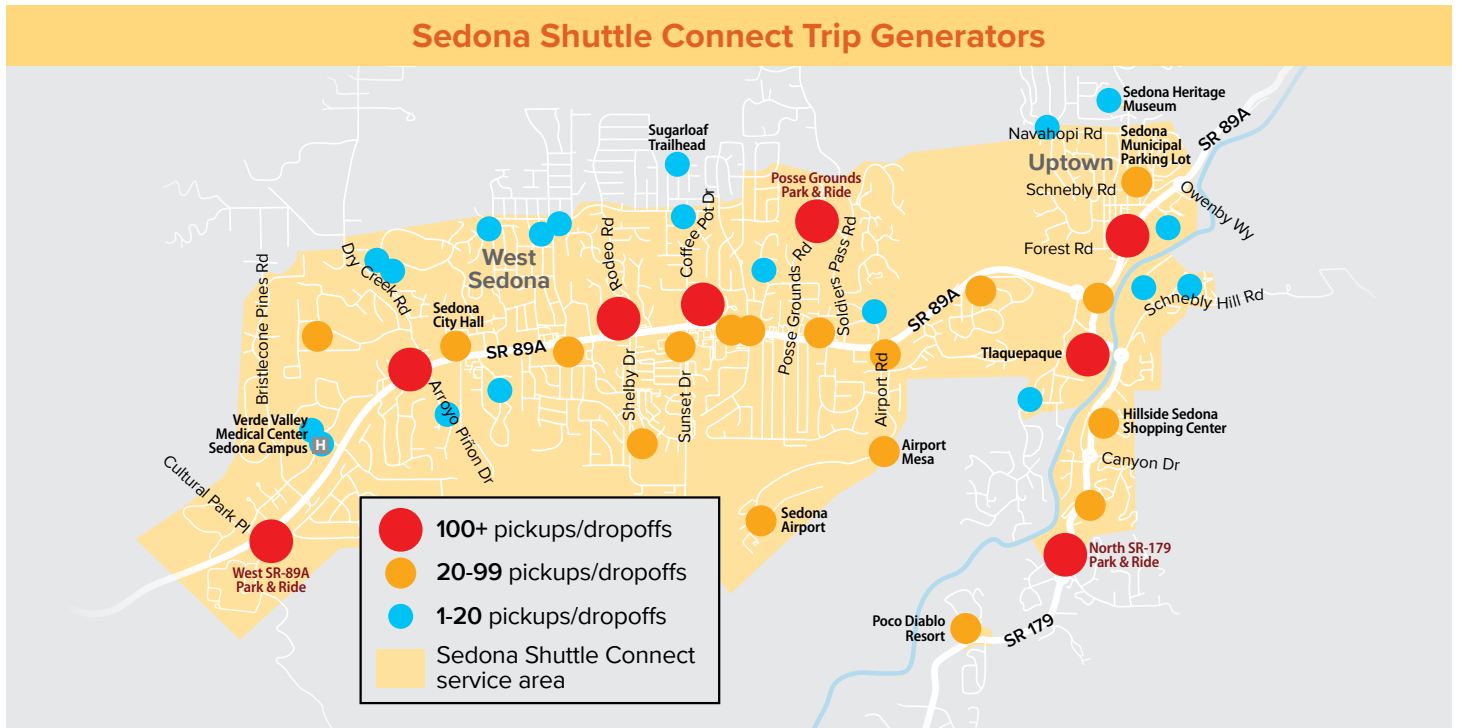
**Sedona Resident & Volunteer**

*Just found out something amazing. The Sedona Shuttle Connect offers a super convenient service! I didn't have any expectations when I called them today, since the town was very busy with the Day of the Dead celebrations at Tlaquepaque. But, to my surprise, the bus arrived within two minutes.*

