

AGENDA

3:00 P.M.

CITY OF SEDONA, SPECIAL CITY COUNCIL MEETING WEDNESDAY, SEPTEMBER 27, 2017

NOTES:

- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please phone 928-282-3113 at least two (2) business days in advance.
- City Council Meeting Agenda Packets are available on the City's website at:

www.SedonaAZ.gov

GUIDELINES FOR PUBLIC COMMENT

PURPOSE:

- To allow the public to provide input to the City Council on a particular subject scheduled on the agenda.
- This is not a question/answer session.
- The decision to receive Public Comment during Work Sessions/Special City Council meetings is at the discretion of the Mayor.

PROCEDURES:


- Fill out a "Comment Card" and deliver it to the City Clerk.
- When recognized, use the podium/microphone.
- State your:
 1. Name and
 2. City of Residence
- Limit comments to **3 MINUTES.**
- Submit written comments to the City Clerk.

1. CALL TO ORDER/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE

2. ROLL CALL

3. SPECIAL BUSINESS

LINK TO DOCUMENT = 

- a. AB 2273 Discussion/possible direction regarding strategies for transportation projects and long-term fiscal sustainability. 
- b. Discussion/possible action on future meeting/agenda items.

4. EXECUTIVE SESSION

If an Executive Session is necessary, it will be held in the Vultee Conference Room at 106 Roadrunner Drive. Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:

- a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
- b. Return to open session. Discussion/possible action on executive session items.

5. ADJOURNMENT

Posted: _____

By: _____

Susan L. Irvine, CMC
City Clerk

Note: Pursuant to A.R.S. § 38-431.02(B) notice is hereby given to the members of the City Council and to the general public that the Council will hold the above open meeting. Members of the City Council will attend either in person or by telephone, video, or internet communications. The Council may vote to go into executive session on any agenda item, pursuant to A.R.S. § 38-431.03(A)(3) and (4) for discussion and consultation for legal advice with the City Attorney. Because various other commissions, committees and/or boards may speak at Council meetings, notice is also given that four or more members of these other City commissions, boards, or committees may be in attendance.

A copy of the packet with material relating to the agenda items is typically available for review by the public in the Clerk's office after 1:00 p.m. the Thursday prior to the Council meeting and on the City's website at www.SedonaAZ.gov. The Council Chambers is accessible to people with disabilities, in compliance with the Federal 504 and ADA laws. Those with needs for special typeface print, may request these at the Clerk's Office. All requests should be made **forty-eight hours** prior to the meeting.

CITY COUNCIL CHAMBERS
102 ROADRUNNER DRIVE, SEDONA, AZ

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.

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**CITY COUNCIL
AGENDA BILL**

**AB 2273
September 27, 2017
Special Business**

Agenda Item: 3a
Proposed Action & Subject: Discussion/possible direction regarding strategies for transportation projects and long-term fiscal sustainability.

Department	Financial Services/City Manager's Office/Public Works
Time to Present	2 hours
Total Time for Item	4 hours
Other Council Meetings	September 13, 2017
Exhibits	A. Transportation Master Plan Alternatives

City Attorney Approval	Reviewed 9/18/17 RLP	Expenditure Required
		\$ 0
City Manager's Recommendation	Discuss and provide direction regarding transportation projects and financial sustainability.	Amount Budgeted
		\$ 0
		Account No. N/A (Description)
		Finance <input checked="" type="checkbox"/> Approval

SUMMARY STATEMENT

The purpose of this meeting is to continue to discuss the Transportation Master Plan projects and recommendations of the Fiscal Sustainability Work Group on funding those projects.

Background: The City Council identified improvements to the transportation system and long-term fiscal sustainability as Council priorities as far back as 2014. Transportation Master Plan projects have been presented over the last year and Council met with the Fiscal Sustainability Work Group on September 13, 2017 to discuss the group's recommendations. Council has withheld direction regarding long-term fiscal sustainability until direction has been given regarding the transportation master plan projects.

During the meeting, staff will present additional analysis to better understand the possible cost of transportation projects and how various revenue strategies help to fund those projects.

Community Plan Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): N/A

MOTION

I move to: for discussion and possible direction only.

Sedona Transportation Master Plan Alternatives

August 9, 2017

1706

Total Responses

Complete Responses: 1411

Date Opened: Wednesday, June 21, 2017

Date Closed: Thursday, July 6, 2017

Uptown Sedona Roadway Improvements



PROJECT DESCRIPTION:

- 1 Construct a raised median with decorative fence to direct pedestrians to controlled crossings.
- 2 Construct an additional southbound travel lane on SR 89A through Uptown.
- 3 Construct a turnaround or roundabout at the north end (e.g. at Art Barn).
- 4 Construct a roundabout at south end (Jordan Road) of Uptown on SR 89A.
- 5 Create one-way access from 89A to free parking via Schnebly Road (NOT Schnebly Hill Road, see map above).

BENEFITS:

- ◆ With no traffic, it takes 7 minutes to travel from the Trout Farm to the Y. In severe congestion it takes 42 minutes. This level of severe congestion occurred on 7 days between February 1 and June 4, 2017. With the Uptown roadway improvements a severely congested trip would be reduced from 42 minutes, to 15 minutes.
- ◆ Raised median reduces turning movement conflicts and uncontrolled pedestrian crossings.

- ◆ Roundabout facilitate U-turns and serve to keep vehicles consistently moving at safe speeds.

COSTS:

- ◆ Total estimated cost is \$3.6M.

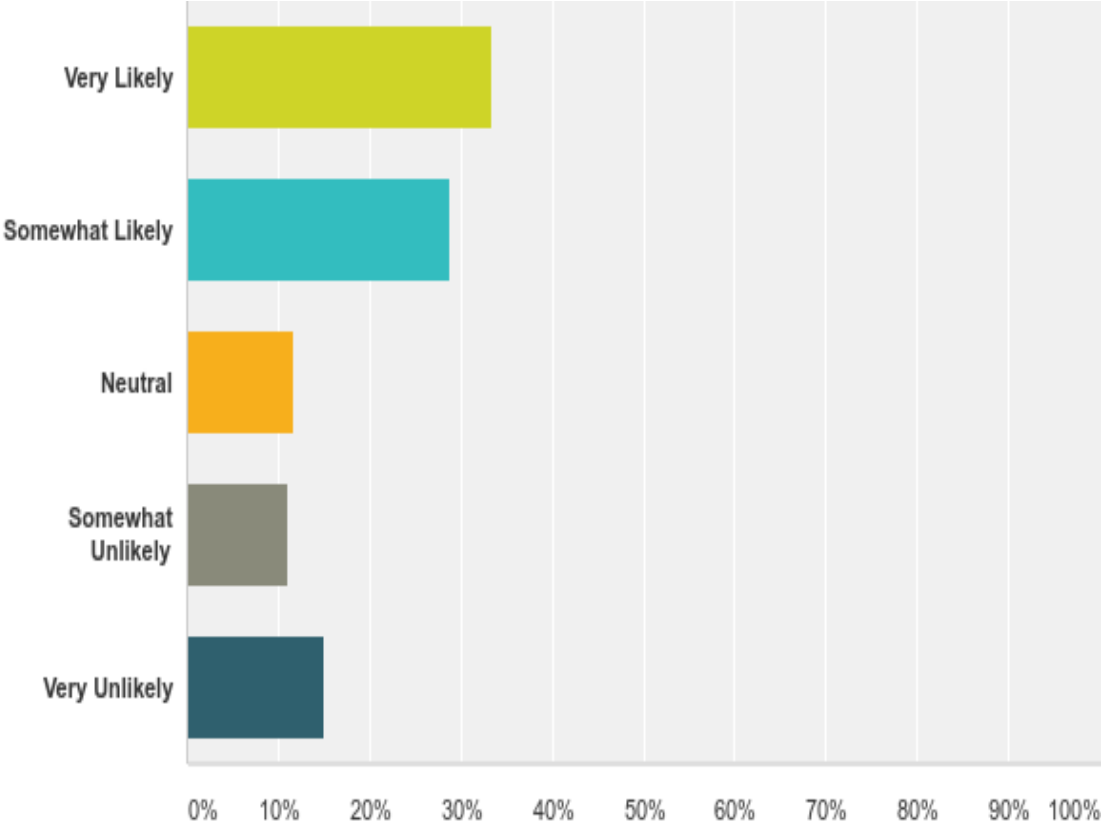
TRADEOFFS:

- ◆ Lengthy disruption from construction.
- ◆ Possible loss of some landscape area, seating and sidewalk at Jordan Road to expand roadway.
- ◆ Exposes pedestrians to 3 lanes of traffic, reducing pedestrian safety.
- ◆ Possible added traffic near Schnebly Road.

Q1: S1. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,626 Skipped: 80

Strategy 1. Uptown Sedona Roadway Improvements



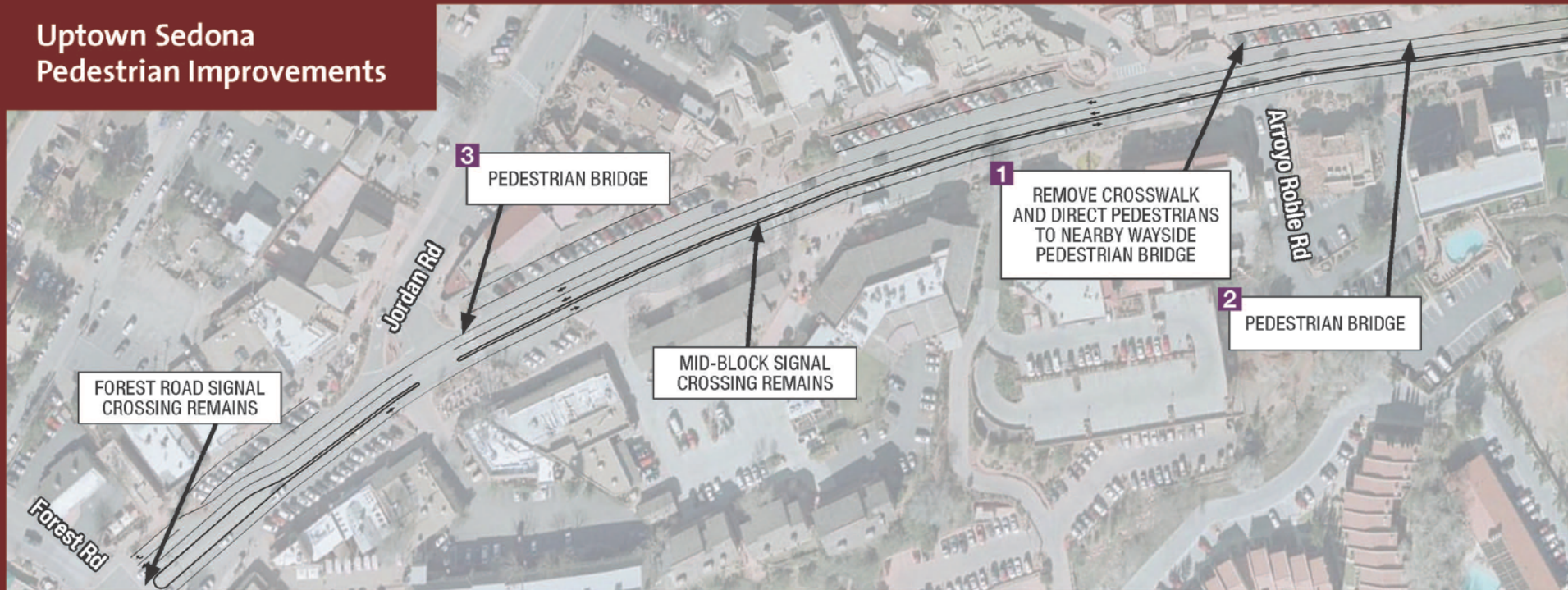
Q1: S1. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,626 Skipped: 80

Strategy 1. Uptown Sedona Roadway Improvements

Answer Choices	Responses	
Very Likely	33.46%	544
Somewhat Likely	28.72%	467
Neutral	11.62%	189
Somewhat Unlikely	11.07%	180
Very Unlikely	15.13%	246
Total		1,626

Uptown Sedona Pedestrian Improvements



PROJECT DESCRIPTION:

- 1 Remove crosswalk at Arroyo Roble and direct pedestrians to Wayside bridge crossing.
- 2 Construct a pedestrian bridge over 89A at Wayside Chapel.
- 3 Construct a pedestrian bridge over 89A at Jordan Road.

BENEFITS:

- ◆ With no traffic, it takes 7 minutes to travel from the Trout Farm to the Y. In severe congestion it takes 42 minutes. This level of severe congestion occurred on 7 days between February 1 and June 4, 2017. With the Uptown pedestrian improvements a severely congested trip would be reduced from 42 minutes, to 19 minutes.
- ◆ Improved pedestrian safety.

COSTS:

- ◆ Total estimated cost is \$6 M.

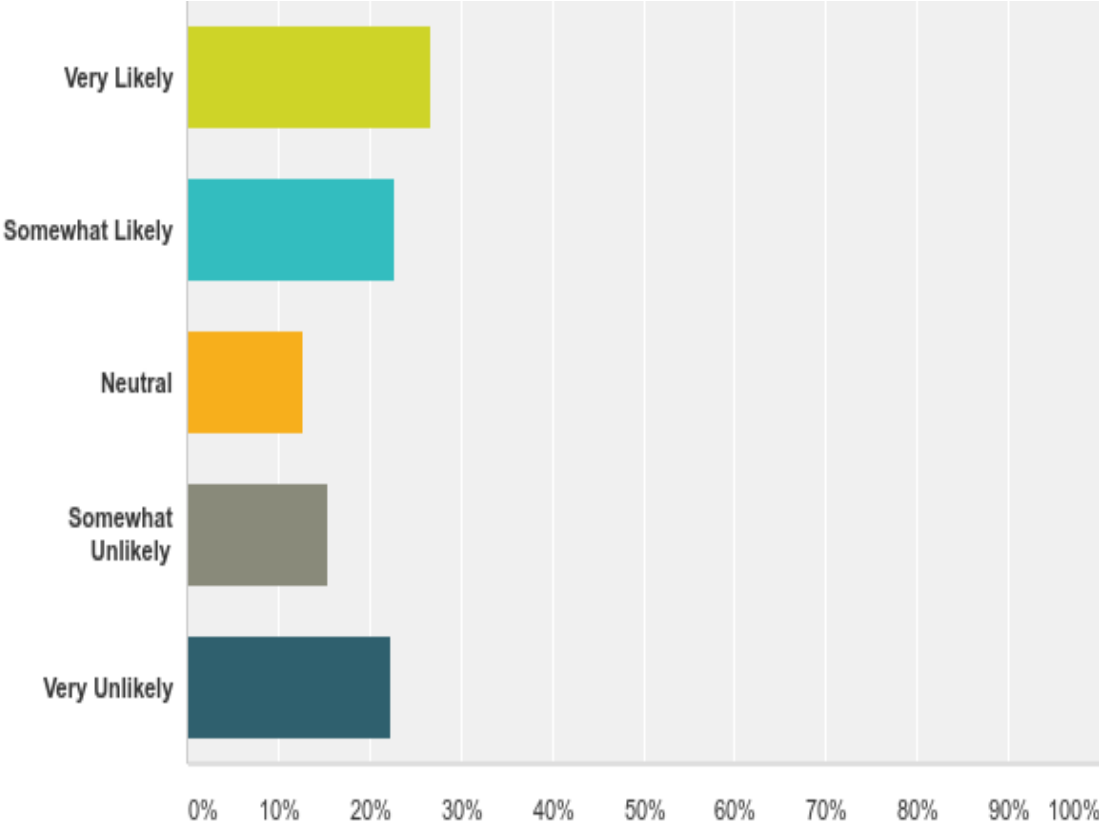
TRADEOFFS:

- ◆ Less convenient for pedestrians.
- ◆ Possible impact to views.
- ◆ Requires elevators for ADA accessibility.
- ◆ Pedestrian bridges will occupy portions of existing sidewalk and landscaped area.

