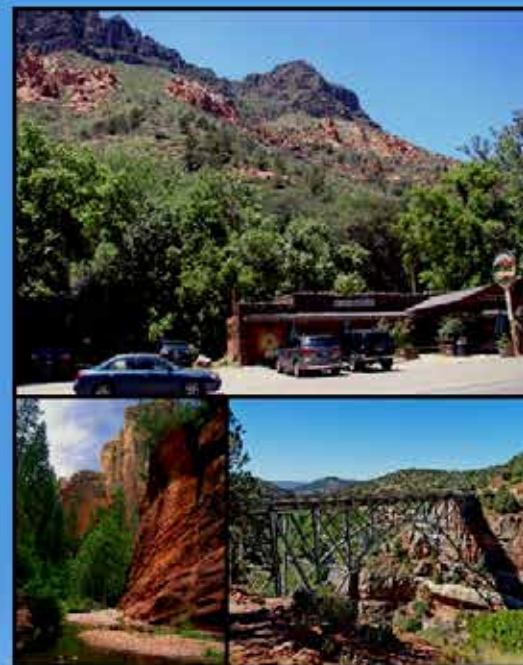
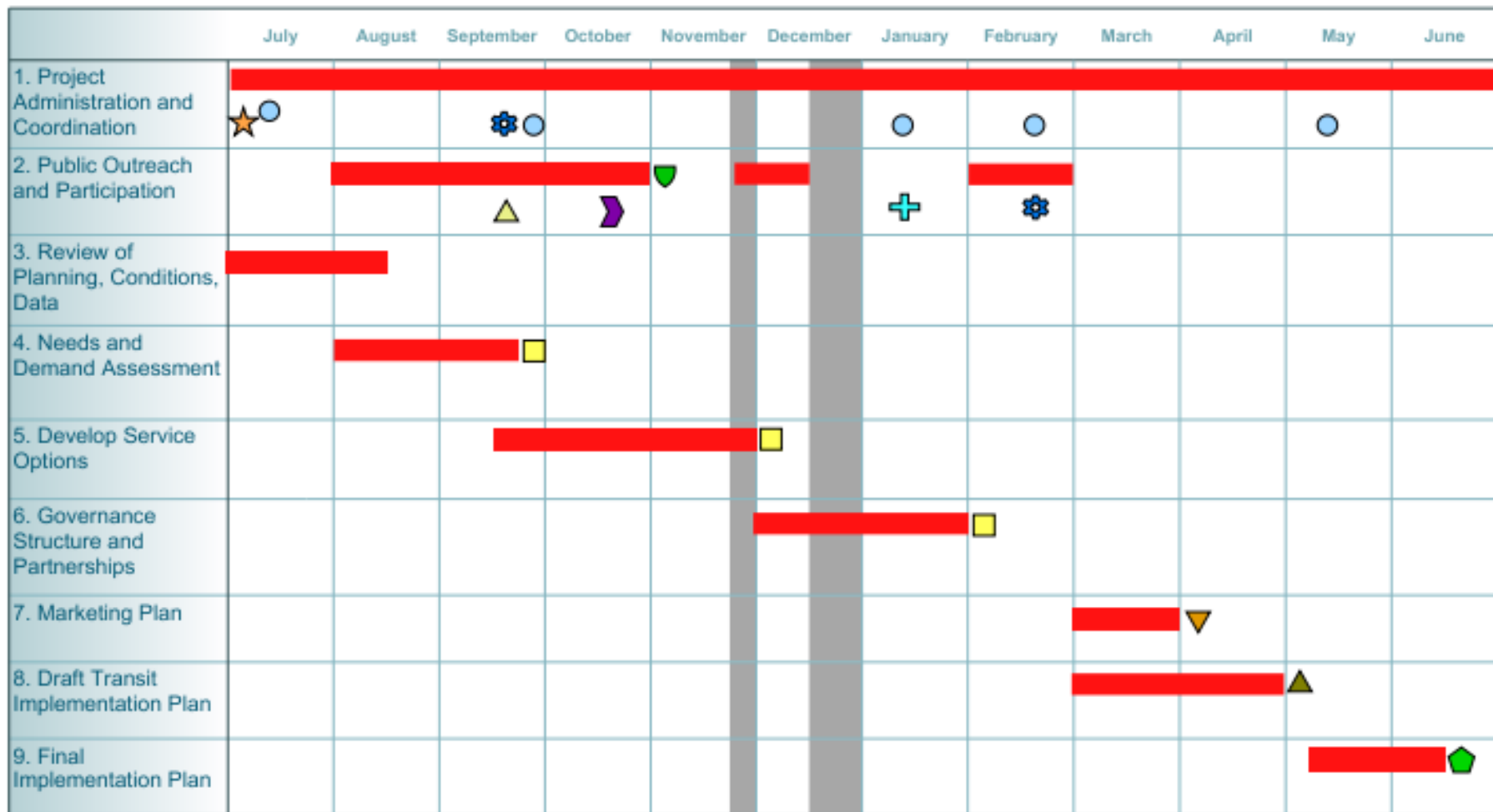


