



*City of Sedona*  
*Transit Advisory Committee*

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

**MEETING MINUTES  
November 21, 2024**

**Present:** Steve Segner                      Business Sector  
              Kent Ellsworth                 Verde Valley Care Givers  
              Mark TenBroek                 Citizen of Sedona  
              David K. O'Donnell             Citizen of Sedona  
              Lars Romig                        Citizen/ Verde Valley Cyclist Coalition  
              Mike Berly                        Citizen of the VOC

**Absent:**  
              None

**City Staff:** Robert Weber                 Transit Administrator  
              Andy Dickey                        Deputy City Manager  
              Tyler Kamarata                     Grants Analyst  
              Curt Burlingame                 Interim GM – MV Transportation Inc.

**Public:**  
              John Federico                     Former STAC member

**Guests:**  
              Pedro Rodriquez                 NACOG  
              Tod Morris                         NACOG

*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 11:01 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 Pedro Rodriguez, and Tom Morris from NACOG were 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 Approval of the meeting minutes for July 18, 2024, was moved by Committee member Romig, second by Committee member O'Donnell and unanimously approved.

## **4. REGULAR BUSINESS:**

### 4.1 Sedona Shuttle Connect (SSC) service update:

4.1.1 The following represents the connect service KPI data from August 29, 2024, through Sunday November 17, 2024 (first 49 days of service):

- Passengers: 2,523
- Trips booked: 1,525
- Trips completed: 1,358
- Average wait time 4.81 minutes
- Most requested trips: Uptown, Gallery District, West Sedona shopping district, trailhead park & rides.

### 4.1.2 SCC Marketing efforts:

- Residential mailers w tickets to go out early January
- Social media campaign to begin with the next few weeks
- DMO to market the service through its channels
- Regular email updates to hotels and lodging council.

### 4.1.3 Committee SCC Recommendations:

- Email for hotels to send out to their guests in advance of their arrival. <RW> to have the transit marketing group draft an email. <SS> will work with the hotel owners to have them distribute it.
- Consider a future SSC service island at Chapel of the Holy Cross.
- Provide Friday & Saturday nighttime SSC service as a pilot during spring break season. (March - April)

#### 4.2 SSC Special Event Promotions & Sponsorships:

- Promotion kit developed and provided to Parks & Rec Department
- Vendors to be required to promote SSC service as a condition of the event permit.
- Riders raffle to be conducted on all city sponsored special events held at Posse Ground Park.

#### 4.3 Review Sedona Transit Implementation Plan (STIP) annual review schedule.

- Review annually in advance of City Council priority setting workshop.

#### 4.4 Verde Shuttle boardings by stop analysis & bus stop improvement project.

- Goal: To remove or upgrade stops for the Verde Shuttle within the 89A West Sedona corridor that are forcing the service to conduct street stops & impede traffic.
- Committee member O'Donnell suggested that Inbound & outbound stops be added between Andante & Dry Creek Rd -- near the future Circle K project.

#### 4.5 Trailhead Shuttles – Ridership by hour - by trailhead report

- Move to next meeting

### 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 (GM Division 536)

- Staffing is stable, moral is high.
- MV has receive multiple compliments on all services.

#### 5.2 Trailhead Shuttle, Verde Shuttle, & Sedona Shuttle Connect Updates – Robert Weber, Transit Administrator:

- Trailhead shuttle route ridership is down by 8.25% for the first four months of the fiscal year. It is speculated that the decrease is due to construction on I17, 89A and the economy (inflation).
- Committee Chair Segner felt it was due to a lapse in marketing efforts and suggested renewed focus be brought to that effort.

### 6. FUTURE AGENDA ITEMS:

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

#### 6.1 Parking management with a nexus to increase transit use.

#### 6.2 Year-end review of all services.

#### 6.3 Connect Service to Chapel & El Portal Hotel

### 7. NEXT MEETING DATE:

7.1 The Committee agreed to hold the next STAC meeting on January 23, 2025, at 11:00 a.m. Location TBD.

## 8. ANNOUNCEMENTS AND RECOGNITIONS:

8.1 R. Weber to retire on January 31, 2025. City has begun the recruitment process to find a replacement.

## 9. ADJOURN:

9.1 With no further business to discuss, Chair Segner adjourned the meeting at 12:11 p.m.

PREPARED BY:



Transit Administrator  
City of Sedona

Attachments:

- *FY22 - FY24 Ridership Comparison by Month – All Services – through Nov 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/ • Email: [sedonashuttle@sedonashuttle.gov](mailto:sedonashuttle@sedonashuttle.gov) • Phone: (928) 203-5086