Q3: S2. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,573 Skipped: 133

Strategy 2. Uptown Sedona Pedestrian Improvements



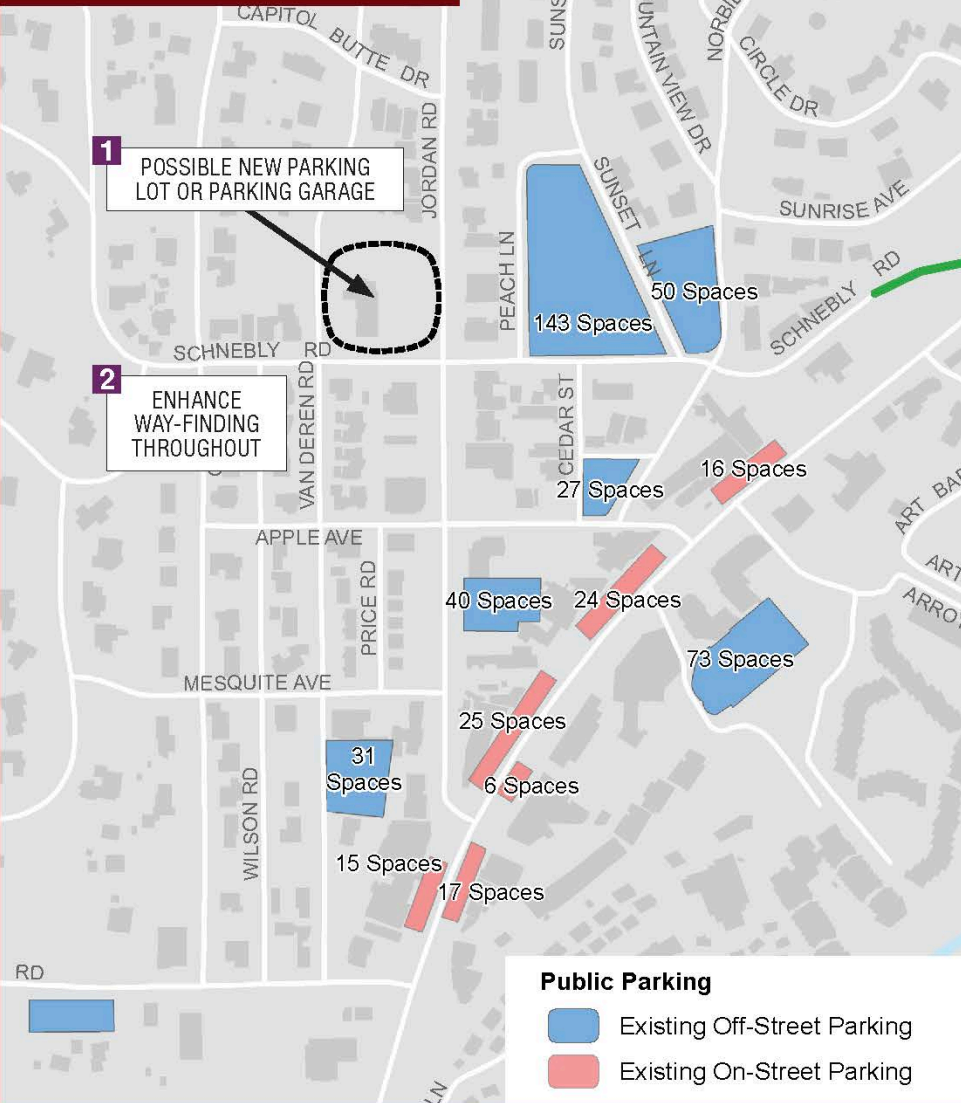
Q3: S2. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,573 Skipped: 133

Strategy 2. Uptown Sedona Pedestrian Improvements

Answer Choices	Responses	
Very Likely	26.70%	420
Somewhat Likely	22.82%	359
Neutral	12.65%	199
Somewhat Unlikely	15.51%	244
Very Unlikely	22.31%	351
Total		1,573

Uptown Sedona Parking Improvements



PROJECT DESCRIPTION:

- 1 Expand parking areas either through additional parking lots, on-street parking, or a new parking garage.
- 2 Enhance signs that provide directions to city parking lots.

BENEFITS:

- ◆ Less congestion related to searching for parking.

COSTS:

- ◆ A new parking structure would cost between \$5M and \$15M depending on the size and design.

TRADEOFFS:

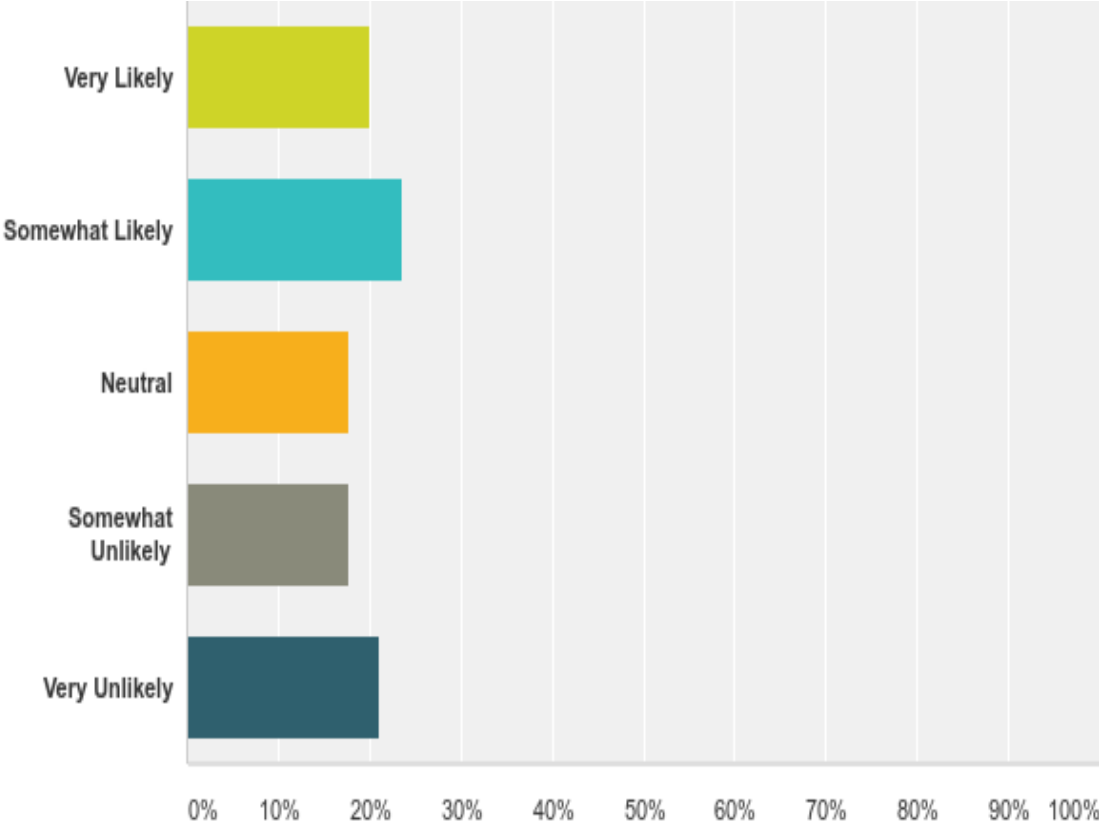
- ◆ Parking structure could impact views.
- ◆ Additional parking in Uptown brings more vehicles and traffic into the Uptown area.



Q5: S3. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,541 Skipped: 165

Strategy 3. Uptown Sedona Parking Improvements



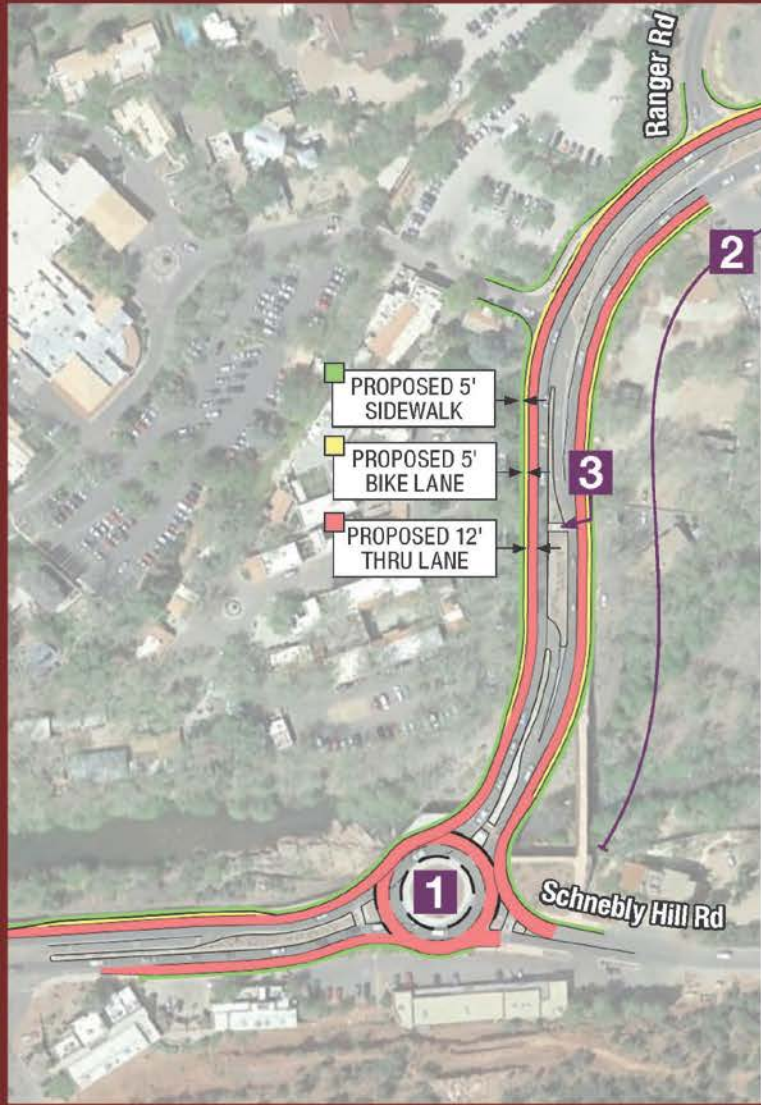
Q5: S3. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,541 Skipped: 165

Strategy 3. Uptown Sedona Parking Improvements

Answer Choices	Responses	
Very Likely	20.05%	309
Somewhat Likely	23.49%	362
Neutral	17.78%	274
Somewhat Unlikely	17.65%	272
Very Unlikely	21.03%	324
Total		1,541

Adding additional northbound and southbound travel lanes from Schnebly Hill roundabout through the “Y”



PROJECT DESCRIPTION:

- 1 Schnebly Hill Road roundabout is expanded to 2 lanes.
- 2 SR 179 from Schnebly Hill roundabout to the Y is expanded to 2 lanes in each direction.
- 3 A pedestrian underpass or overpass is added at Tlaquepaque, replacing the existing crosswalk.
- 4 Addition of separated right-turn lane towards southbound 179 and separated right-turn lane towards Uptown.

BENEFITS:

- ◆ With no traffic, it takes 12 minutes to travel from Bell Rock Blvd to the “Y.” In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this connection, a severely congested trip would be reduced from 36 minutes, to 24 minutes.

COSTS:

- ◆ Total estimated cost is \$8.9M.

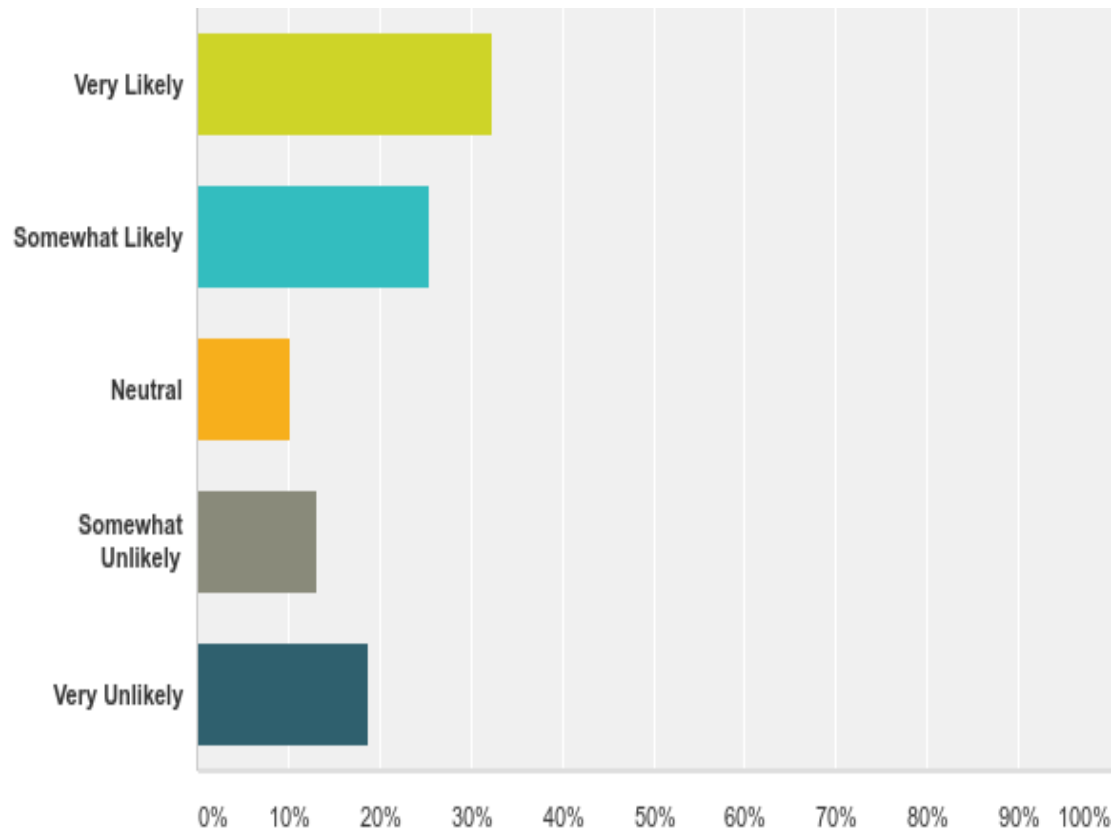
TRADEOFFS

- ◆ Bike lanes and sidewalks reduced from 8 feet to 5 feet each.
- ◆ Center medians (and landscaping) reduced in width.
- ◆ Possible reduction in travel lane from 12’ to 11’ (equal to lanes on 89A).
- ◆ Possible impact to trees/landscaping (limited to areas closest to the roadway).