Sedona-Oak Creek Canyon Transit Implementation Plan



Advisory Group Meeting-Sept. 12, 2018



Legend:

- Kickoff Meeting
- Community/Stakeholder Meeting
- Advisory Committee Meeting
- Stakeholder Interviews
- Intercept Survey (visitors)
- Service Options Workshop
- Outreach Report
- Interim Report
- Draft Marketing Plan
- Draft Plan Submittal
- Final Plan Submittal
- Holiday



Public Outreach

Partners

- City of Sedona
- Arizona DOT
- Forest Service
- Slide Rock
- Coconino County
- Sedona Fire District
- CAT

Stakeholders

- Chamber & Tourism Bureau
- Tourism Businesses
- Traffic Matters
- Yavapai County

Constituents

- Residents of Sedona
- Residents of Village of Oak Creek
- Visitors to Sedona, Oak Creek and Surroundings

We've talked with

- ◆ Sedona City Councilors
- ◆ Sedona City Manager
- ◆ Cottonwood Deputy City Manager & Transit Manager
- ◆ Yavapai & Coconino County Supervisors
- ◆ Coconino Forest Supervisor & Staff
- ◆ AZ Parks Staff
- ◆ ADOT State Engineer
- ◆ NACOG
- ◆ NAIPTA
- ◆ Traffic Matters Committee
- ◆ Chamber of Commerce Executive Director
- ◆ Lodging Council
- ◆ Heritage Museum
- ◆ Tlaquepaque Owner
- ◆ Sedona Trolley
- ◆ Safari jeep Tours
- ◆ Recreation Businesses & Groups
- ◆ Sedona-Oak Creek Unified School District
- ◆ Congressional Offices

Additional Outreach/Research

- ◆ Open House (Sept 12)
- ◆ Resident Survey (In progress)
- ◆ Chamber Member Survey (In progress)
- ◆ Intercepts with Visitors (October)

What We Have Heard

- ◆ Is there a need for a visitor oriented shuttle service in the Sedona-Oak Creek Canyon area?
- ◆ Strong consensus that “something” is needed to:
 - ◆ Reduce traffic congestion
 - ◆ Improve the visitor experience
 - ◆ Reduce parking congestion at trailheads
 - ◆ Provide employee transportation

What We Have Heard

- ◆ Who should it service?
 - ◆ Overnight visitors
 - ◆ Hotel guests
 - ◆ International Visitors – high potential
 - ◆ AirBnB Guests - unlikely
 - ◆ Daytripper Visitors
 - ◆ Coming from Phoenix
 - ◆ Tourism Industry Employees
 - ◆ VOC
 - ◆ Local Residents
 - ◆ Access to Trailheads/Recreation

What We Have Heard

- ◆ Where should it serve?
 - ◆ Key Trailheads
 - ◆ Oak Creek Canyon
 - ◆ West Sedona
 - ◆ South to Ranger Station
 - ◆ Slide Rock State park
 - ◆ Uptown Sedona
 - ◆ Hotels
 - ◆ Sedona/West Sedona
 - ◆ VOC
 - ◆ Park & Ride Lots

What We Have Heard

- ◆ Desired characteristics of service
- ◆ Frequent
- ◆ Hours that accommodate recreation & dining
- ◆ Stay primarily along highways
- ◆ Fare Free or Low Cost
- ◆ Green Vehicles with
 - ◆ Bike Racks
 - ◆ Room for Gear
- ◆ Easy to Understand
- ◆ Boldly Branded/Promoted by Businesses