**Sedona Resident on Facebook**

## Hot Spots: Where are Riders Going on Sedona Shuttle Connect?

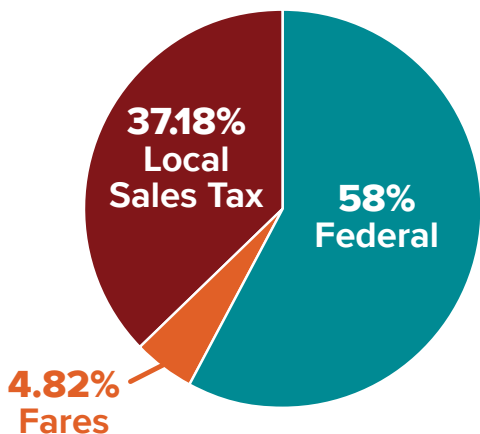
Residents and visitors are using Sedona Shuttle Connect to travel to and from residences and hotels throughout the city, as the map below shows. The top destinations are the Park and Ride lots where hikers can catch the Sedona Shuttle Trailhead Routes. Other hot spots include places where traffic and parking are most challenging—Uptown and Gallery Row.



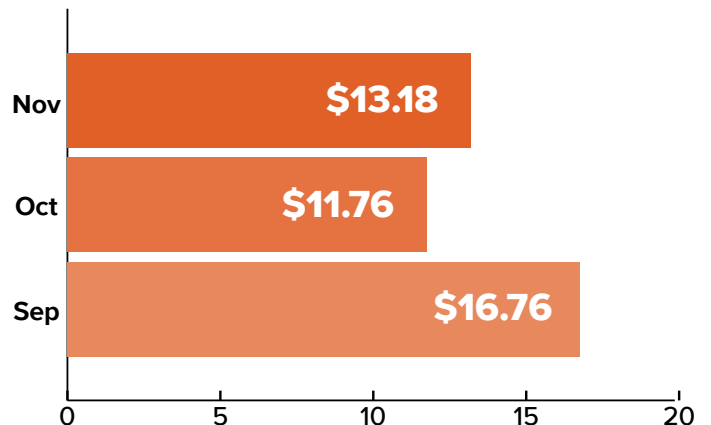
## How much does Sedona Shuttle Connect Cost the City of Sedona to Operate?

Sedona Shuttle Connect has been built on a base of the City’s existing transit service, the Trailhead Routes. The incremental cost of adding the on-demand service is much lower than launching a new service and is supported by a combination of fares, federal funding, and local subsidies. The cost to Sedona taxpayers was \$16.76 per passenger in the first month of operation. That number falls as ridership grows, but it also depends on federal funding subsidies continuing to offset costs. The charts below show the incremental costs and the local operating subsidy during the first three months of operation.

**Sedona Shuttle Connect Funding Sources Sep-Nov 2024**



**Incremental Local Operating Subsidy per Passenger**



# Letter from Sedona's Transit Administrator

Our brand vision statement for Sedona's new transit system is *connecting our community, creating opportunities, and being kind to the planet*. Those are the lenses through which we look at our transit projects, and if we can't say that we're doing one of those three things, or all of those things, then we don't do it.

I've learned a lot of things in my career. I've learned that in the history of the world, anything you do that means anything or is worth anything is going to be expensive, hard to do, and take a long time. We have designed our lives in the U.S. around the automobile, and it's hard to get away from that. To build a multimodal system and to fund it is not easy. It's going to be hard, and it's going to take a lot of effort, and I'm not surprised by that, because name anything in the world that's worthwhile that didn't cost a lot of money and time. This is no secret, but you have to keep trying, trying to do the right thing, and trying to reimagine the future.

As a gateway community to the Coconino National Forest, Sedona has visitation of over 3 million every year, generating tens of millions of dollars in economic benefit, supporting thousands of jobs and our local economy. Our partnership with the Federal Transit Administration, the United States Forest Service, and the U.S. Department of Transportation, will bring together the beauty of our area with cutting-edge mobility expertise to create safer, cleaner, and more accessible transportation infrastructure in and around the Sedona area. We will continue collaborating with our federal partners to show how next-generation transportation solutions can safely and efficiently connect residents, workers, and visitors to our community and the public lands that surround us.

**Robert Weber**  
Transit Administrator (2021-2024)  
City of Sedona