Q7: S4. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,528 Skipped: 178

Strategy 4. Additional SR 179 NB and SB travel lanes, Schnebly Hill roundabout to the "Y"



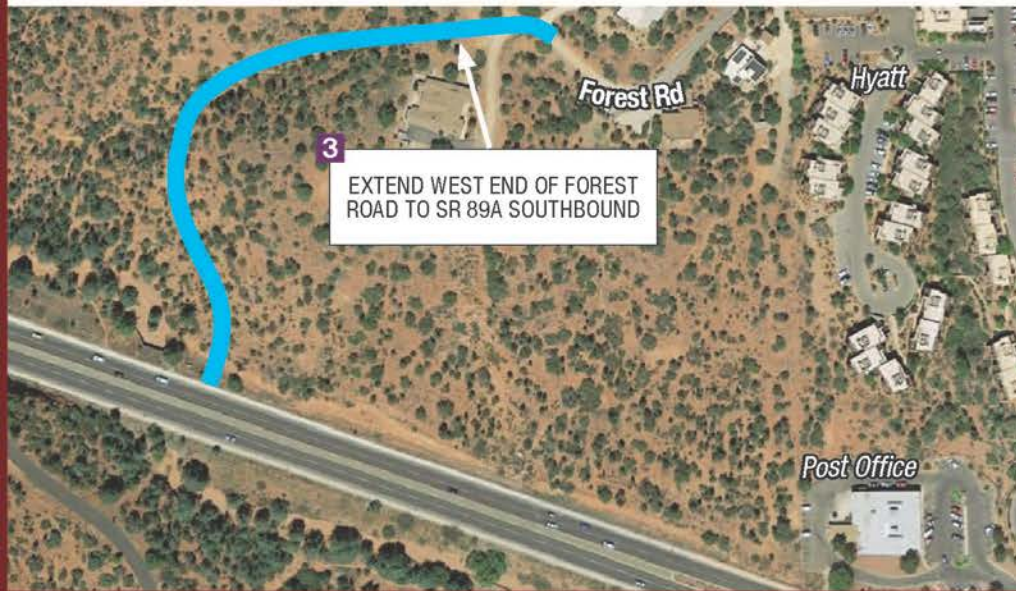
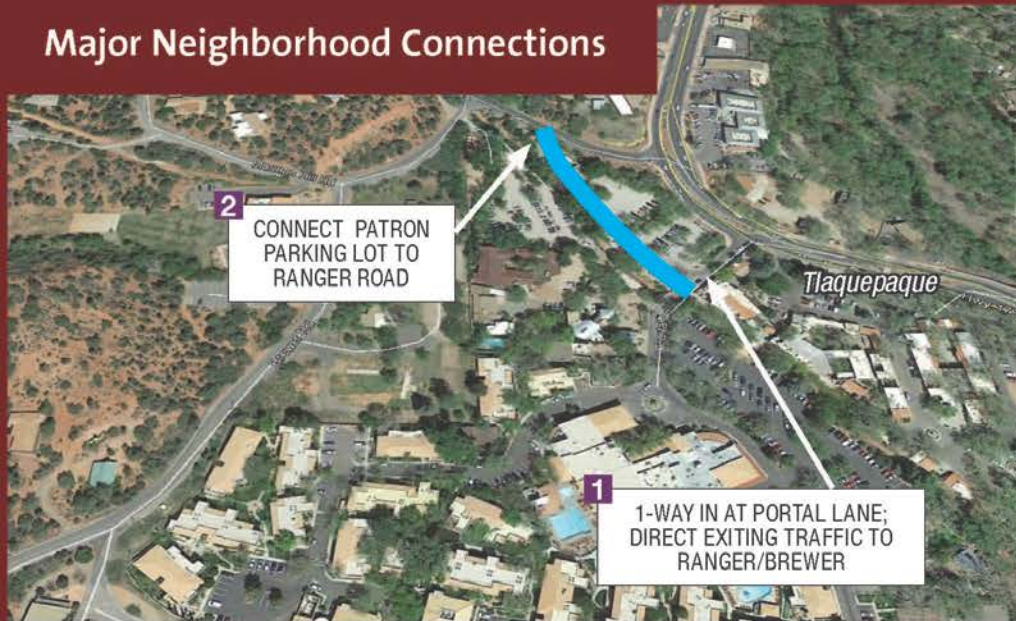
Q7: S4. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,528 Skipped: 178

Strategy 4. Additional SR 179 NB and SB travel lanes, Schnebly Hill roundabout to the "Y"

Answer Choices	Responses	
Very Likely	32.33%	494
Somewhat Likely	25.52%	390
Neutral	10.27%	157
Somewhat Unlikely	13.09%	200
Very Unlikely	18.78%	287
Total		1,528

Major Neighborhood Connections



PROJECT DESCRIPTION:

- 1 Make Portal Lane one-way in to Tlaquepaque / Los Abridados area.
- 2 Connect Tlaquepaque parking lot to Ranger Road / Brewer Road for exiting vehicles.
- 3 Extend Forest Road to connect to Southbound SR 89A.

BENEFITS:

- ◆ Brewer/Ranger connection diverts vehicles that would be making a U-turn movement at the Schnebly Hill roundabout, reducing SR 179 congestion.
- ◆ With no traffic, it takes 12 minutes to travel from Bell Rock Blvd to the “Y.” In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this connection, a severely congested trip would be reduced from 36 minutes, to 33 minutes.
- ◆ Brewer/Ranger connection is a relatively low cost improvement
- ◆ Brewer/Ranger connection creates a more convenient route for northbound and westbound SR179 travelers, with minimal impact to southbound SR179 travelers.
- ◆ Forest Road connection allows Uptown residents and emergency responders to avoid congestion in Uptown and at the “Y”.

COSTS:

- ◆ Total estimated cost for Brewer/Ranger connection is \$500K.
- ◆ Total estimated cost for Forest connection is \$1.3M.

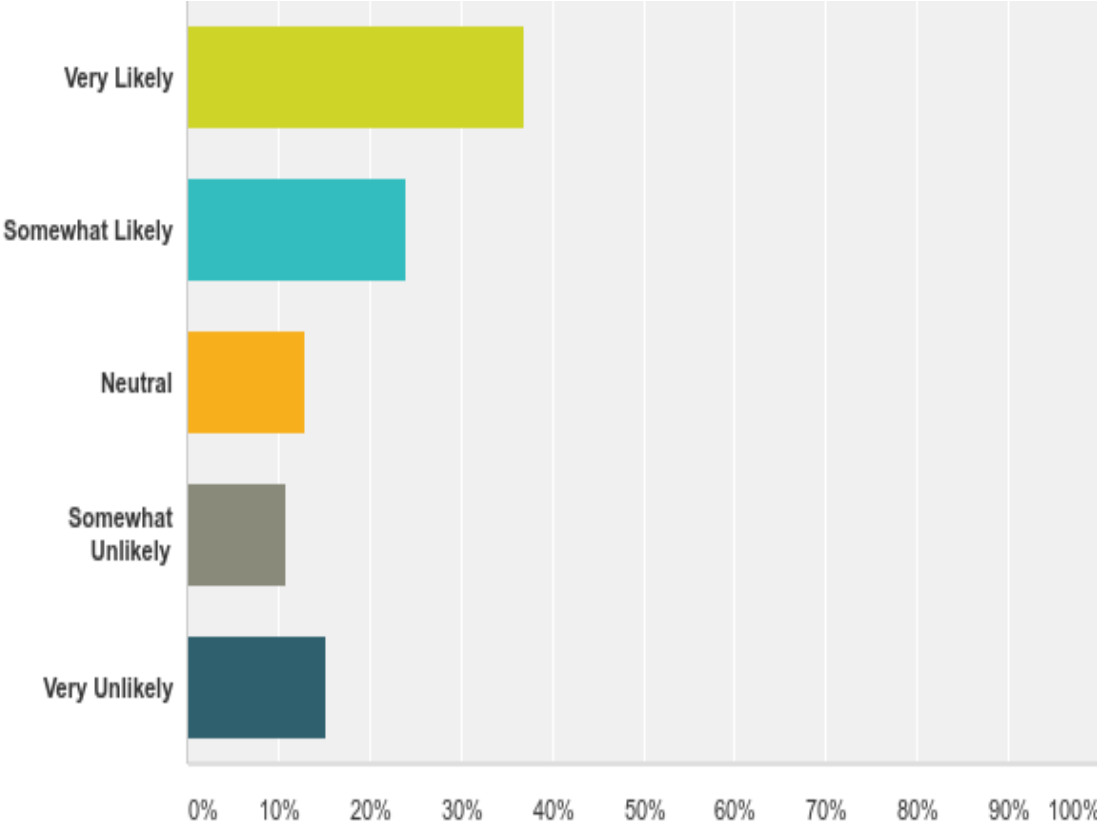
TRADEOFFS:

- ◆ Forest Road connection requires property acquisition.
- ◆ Potential for increased traffic in Forest Road neighborhoods.
- ◆ Impacts to private property.
- ◆ Visual and aesthetic impacts.

Q9: S5. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,506 Skipped: 200

Strategy 5. Major Roadway Connections



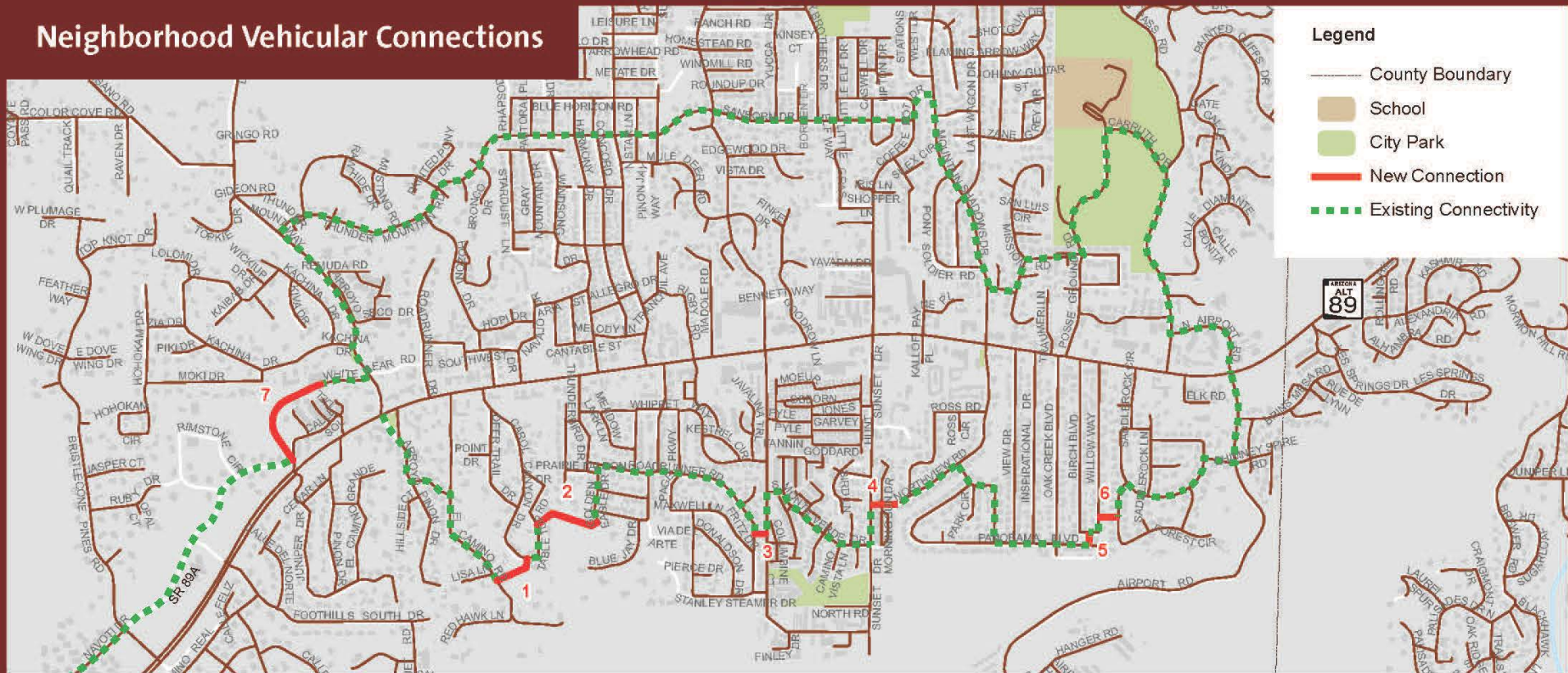
Q9: S5. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,506 Skipped: 200

Strategy 5. Major Roadway Connections

Answer Choices	Responses	
Very Likely	36.92%	556
Somewhat Likely	24.04%	362
Neutral	12.88%	194
Somewhat Unlikely	10.96%	165
Very Unlikely	15.21%	229
Total		1,506

Neighborhood Vehicular Connections



PROJECT DESCRIPTION:

- ◆ Set of new neighborhood vehicular connections meant to accommodate local residents, keeping short trips off SR 89A.
- ◆ Examples are shown on the map (other connections could be identified).

BENEFITS:

- ◆ Gives residents alternatives.
- ◆ Reduces number of trips on SR 89A.
- ◆ Promotes safety.

COSTS:

- ◆ Estimated cost for the 7 connections shown is \$2.8M.

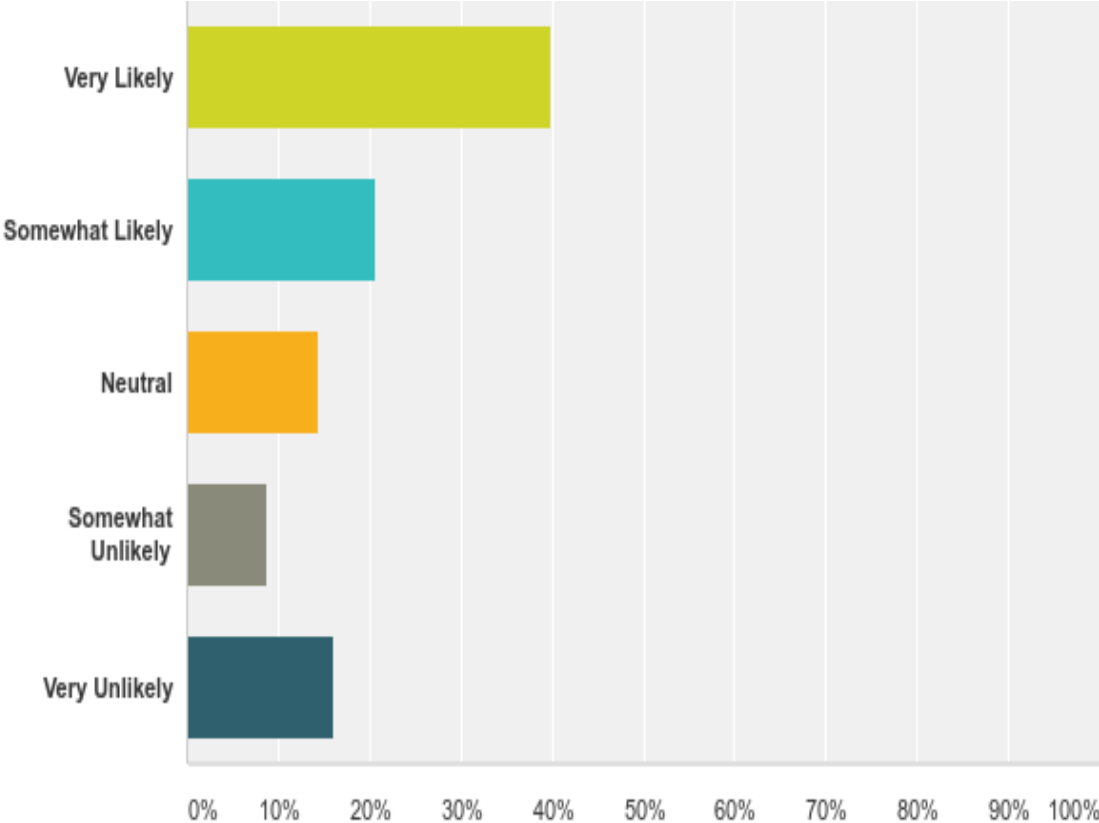
TRADEOFFS:

- ◆ Potential for minor increased traffic through neighborhood segments.
- ◆ Potential need to acquire right of way.