What We Have Heard

- ◆ Key issues to be addressed in service design
- ◆ Locations for Park & Ride
 - ◆ Ranger Station
 - ◆ Uptown
 - ◆ West Sedona
 - ◆ Waste-water or Cultural park
- ◆ How to serve trailheads in neighborhoods

What We Have Heard

- ◆ Challenges to be addressed



- ◆ Governance structure and funding are critical factors
- ◆ Actions on Forest Service lands will require NEPA review (infrastructure, bus stops)
- ◆ Traffic - impact on bus schedule
- ◆ Emergency evacuation of canyon in the event of a fire

What We Have Heard

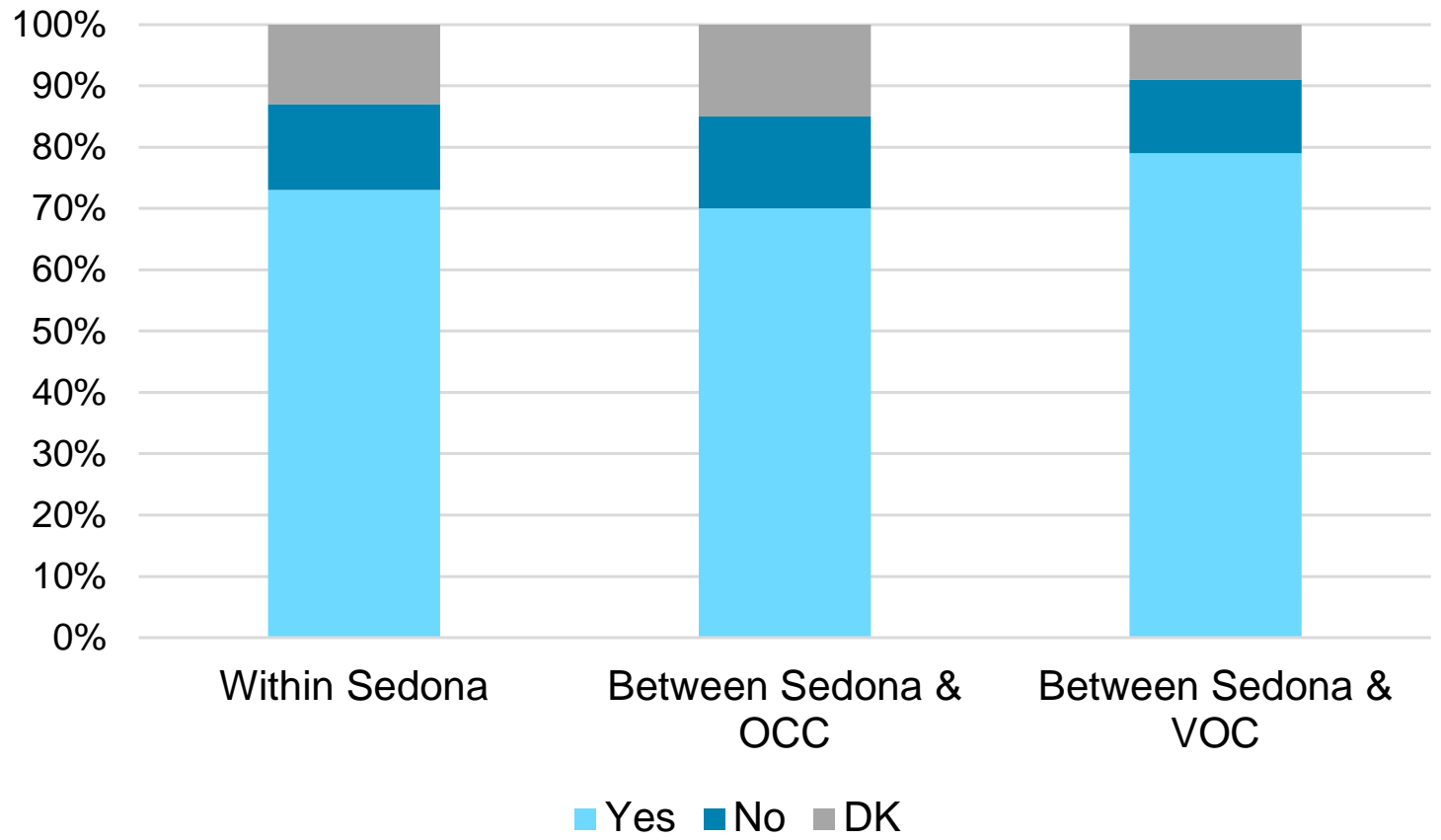
- ◆ Transit is only part of the solution