Q11: S6. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,486 Skipped: 220

Strategy 6. Neighborhood Vehicular Connections



Q11: S6. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

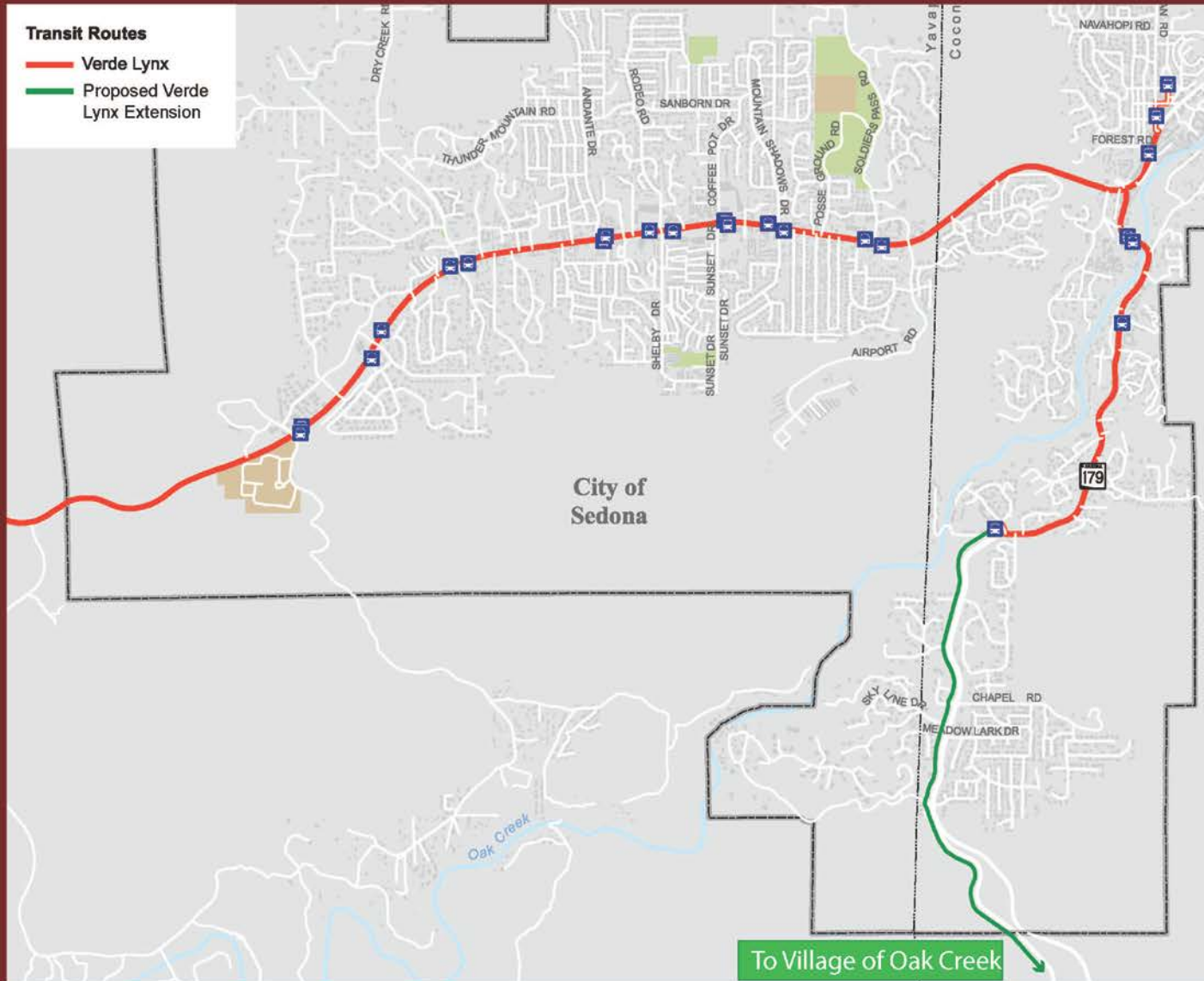
Answered: 1,486 Skipped: 220

Strategy 6. Neighborhood Vehicular Connections

Answer Choices	Responses	
Very Likely	39.97%	594
Somewhat Likely	20.73%	308
Neutral	14.47%	215
Somewhat Unlikely	8.68%	129
Very Unlikely	16.15%	240
Total		1,486

Enhanced Transit Service – Commuter/Resident Focused

Transit Routes
— Verde Lynx
— Proposed Verde Lynx Extension



PROJECT DESCRIPTION:

- ◆ Extend Verde Lynx bus service to Village of Oak Creek
- ◆ Bus would run hours similar to current Verde Lynx: Monday – Saturday, 6:00 am - 7:15 pm, with the potential to expand.

BENEFITS:

- ◆ Extended Verde Lynx service will connect Sedona to Village of Oak Creek, benefiting residents, commuting employees, and visitors.
- ◆ Reduces vehicle emissions.

COSTS:

- ◆ Capital Costs = \$140,000 (1 new bus).
- ◆ Operating Costs = \$329,420 / yr. Costs would be shared between ADOT, Coconino County, Yavapai County, and City of Sedona.

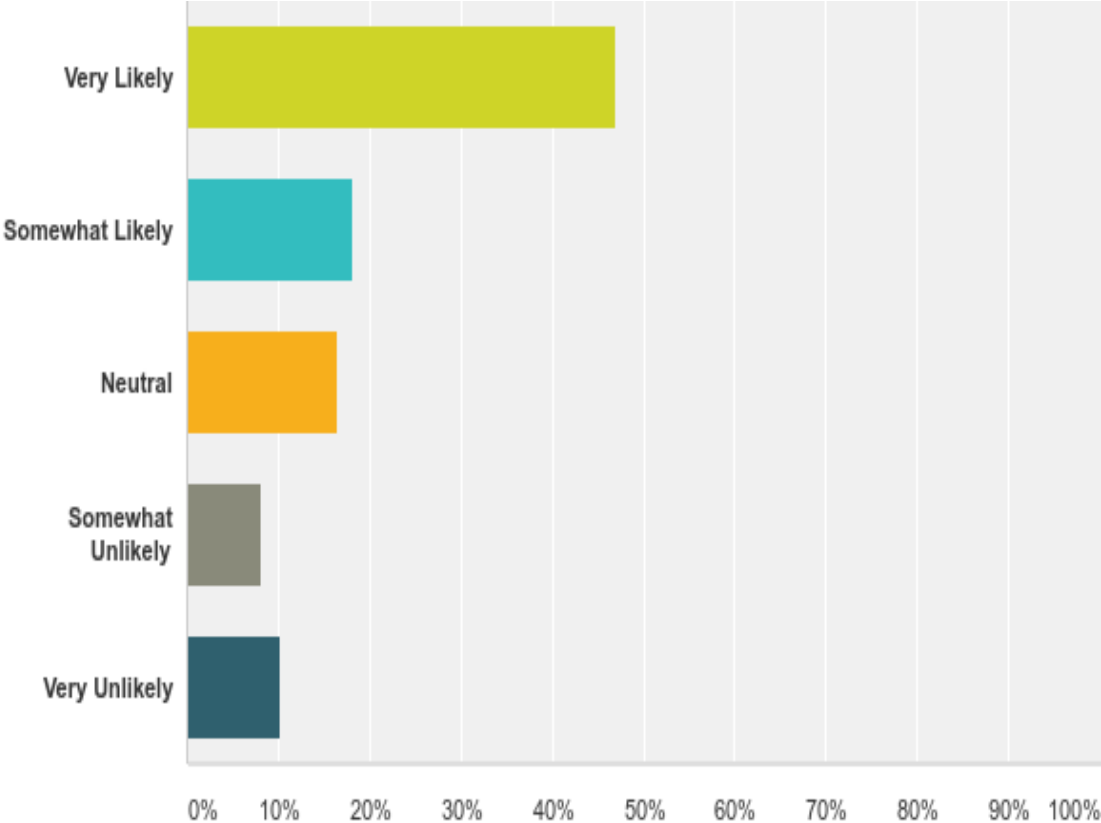
TRADEOFFS:

- ◆ Ongoing operational expenses to operate the service.
- ◆ Multi-jurisdictional coordination necessary.
- ◆ May take time for ridership to expand.

Q13: S7. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,486 Skipped: 220

Strategy 7. Enhanced Transit Service - Commuter/Resident Focused



Q13: S7. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,486 Skipped: 220

Strategy 7. Enhanced Transit Service - Commuter/Resident Focused

Answer Choices	Responses	
Very Likely	47.04%	699
Somewhat Likely	18.10%	269
Neutral	16.55%	246
Somewhat Unlikely	8.14%	121
Very Unlikely	10.16%	151
Total		1,486

Enhanced Transit Service – Tourism Focused

PROJECT DESCRIPTION:

- ◆ Implement a tourist-focused bus shuttle system from Village of Oak Creek to Slide Rock State Park.
- ◆ Buses would run every 15 to 20 minutes, 8 am to 8 pm, between March and October.
- ◆ Park-and-Ride lot near Red Rock Ranger Station; additional stops and pick-up points along SR 179 and SR 89A.

BENEFITS:

- ◆ Reduced vehicles entering Oak Creek Canyon from Sedona, reducing congestion. High usage could result in 2,000 to 3,000 fewer vehicles in Oak Creek Canyon on an average day in peak season.
- ◆ With no traffic, it takes 7 minutes to travel from the Trout Farm to the “Y”. In severe congestion it takes 42 minutes. This level of severe congestion occurred on 7 days between February 1 and June 4, 2017. With the Uptown pedestrian improvements a severely congested trip would be reduced from 42 minutes, to 36 minutes.
- ◆ Also, with no traffic, it takes 12 minutes to travel from Bell Rock Blvd to the “Y.” In severe congestion it takes 36 minutes. This level of severe congestion occurred

on 6 days between February 1 and June 4, 2017. With this connection, a severely congested trip would be reduced from 36 minutes, to 24 minutes.

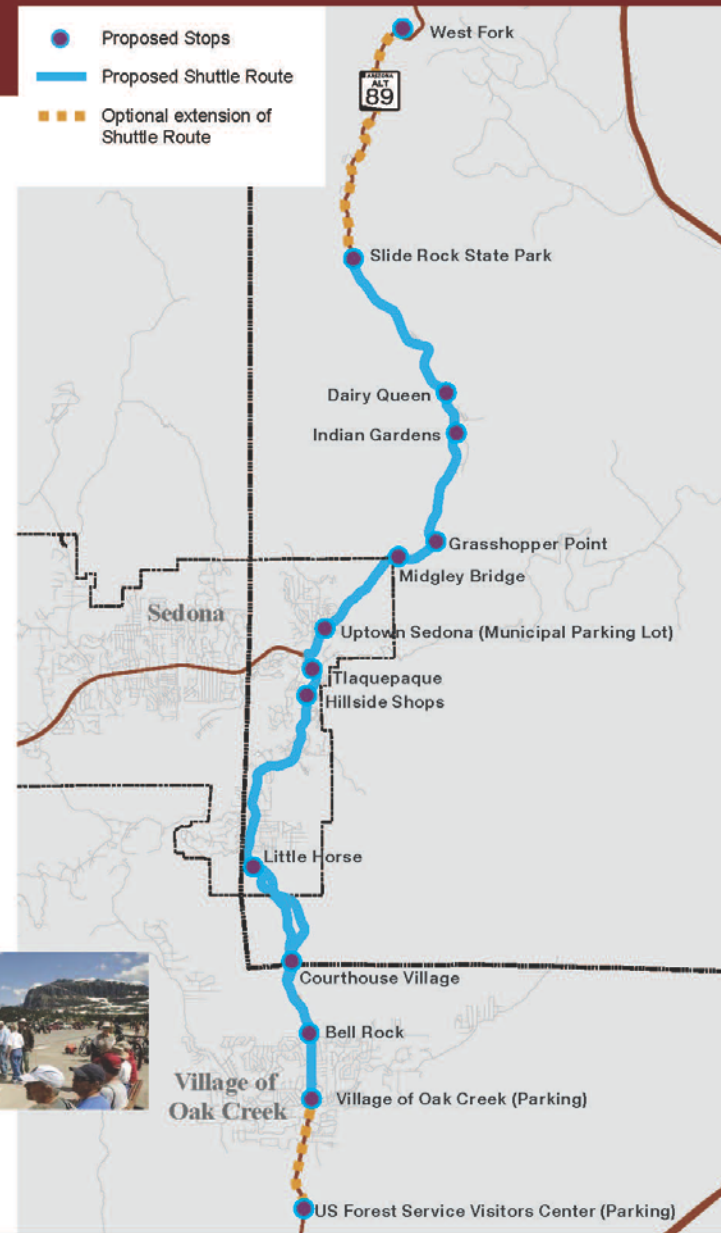
- ◆ Reduced Vehicle Emissions.

COSTS:

- ◆ Capital Costs = \$2.4 M (8 new buses and park-and-ride lot improvements).
- ◆ Operating Costs = \$460,000 / yr. Costs may be shared between ADOT, Coconino County, Yavapai County, and City of Sedona.

TRADEOFFS:

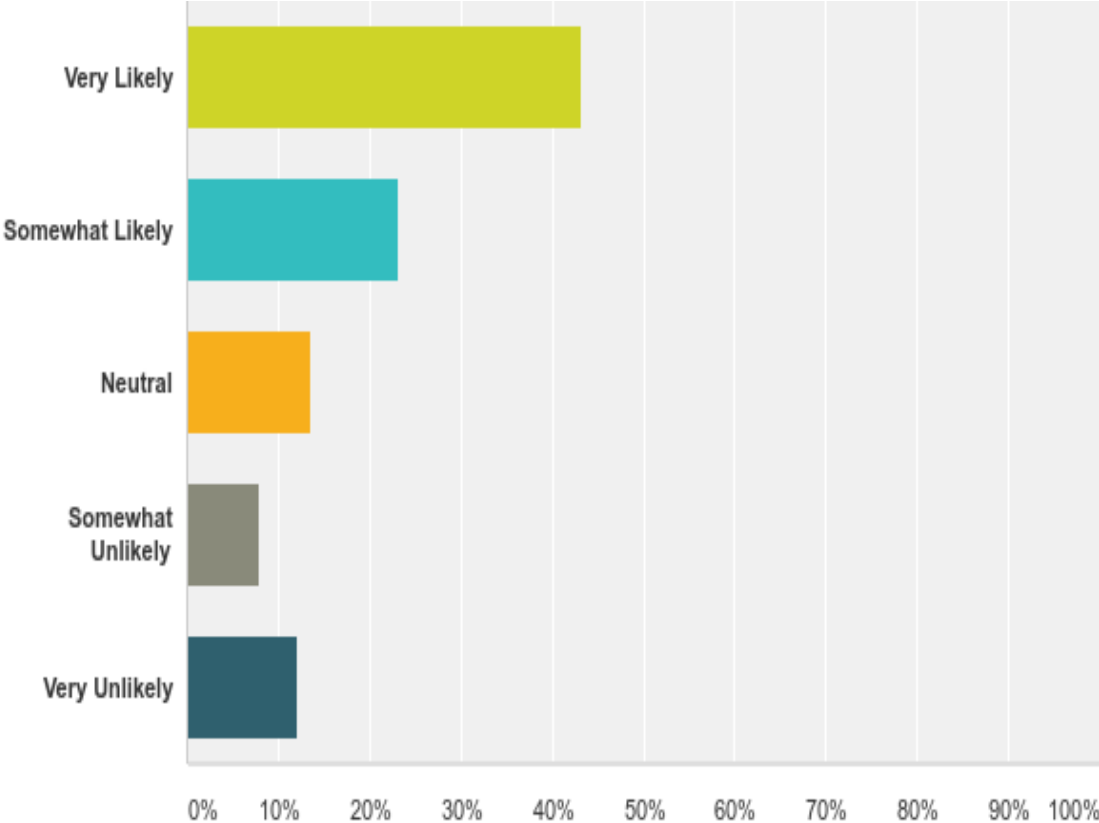
- ◆ Ongoing operational expenses to operate the service.
- ◆ Multi-jurisdictional coordination necessary.
- ◆ Need to create strong incentives for utilization.
- ◆ Seasonality of operations/ demand periods.



Q15: S8. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,473 Skipped: 233

Strategy 8. Enhanced Transit Service - Tourism Focused Shuttle Service



Q15: S8. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,473 Skipped: 233

Strategy 8. Enhanced Transit Service - Tourism Focused Shuttle Service

Answer Choices	Responses	
Very Likely	43.25%	637
Somewhat Likely	23.15%	341
Neutral	13.58%	200
Somewhat Unlikely	7.94%	117
Very Unlikely	12.08%	178
Total		1,473

Neighborhood Vehicles – Tourism Focused



PROJECT DESCRIPTION:

- ◆ Neighborhood vehicle flexible service supplements the Verde Lynx or Oak Creek Canyon Shuttle.
- ◆ Rides are provided “on-demand” and are requested utilizing a smart-phone application.
- ◆ Vehicles could be electric, gas, or alternative fuel.

BENEFITS:

- ◆ Reduces parking demands, including at busy and crowded trail-heads.
- ◆ On-demand service is flexible, able to transport passengers to wherever they desire to go.
- ◆ Promotes a “park once” strategy for shopping, dining, recreating and sightseeing.
- ◆ Reduced vehicle emissions.

COSTS:

- ◆ Capital Costs = \$340,000 (10 vehicles).
- ◆ Operating Costs = \$300,000 - \$600,000 / yr., depending upon number of vehicles, hours of service, and months per year.
- ◆ Costs could be reduced if volunteer drivers can be utilized.
- ◆ Costs could also be reduced by advertising revenue.

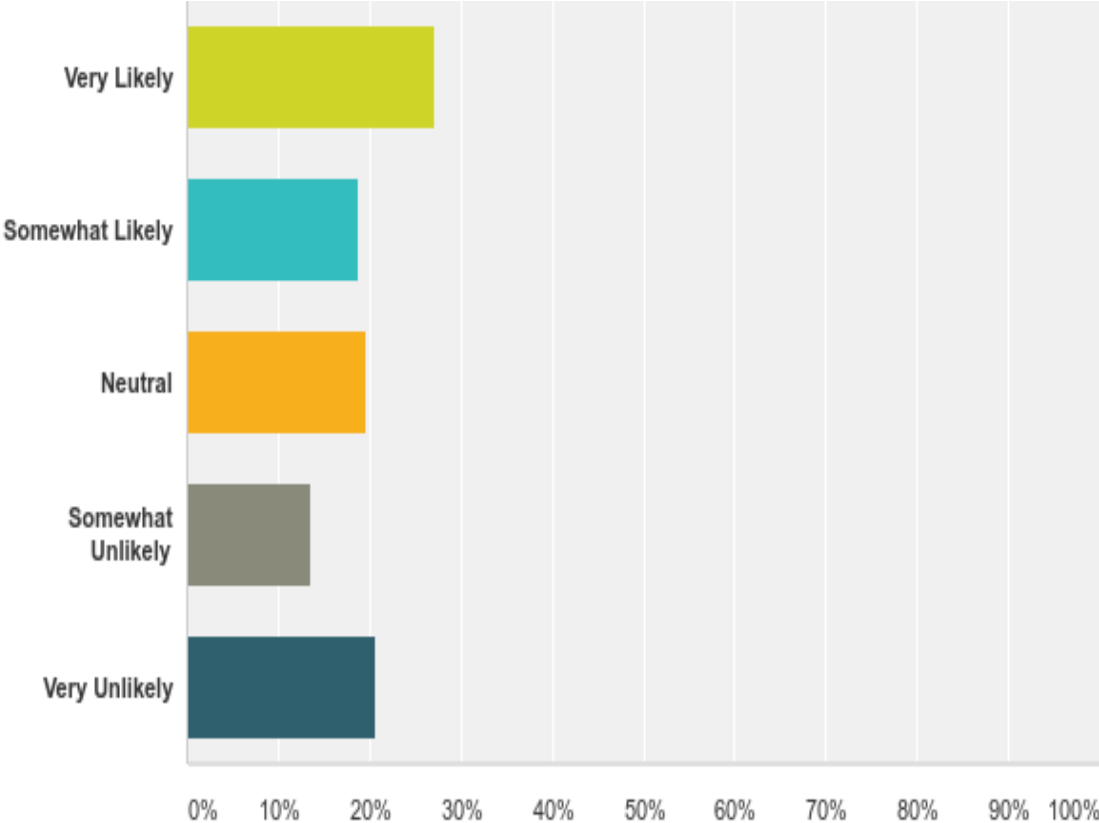
TRADEOFFS:

- ◆ Ongoing operational expenses.
- ◆ Seasonality of operations/demand periods.
- ◆ Service area of electric vehicles would be limited; gas engine vehicle would have a larger service area.

Q17: S9. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,456 Skipped: 250

Strategy 9. Neighborhood Vehicles - Tourism Focused



Q17: S9. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,456 Skipped: 250

Strategy 9. Neighborhood Vehicles - Tourism Focused

Answer Choices	Responses	
Very Likely	27.20%	396
Somewhat Likely	18.75%	273
Neutral	19.71%	287
Somewhat Unlikely	13.60%	198
Very Unlikely	20.74%	302
Total		1,456

SR 89 A/West Sedona Access Improvements

1

STARBUCK'S **BEFORE** DRIVEWAY CONSOLIDATION, TWO DRIVEWAYS TO SR 89A



1

STARBUCK'S, **AFTER** DRIVEWAY CONSOLIDATION, TWO DRIVEWAYS REMOVED, ACCESS IS OFF OF SIDE STREETS AND FROM ADJACENT BUSINESSES



PROJECT DESCRIPTION:

- 1 Eliminate or consolidate redundant driveway access points.
- 2 Construct a raised median to control certain left turn movements to and from SR 89A.

BENEFITS:

- ◆ Raised median: Improves traffic flow and efficiency by 10%, and reduces crashes by 50%.
- ◆ May prevent the need for widening at a later date.
- ◆ Improves pedestrian and bicyclist safety and aesthetics.

COSTS:

- ◆ Raised median: 2 miles from Airport Road to Dry Creek Road would cost \$1.5M to \$2M.
- ◆ Driveway: \$3,000 - \$5,000 per driveway location as part of a larger city project

TRADEOFFS:

- ◆ A raised median may be less convenient to make turns to and from SR 89A at some locations.
- ◆ Interruption from construction.

2

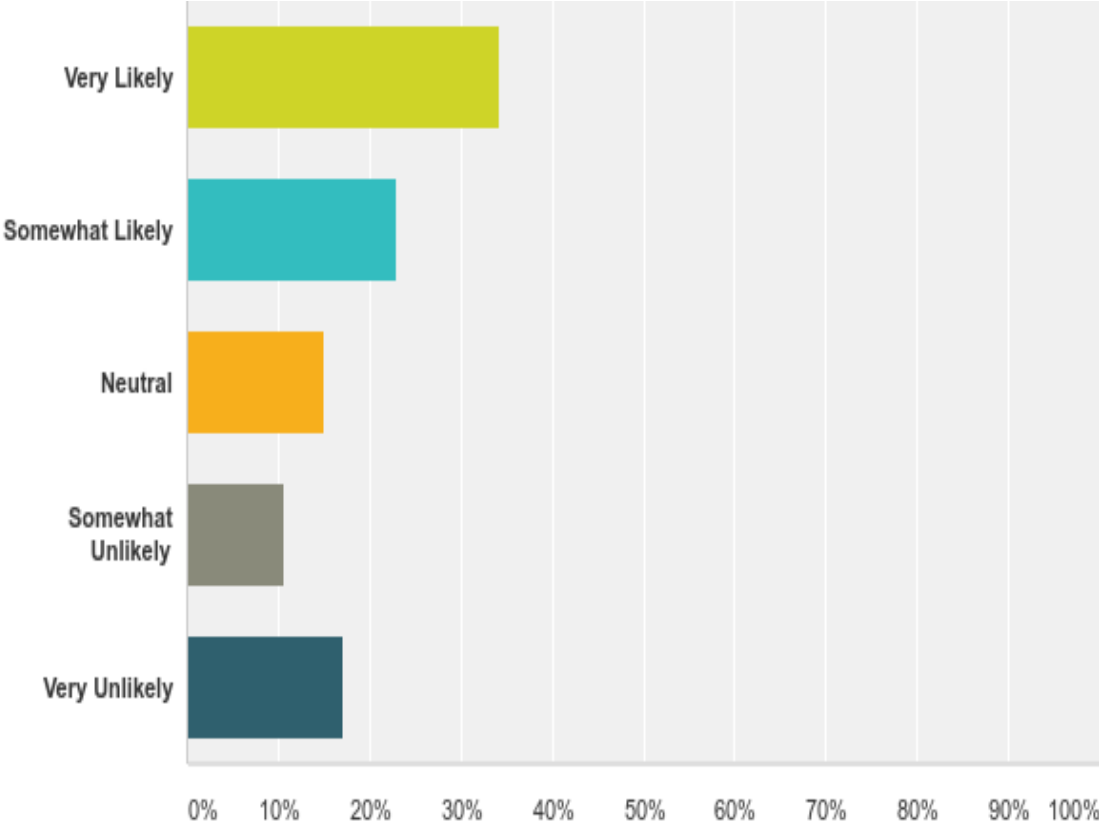
EXAMPLE OF RAISED MEDIAN



Q19: S10. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,445 Skipped: 261

Strategy 10. SR 89A/West Sedona Access Improvements



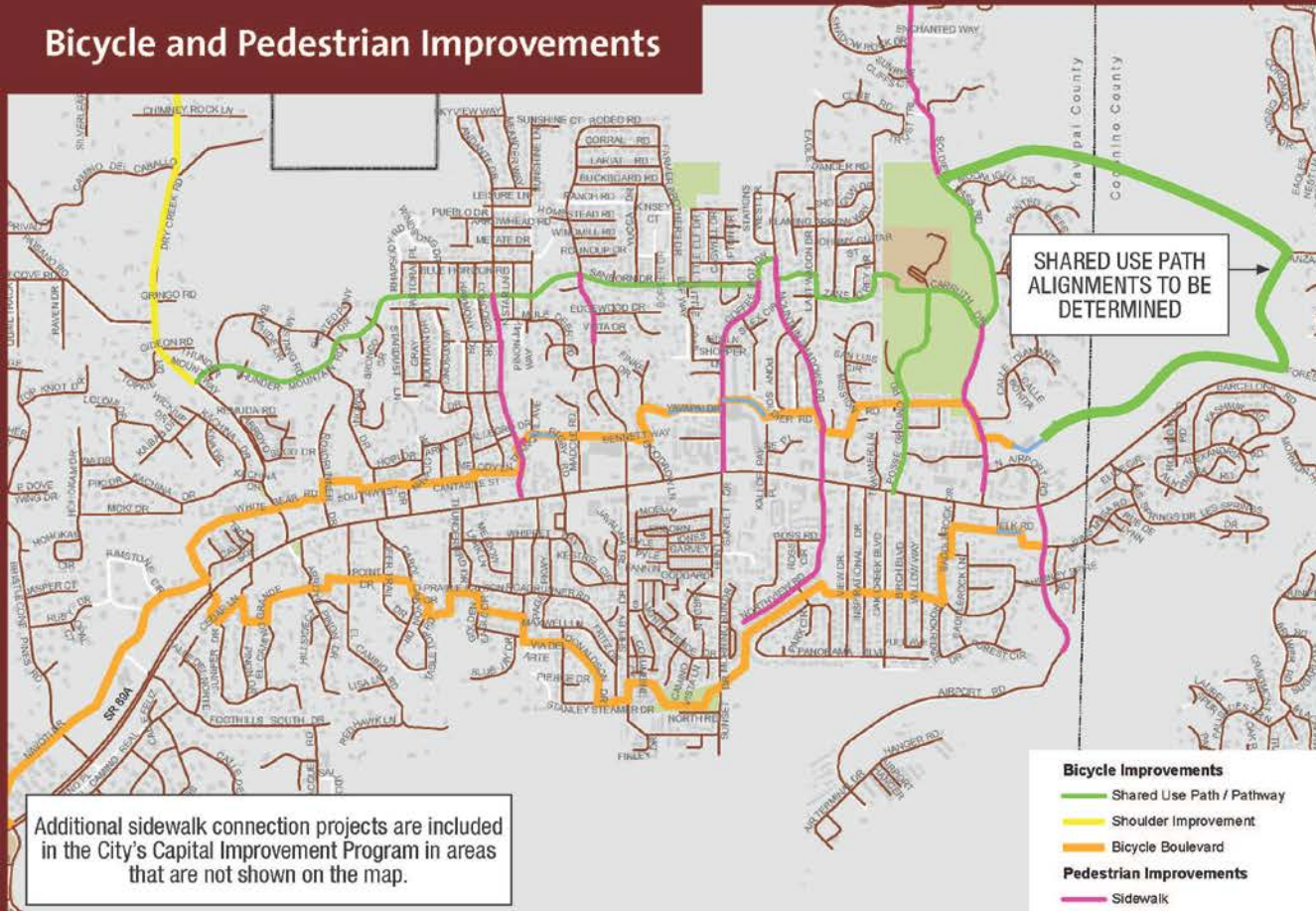
Q19: S10. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,445 Skipped: 261

Strategy 10. SR 89A/West Sedona Access Improvements

Answer Choices	Responses	
Very Likely	34.33%	496
Somewhat Likely	23.04%	333
Neutral	14.95%	216
Somewhat Unlikely	10.66%	154
Very Unlikely	17.02%	246
Total		1,445

Bicycle and Pedestrian Improvements



PROJECT DESCRIPTION:

- ◆ Shared use path from Uptown to West Sedona.
- ◆ Wide paved shoulders on Dry Creek Road.
- ◆ Bicycle boulevard parallel both north and south of 89A using existing streets and some new connecting pathways.
- ◆ Various sidewalk connections.