- ◆ Parking limitation/enforcement
 - ◆ Canyon - ADOT/Forest Service
 - ◆ Trailheads in neighborhoods
- ◆ Capacity of destinations
 - ◆ Balancing access and protection
- ◆ Potential reservation based parking at Slide Rock and Forest locations
- ◆ Policies for Slide Rock visitors
- ◆ Fees for Parks and Forest
 - ◆ How to protect income while providing incentive to use shuttle

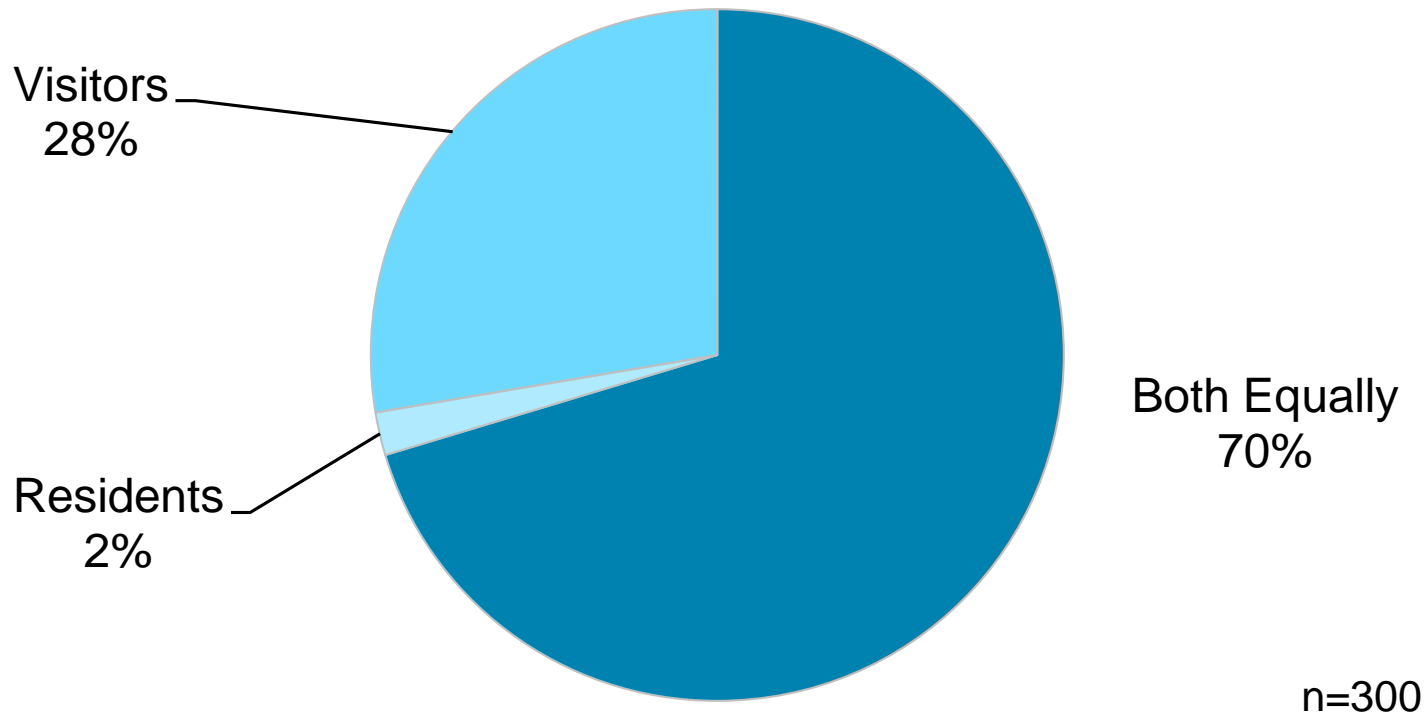
Resident Survey (in progress)

Is there a need for public transportation....