BENEFITS:

- ◆ Replacing car trips with bicycle and pedestrian trips can reduce local congestion, especially during peak season.
- ◆ Improved comfort and safety for bicyclists and pedestrians.
- ◆ Connects neighborhoods to each other.
- ◆ Provides a recreational opportunity.

COSTS:

- ◆ Shared use path and bike boulevard connections: \$1.2M /mile.
- ◆ Sidewalk costs: \$800,000 per mile.

TRADEOFFS:

- ◆ Possible need to acquire rights-of-way or utilize existing easements.
- ◆ Coordination with US. Forest Service for shared use path.
- ◆ Some neighborhoods may not want increased bicycle and pedestrian traffic.

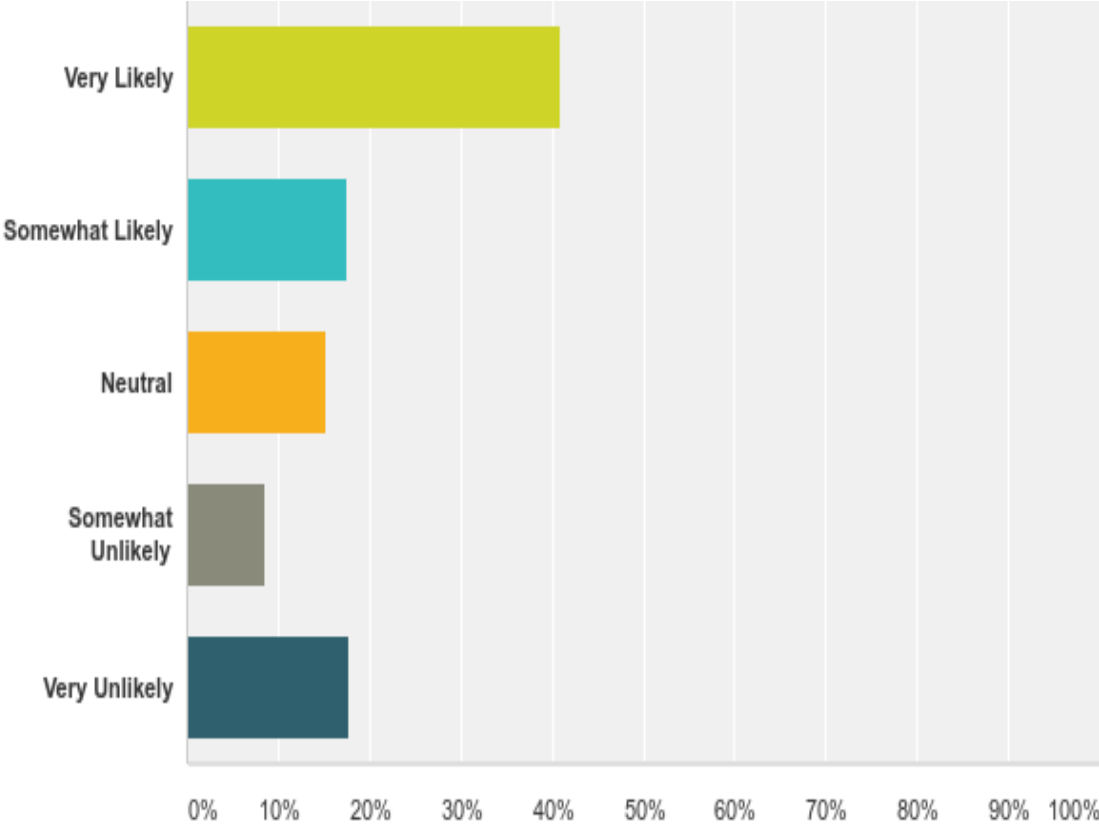
Additional sidewalk connection projects are included in the City's Capital Improvement Program in areas that are not shown on the map.



Q21: S11. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,439 Skipped: 267

Strategy 11. Bicycle and Pedestrian Improvements



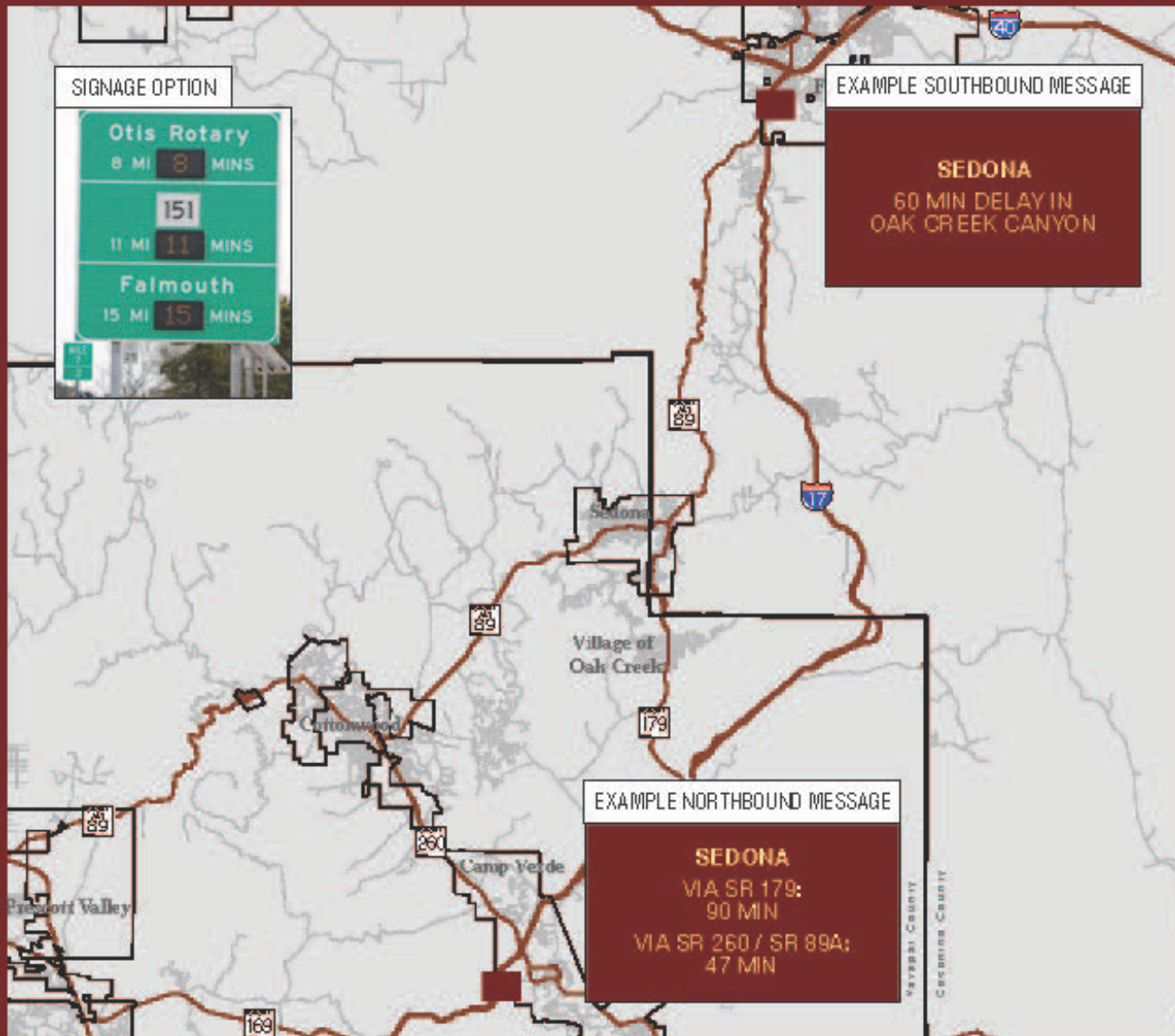
Q21: S11. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,439 Skipped: 267

Strategy 11. Bicycle and Pedestrian Improvements

Answer Choices	Responses	
Very Likely	40.93%	589
Somewhat Likely	17.58%	253
Neutral	15.29%	220
Somewhat Unlikely	8.48%	122
Very Unlikely	17.72%	255
Total		1,439

Traveler Information



PROJECT DESCRIPTION:

- Electronic message signs on I-17 at Camp Verde and at 89A south of Flagstaff display travel time information to Sedona.

BENEFITS:

- With no traffic, it takes 12 minutes to travel from Bell Rock Blvd to the "Y." In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this connection, a severely congested trip would be reduced from 36 minutes, to 26 minutes.
- Keeping drivers informed of real travel time information enables them to make informed decisions regarding alternative routes.

COSTS:

- Design and construction cost = \$100,000.

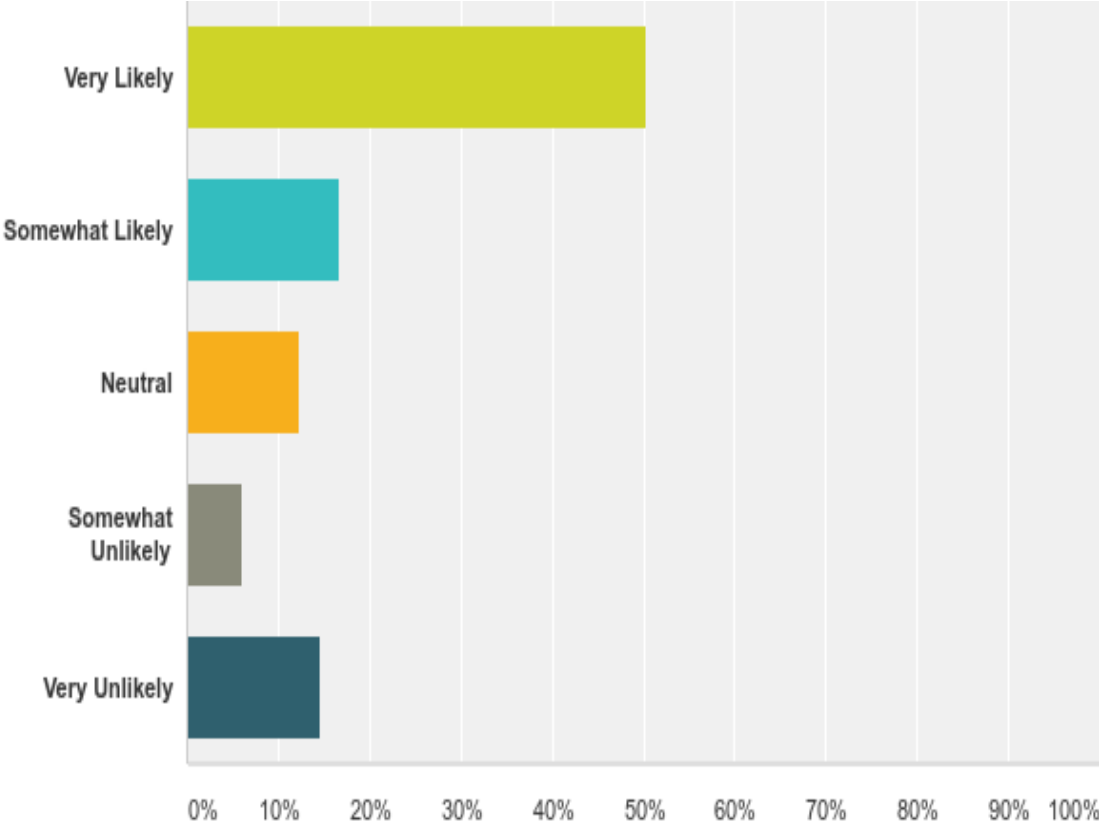
TRADEOFFS:

- Coordination required between ADOT, City of Sedona.
- Concern from businesses about diverting traffic.
- Would modestly increase congestion on SR 89A in West Sedona because of traffic diverted through Cottonwood.

Q23: S12. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,441 Skipped: 265

Strategy 12. Traveler Information



Q23: S12. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,441 Skipped: 265

Strategy 12. Traveler Information

Answer Choices	Responses	
Very Likely	50.31%	725
Somewhat Likely	16.66%	240
Neutral	12.28%	177
Somewhat Unlikely	6.11%	88
Very Unlikely	14.64%	211
Total		1,441

Other Jurisdiction Project: Red Rock Crossing



PROJECT DESCRIPTION:

- Construct new bridge or crossing of Oak Creek and roadway improvements; possible location is at end of Verde Valley School Road to connect to Red Rock Crossing Road.
- Provides alternative route between Village of Oak Creek and West Sedona where the road previously connected.

BENEFITS:

- Primary benefit of Red Rock Crossing is to connect Village of Oak Creek to Sedona, during peak hour when SR 179 is congested.
- With no traffic, it takes 12 minutes to travel from Bell Rock Blvd to the "Y." In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this connection, a severely congested trip would be reduced from 36 minutes, to 29 minutes.
- Provides alternative route for emergency response between Village of Oak Creek and Sedona.

COSTS:

- Design and construction cost = \$10M.

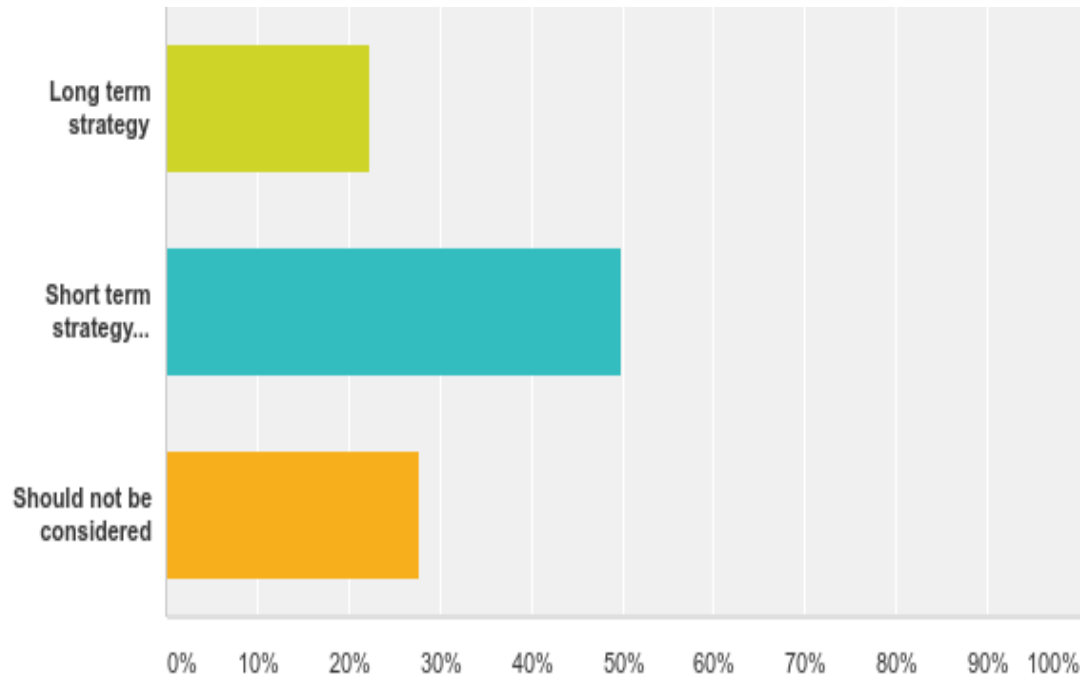
TRADEOFFS:

- Environmental and aesthetic impacts.
- Coordination required between City of Sedona, Yavapai County and US Forest Service, as the project is located outside of City limits.
- Does not provide as high of benefit-cost ratio as other solutions.
- Project is located outside city limits and requires Yavapai County to manage the project and be the primary funding agency.
- Given previous failed attempts to complete a crossing, it will be difficult to garner support.
- Coordination required between City of Sedona, Yavapai County and US Forest Service.
- Does not provide as high of benefit-cost ratio as other solutions.

Q25: S13. Given the tradeoffs, this is considered a long-term strategy and is not included as a priority in the 10-year plan, How do you view this project?

Answered: 1,440 Skipped: 266

Strategy 13. Red Rock Crossing



Q25: S13. Given the tradeoffs, this is considered a long-term strategy and is not included as a priority in the 10-year plan, How do you view this project?

Answered: 1,440 Skipped: 266

Strategy 13. Red Rock Crossing

Answer Choices	Responses	
Long term strategy	22.43%	323
Short term strategy (accelerate the project)	49.86%	718
Should not be considered	27.71%	399
Total		1,440

Pave Schnebly Hill Road

PROJECT DESCRIPTION:

- ◆ Pave Schnebly Hill Road from Sedona to I-17.
- ◆ Will require drainage, slope stabilization, retaining walls, and construction blasting.

BENEFITS:

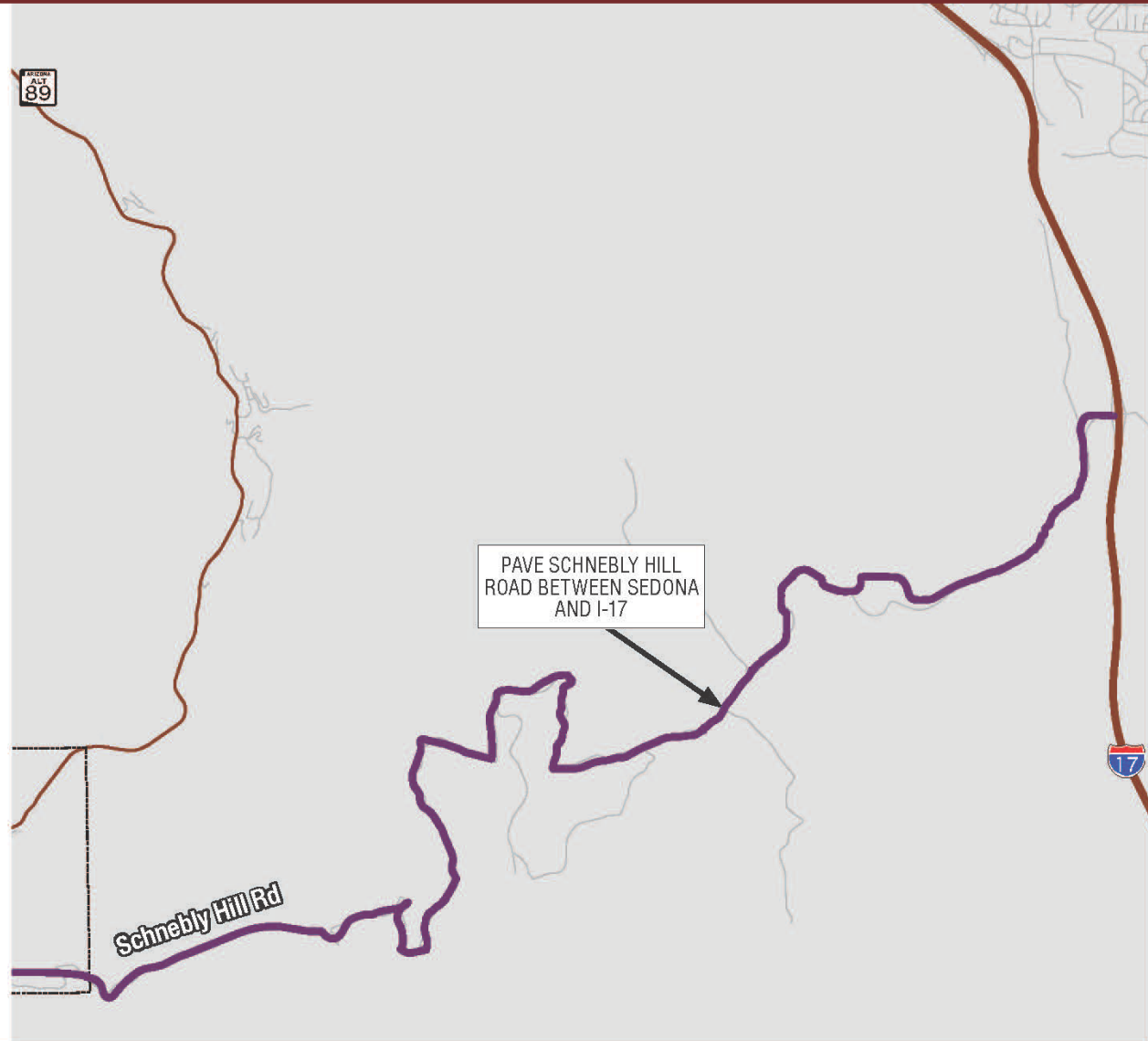
- ◆ Primary benefit of Schnebly Hill Road improvements is congestion relief of SR 89A in Oak Creek Canyon, during weekend and holiday afternoons.
- ◆ Would divert up to 2,125 vehicles per day from Oak Creek Canyon.

COSTS:

- ◆ Design and construction cost = \$33M.

TRADEOFFS:

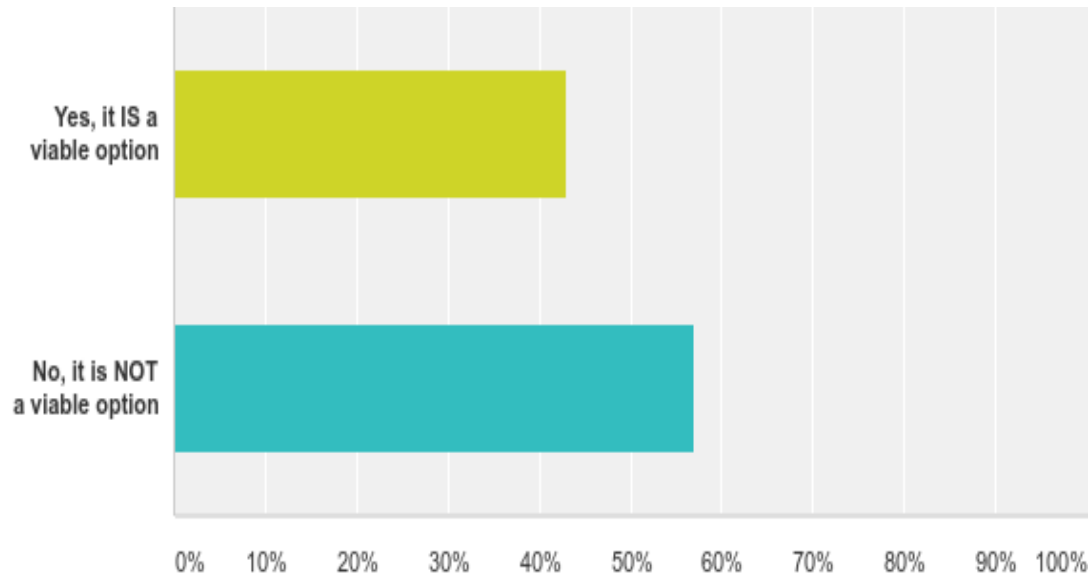
- ◆ Would add traffic volumes and increase congestion on SR 179 at Schnebly Hill Road Roundabout.
- ◆ Would require improvements to Schnebly Hill/SR 179 intersection.
- ◆ Environmental and aesthetic impacts.
- ◆ Coordination required between City of Sedona, Coconino County and US Forest Service.
- ◆ Does not provide as high of a benefit-cost ratio as other solutions.



Q27: S14. It was determined that this is not a viable option considering the costs and environmental impacts. Do you think this is a viable option?

Answered: 1,407 Skipped: 299

Strategy 14. Pave Schnebly Hill Road



Q27: S14. It was determined that this is not a viable option considering the costs and environmental impacts. Do you think this is a viable option?

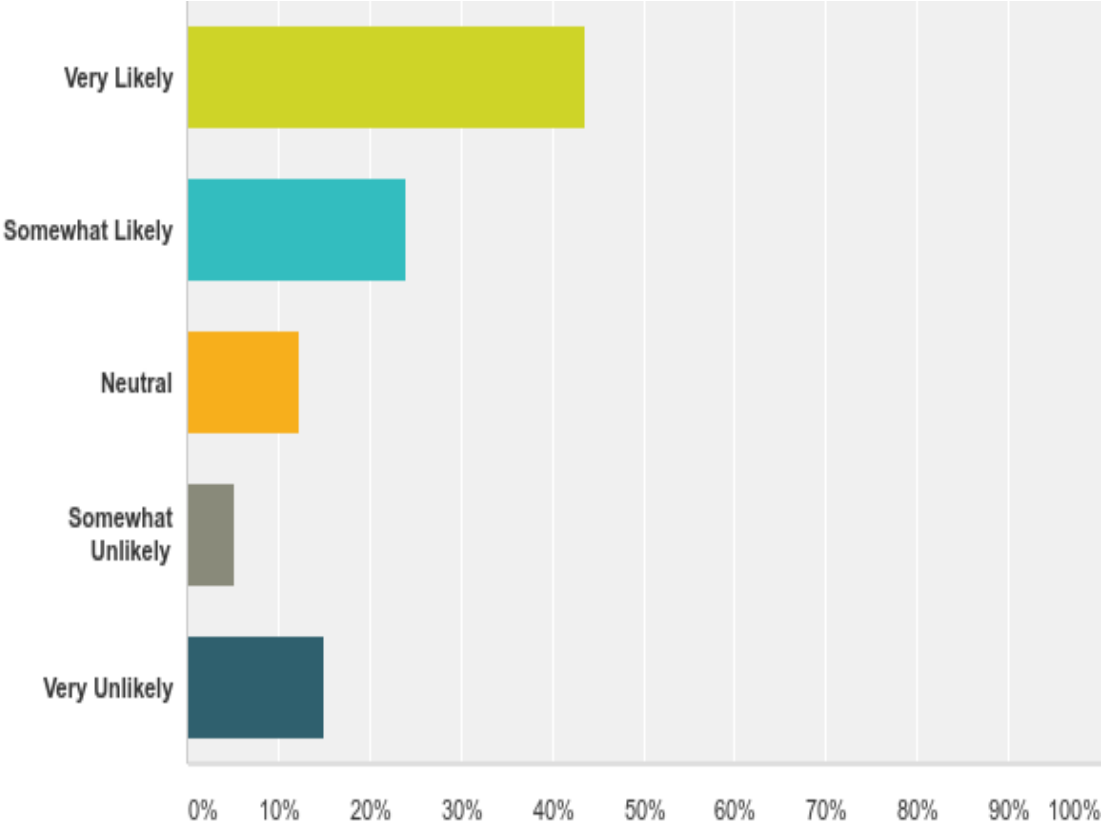
Answered: 1,407 Skipped: 299

Strategy 14. Pave Schnebly Hill Road

Answer Choices	Responses	
Yes, it IS a viable option	43.07%	606
No, it is NOT a viable option	56.93%	801
Total		1,407

Q29: A new ½ cent sales tax for 10 years (would generate \$25 million or 50% of the strategies in the TMP)

Answered: 1,240 Skipped: 466



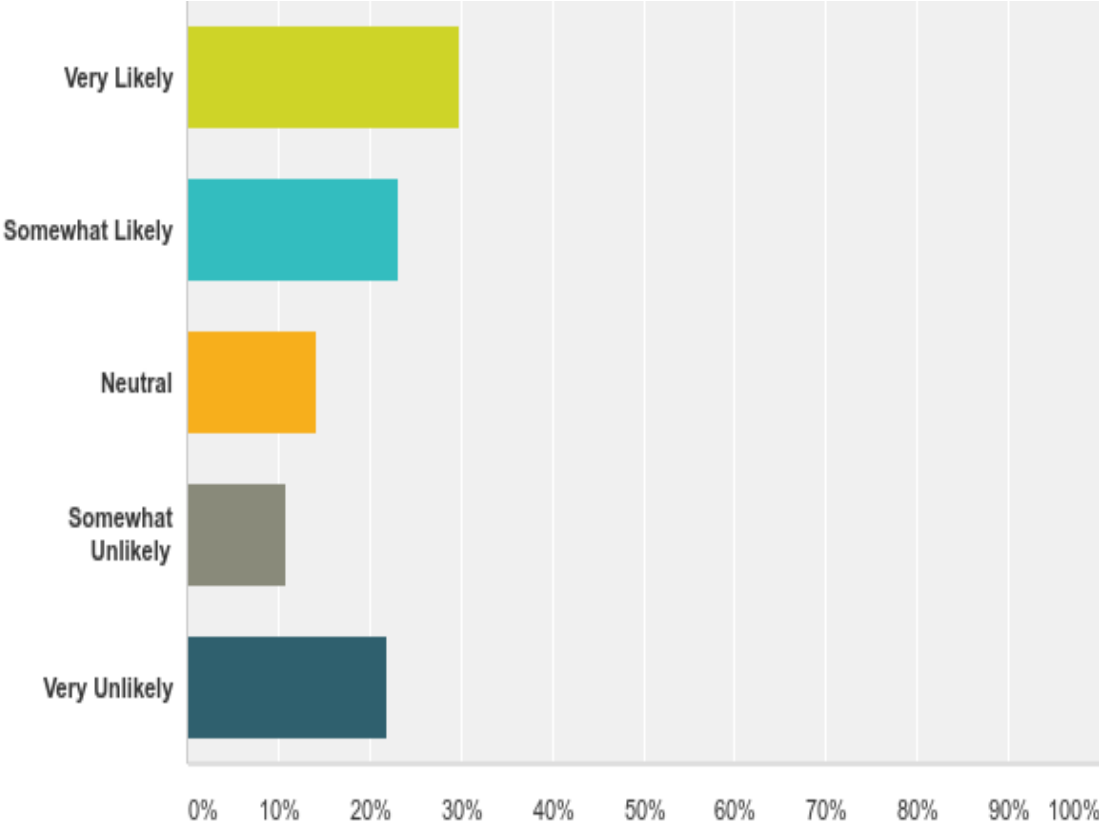
Q29: A new ½ cent sales tax for 10 years (would generate \$25 million or 50% of the strategies in the TMP)

Answered: 1,240 Skipped: 466

Answer Choices	Responses	
Very Likely	43.55%	540
Somewhat Likely	23.95%	297
Neutral	12.34%	153
Somewhat Unlikely	5.16%	64
Very Unlikely	15.00%	186
Total		1,240

Q30: A new ¾ cent sales tax for 10 years (would generate \$37 million or approximately 75% of the strategies in the TMP)