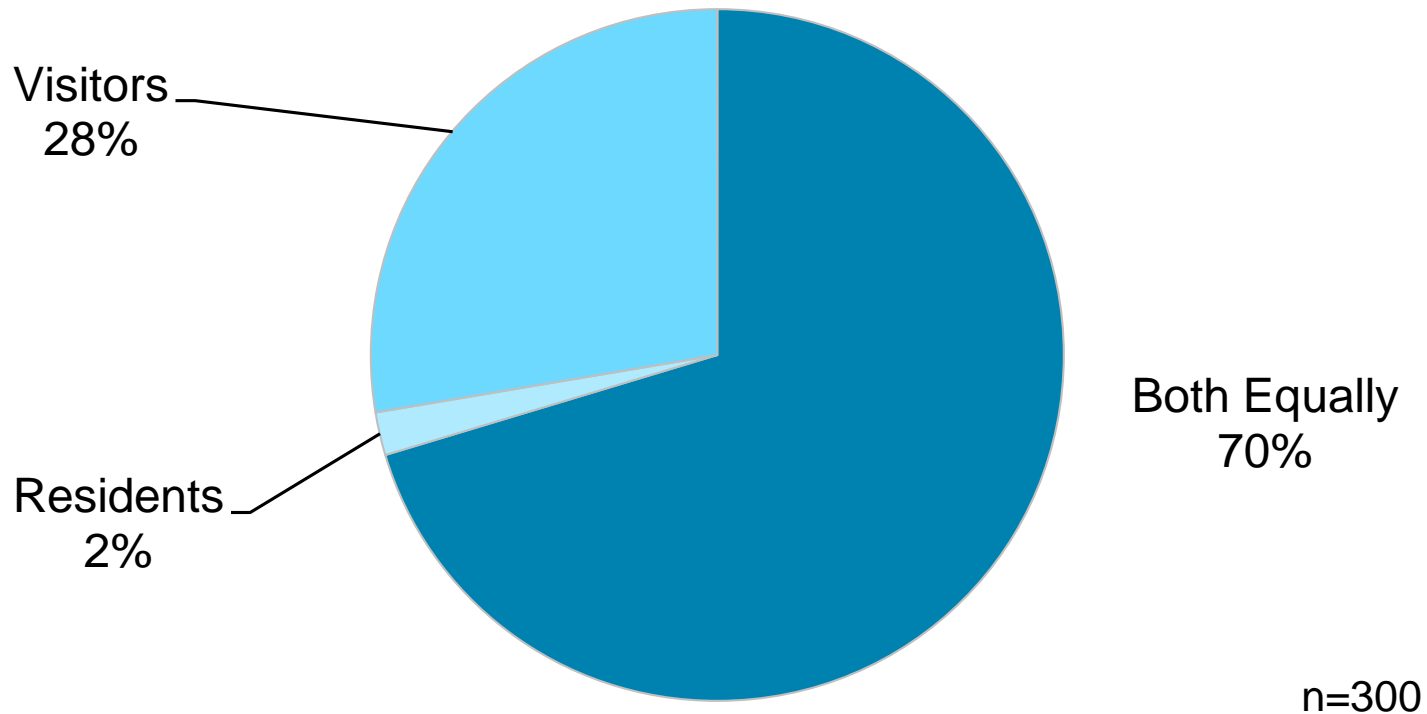
Resident Survey (in progress)

Who should the transit service be designed to primarily serve?



Resident Survey (in progress)

Who should the transit service be designed to primarily serve?



Resident Survey (in progress)

How likely do you think it is that a local transit system would provide the following benefits to the community?

	Definitely Not				Definitely Would			
	1	2	3	4	5			Avg. Rating
Reduce traffic and congestion	35	42	70	63	95			3.46
Reduce parking demand	30	45	64	74	87			3.48
Improve the experience for visitors	21	40	64	83	95			3.63
Make it easier and safer for residents to get around	36	38	69	74	84			3.44
Make it easier and safer for visitors to get around	22	37	58	87	101			3.68
Improve residential quality of life	37	44	51	69	100			3.50

Business Survey (in progress)

- ◆ Need for Visitor Focused Shuttle System – 88%
- ◆ Need for Improved Employee Transportation – 67%

What's most important

- ◆ Most important benefit to deliver: Reduce Traffic & Congestion
 - ◆ Residents 60%
 - ◆ Businesses 53%
- ◆ Most important type of trip to serve

Type of Trip	Businesses	Residents
Providing trips between South 179, the Village of Oak Creek and Sedona, including intermediate trailheads	4.13	3.84
Providing circulation throughout the City of Sedona, including West Sedona	3.96	3.61
Providing trips from Sedona north into Oak Creek Canyon	3.38	3.40
Providing circulation within Uptown Sedona	3.28	3.29

Prior Studies

Service Criteria

- ◆ Service will be focused predominately on visitors, but will also provide utility to Sedona area residents
- ◆ Service will provide some level of connectivity between Oak Creek Canyon, Sedona, and the Village of Oak Creek
- ◆ Options will focus on congestion mitigation and reducing roadside parking impacts
- ◆ Service options assume seasonal service (potentially weekends only)
- ◆ Options will increase transportation options for those visiting or living within the study area

Minimal Service

Legend

- 30 Minute Service Frequency
179 Fixed Route
- 60 Minute Service Frequency
89A Flex Route
- Lower Cost Alternative 1
Bus Turnaround Revort Area
- Lower Cost Alternative 2
Bus Turnaround Chapel Road
- Trip Generator
- Flex Route Service Area
- Coconino National Forest

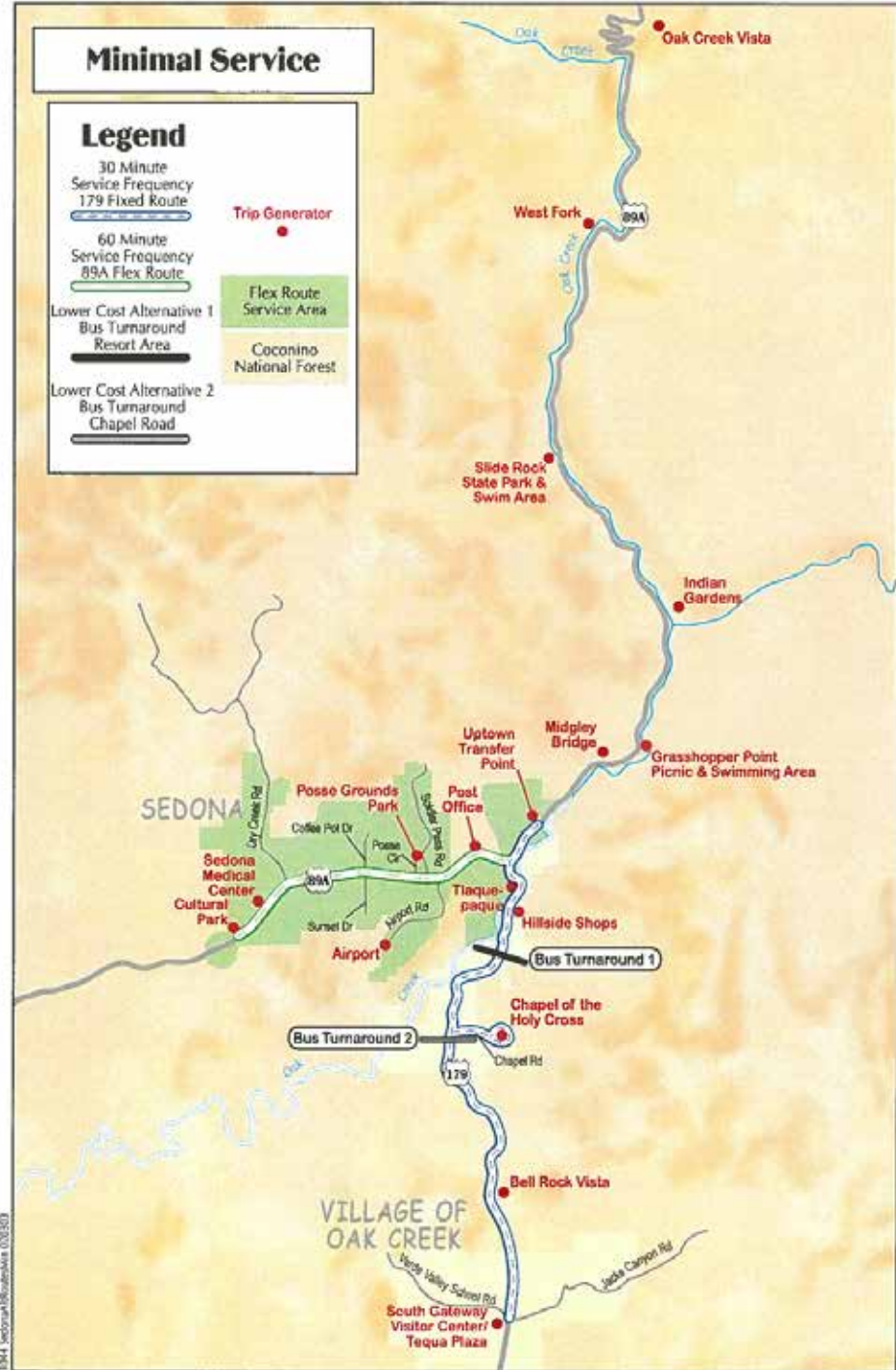