Answered: 1,217 Skipped: 489



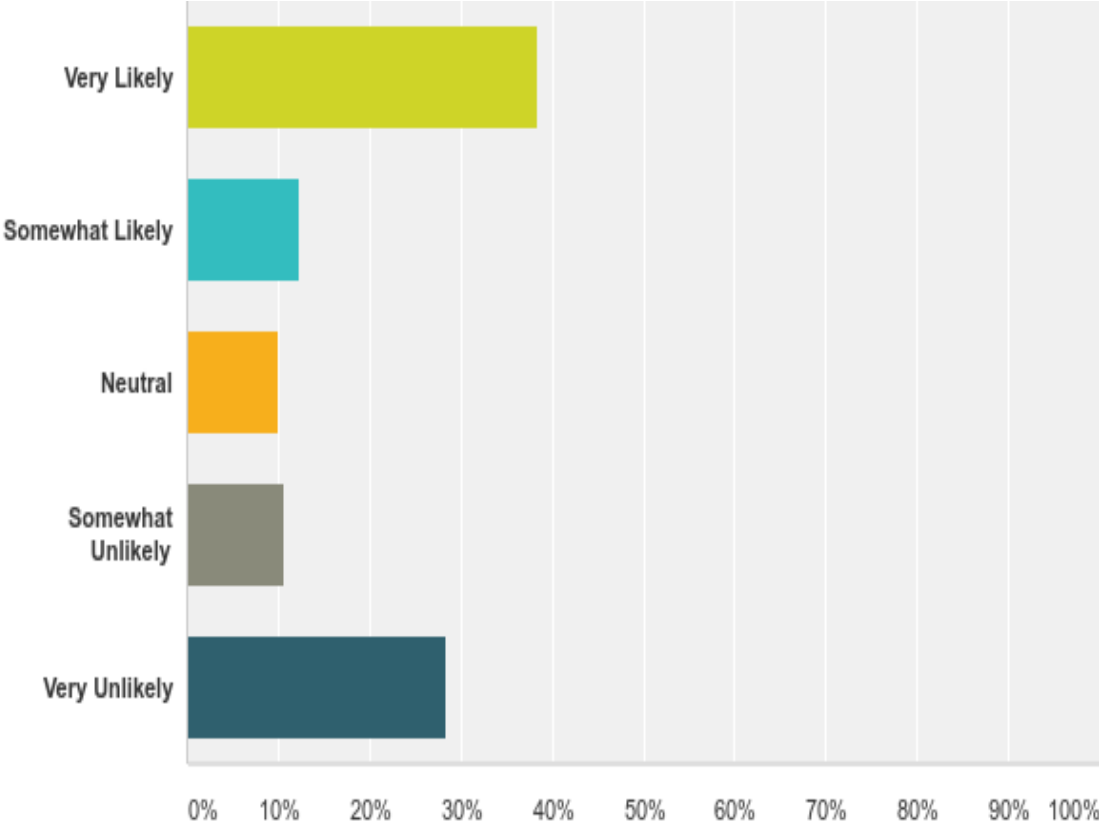
Q30: A new ¾ cent sales tax for 10 years (would generate \$37 million or approximately 75% of the strategies in the TMP)

Answered: 1,217 Skipped: 489

Answer Choices	Responses	
Very Likely	29.83%	363
Somewhat Likely	23.25%	283
Neutral	14.13%	172
Somewhat Unlikely	10.76%	131
Very Unlikely	22.02%	268
Total		1,217

Q31: A new 1 cent sales tax for 10 years (would generate \$50 million and would implement a majority of the strategies in the TMP)

Answered: 1,337 Skipped: 369



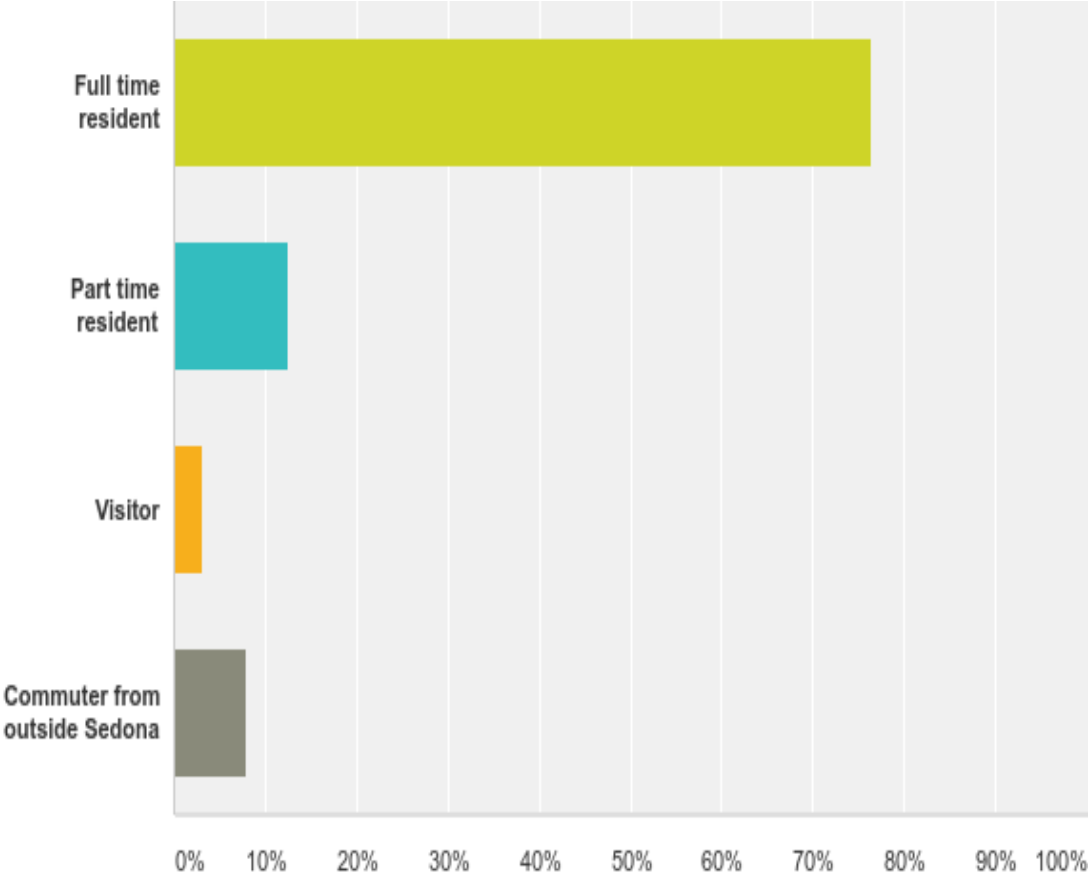
Q31: A new 1 cent sales tax for 10 years (would generate \$50 million and would implement a majority of the strategies in the TMP)

Answered: 1,337 Skipped: 369

Answer Choices	Responses	
Very Likely	38.37%	513
Somewhat Likely	12.42%	166
Neutral	10.02%	134
Somewhat Unlikely	10.70%	143
Very Unlikely	28.50%	381
Total		1,337

Q33: Are you a resident, visitor, or commuter from outside Sedona?

Answered: 1,413 Skipped: 293



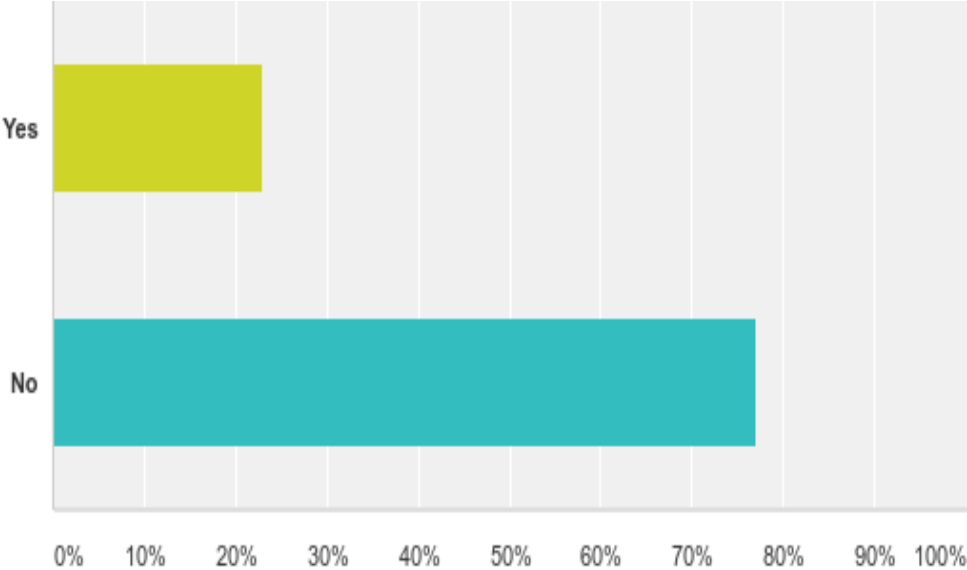
Q33: Are you a resident, visitor, or commuter from outside Sedona?

Answered: 1,413 Skipped: 293

Answer Choices	Responses	
Full time resident	76.50%	1,081
Part time resident	12.60%	178
Visitor	3.04%	43
Commuter from outside Sedona	7.86%	111
Total		1,413

Q34: Are you a business owner?

Answered: 1,366 Skipped: 340



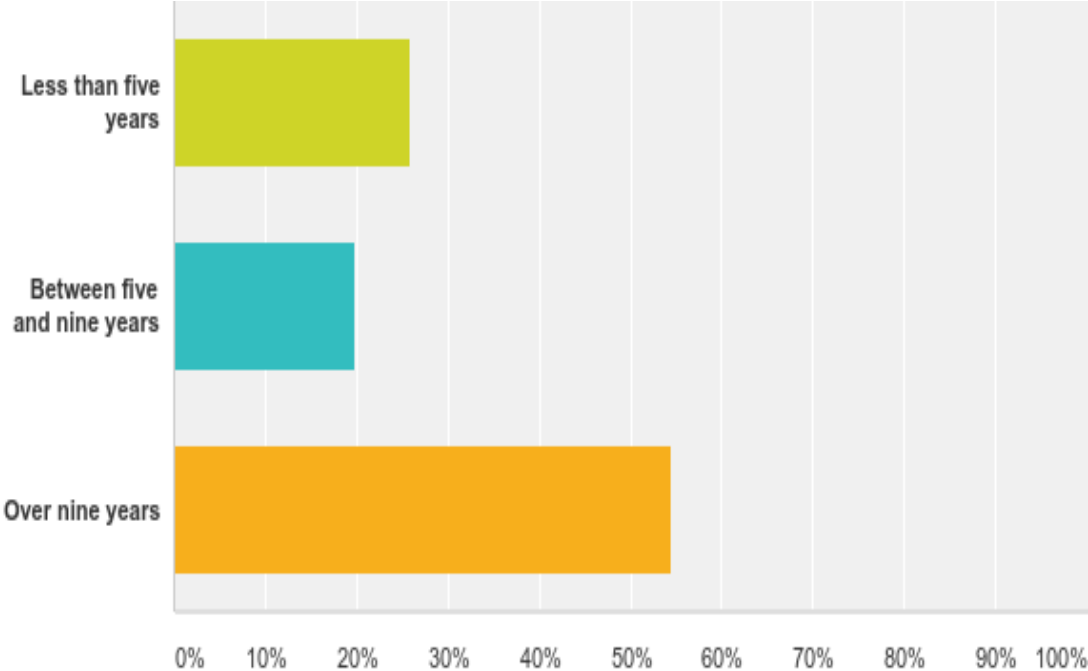
Q34: Are you a business owner?

Answered: 1,366 Skipped: 340

Answer Choices	Responses
Yes	22.91% 313
No	77.09% 1,053
Total	1,366

Q35: How long have you lived in Sedona?

Answered: 1,362 Skipped: 344



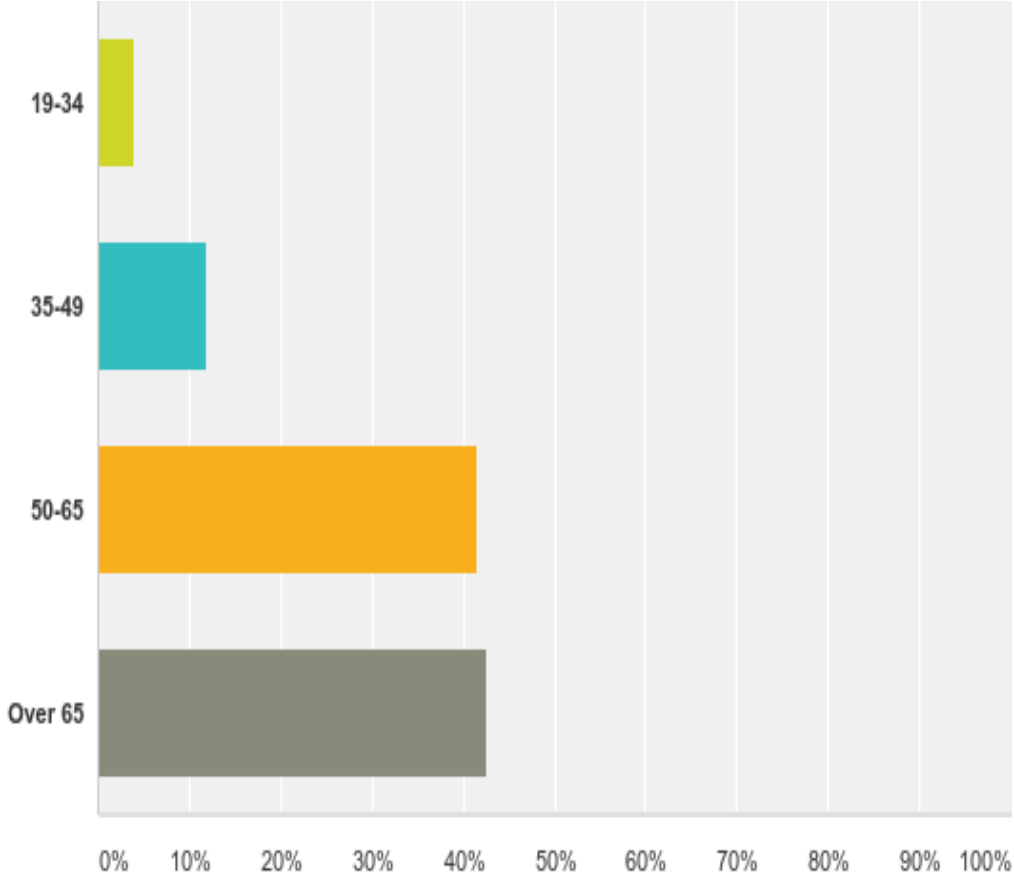
Q35: How long have you lived in Sedona?

Answered: 1,362 Skipped: 344

Answer Choices	Responses	
Less than five years	25.84%	352
Between five and nine years	19.75%	269
Over nine years	54.41%	741
Total		1,362

Q36: What is your age?

Answered: 1,392 Skipped: 314



Q36: What is your age?

Answered: 1,392 Skipped: 314

Answer Choices	Responses
19-34	3.88% 54
35-49	11.93% 166
50-65	41.52% 578
Over 65	42.67% 594
Total	1,392