Figure 5-3 Option 1.1 – Corridor Congestion Reduction

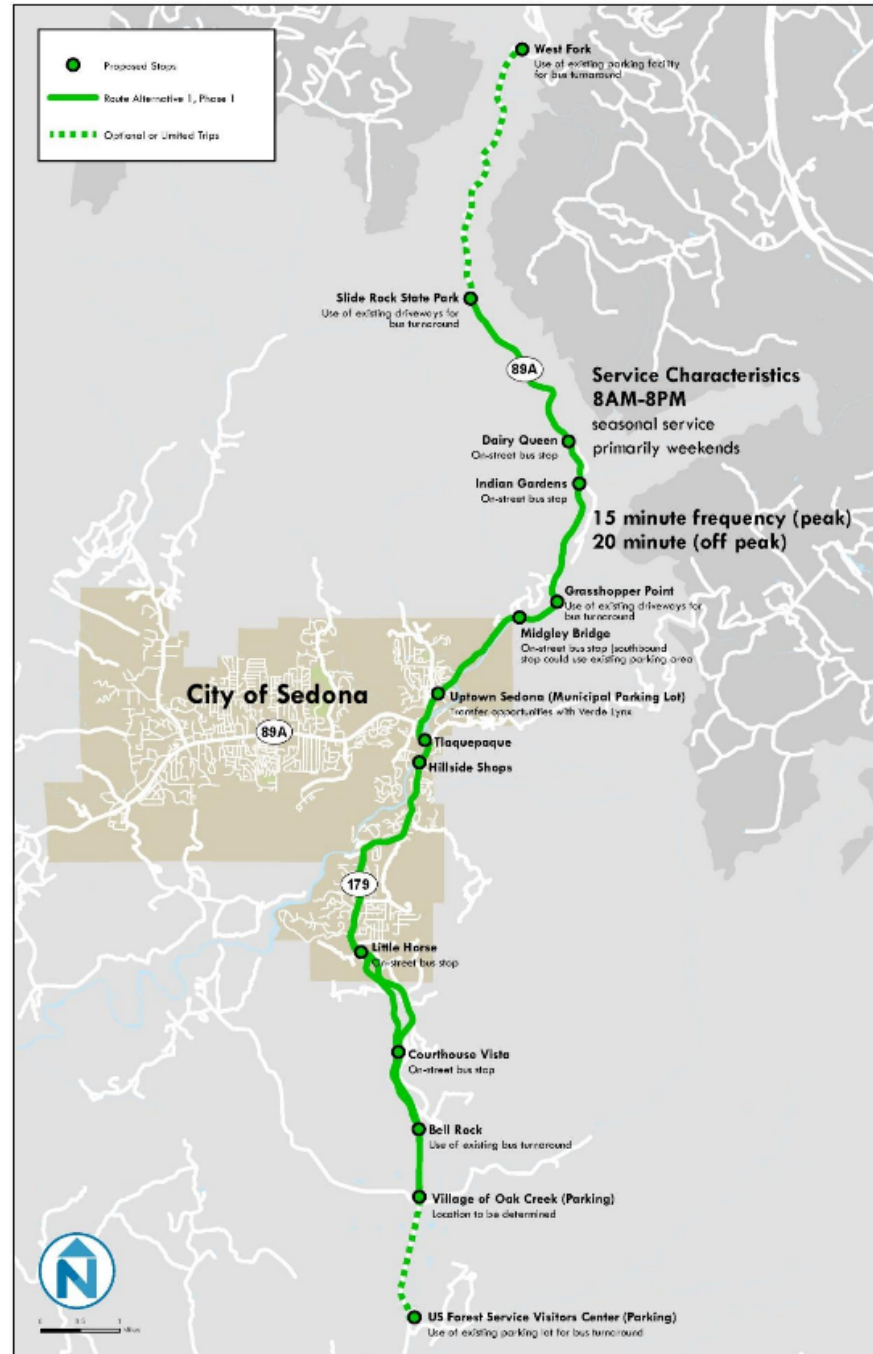
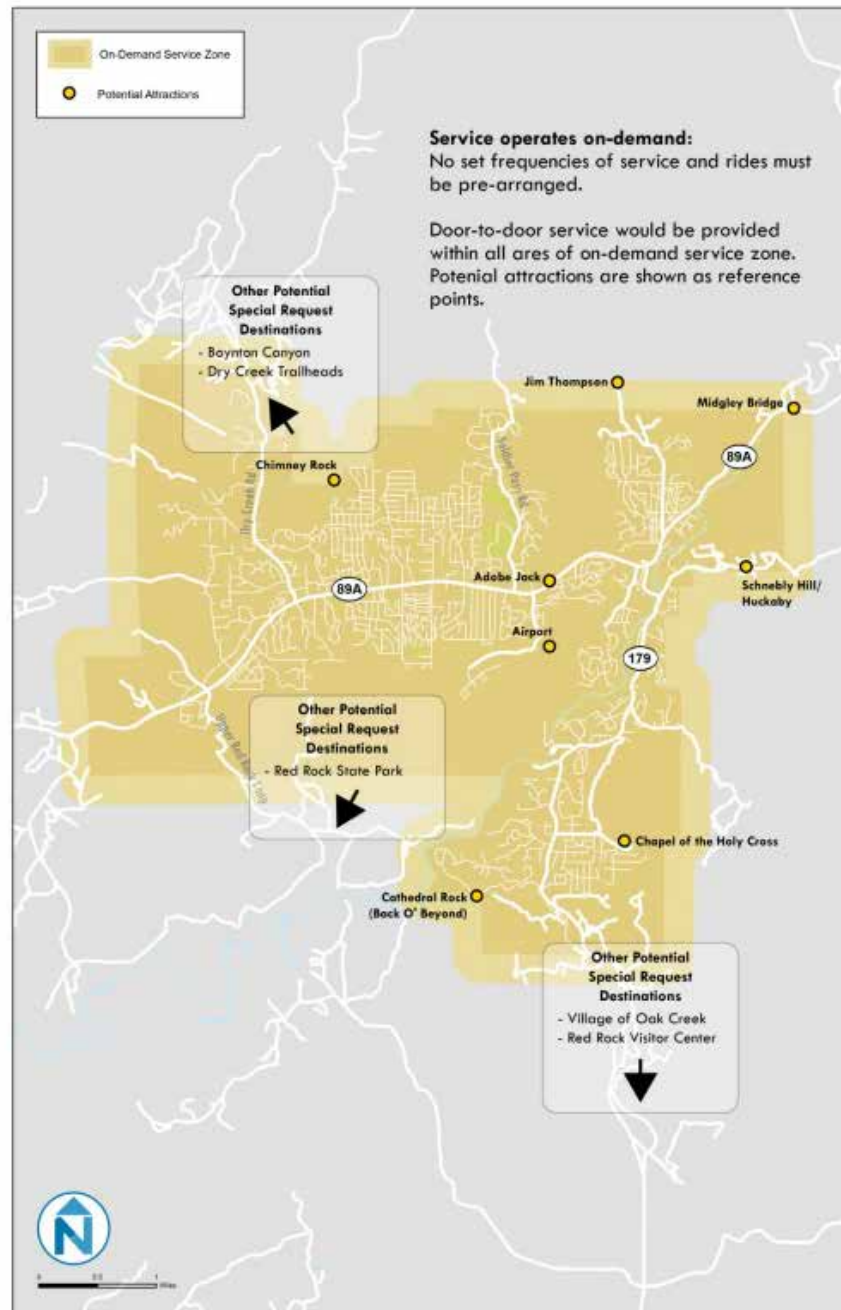


Figure 5-10 Option #2 – Local and Regional Access



Figure 5-16 Option #3 – On-demand Service



Next Steps

- ◆ October:
 - ◆ Interim Report
 - ◆ 20-28: Intercept Interviews with Visitors
- ◆ January 10:
 - ◆ Choices Workshop
 - ◆ Traffic Matters Meeting



Questions? Discussion