

AGENDA



2:00 P.M.

CITY COUNCIL MEETING

WEDNESDAY, AUGUST 9, 2023

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

THE MEETING CAN BE VIEWED LIVE ON THE CITY'S WEBSITE AT WWW.SEDONAAZ.GOV OR ON CABLE CHANNEL 4.

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 #2378 **Presentation/discussion/possible direction** regarding the Sedona In Motion program:

1. Update on the Sedona In Motion transportation program.
2. Update on the progress made to date with the Uptown parking evaluation.

b. **Discussion/possible action** regarding ideas for future meetings/agenda items.

4. EXECUTIVE SESSION

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 regarding matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
- b. Return to open session. Discussion/possible action regarding executive session items.

5. ADJOURNMENT

Posted: 08/03/2023

By: DJ

JoAnne Cook, 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.

NOTICE TO PARENTS AND LEGAL GUARDIANS: Parents and legal guardians have the right to consent before the City of Sedona makes a video or voice recording of a minor child, pursuant to A.R.S. § 1-602(A)(9). The Sedona City Council meetings are recorded and may be viewed on the City of Sedona website. If you permit your child to attend/participate in a televised City Council meeting, a recording will be made. You may exercise your right not to consent by not allowing your child to attend/participate in 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.



**CITY COUNCIL
AGENDA BILL**

**AB 2378
August 09, 2023
Regular Agenda**

Agenda Item: 3a
Proposed Action & Subject: Presentation/discussion/possible direction regarding the Sedona in Motion transportation program.

Department	Public Works Department
Time to Present	120 minutes
Total Time for Item	180 minutes
Other Council Meetings	March 27, 2018, June 13, 2018, August 15, 2018, December 11, 2018, March 27, 2019, May 29, 2019, July 23, 2019, October 22, 2019, February 11, 2020, June 24, 2020; October 14, 2020, February 24, 2021, June 9, 2021, October 12, 2021, January 25, 2022, May 11, 2022, October 12, 2022, April 11, 2023
Exhibits	A. Andante Preferred Alignment of SUP B. Presentation for Uptown Parking Alternatives Analysis

City Attorney Approval	Reviewed 8/1/23 KWC	Expenditure Required	
			\$ N/A
City Manager's Recommendation	For discussion and direction only.		\$ N/A
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

The January 2018 City of Sedona Transportation Master Plan (TMP) evaluated Citywide transportation needs and concluded with a set of recommended strategies to address the congestion and mobility needs of residents, visitors, and commuters. These strategies have been developed into a system of capital improvement projects that collectively have been identified and promoted as the Sedona In Motion (SIM) program. The SIM program is a multi-modal transportation initiative embracing Sedona's community values for improved traffic flow, community connections, business and tourism connections, economic vitality and diversity, environmental stewardship, walkability, and a sense of place.

This presentation is Public Works and Transit Departments with consultants/contractors' current update demonstrating staff commitment to develop and deliver projects efficiently and effectively as possible.

Background:

Please note, the order of projects listed below is based on the order staff expects to present project updates during the council meeting.

SIM Projects (Kimley-Horn Update)

City of Sedona Traffic Consultant, Andrew Baird with Kimley-Horn, will present an overview of the Sedona In Motion (SIM) Program including completed projects, updated traffic modeling, future projects, and impacts on overall congestion and safety.

Next, Jeremiah Simpson with Kimley-Horn, will present an update on the Uptown Parking Alternatives Analysis. This will include an overview of the analysis, preliminary findings, parking data collection, and the schedule for next steps, see Exhibit B for more information.

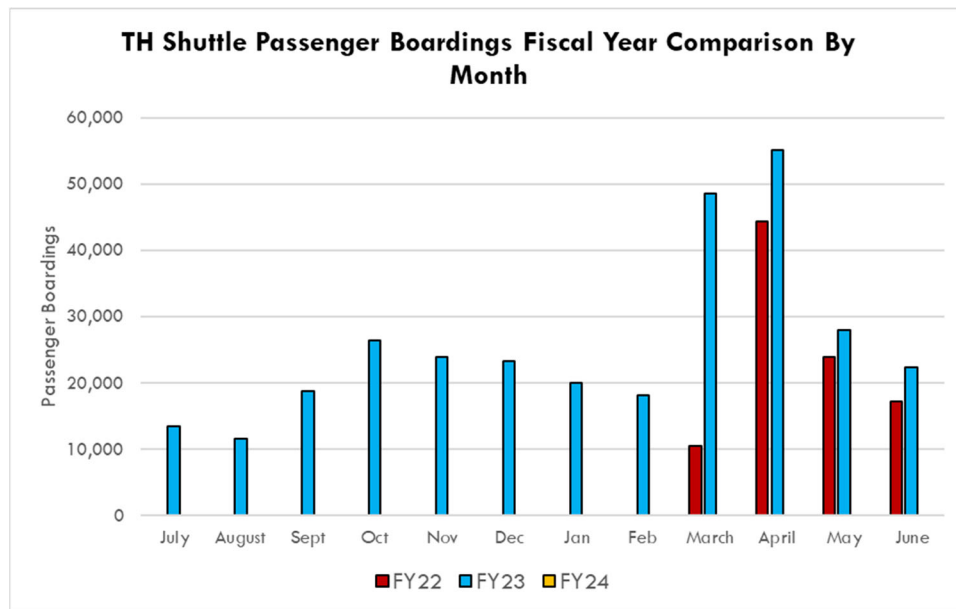
City staff will provide project specific updates, as time allows, in the order outlined below.

SIM-7/8 Enhanced Transit Service

Trailhead Shuttles:

As of July 23, 2023, the shuttles have logged 416,028 passenger boardings since the service began on March 24, 2022.

The shuttles logged 309,559 passenger boardings in FY23. Total passenger boardings for April, May & June of 2023 increased by 23% over FY22.



Note: The service only operated five days in March of 2022 compared to thirty-one days in March of 2023.

Staff continues to work with the USFS and the Yavapai County Public Works department to impose additional parking restrictions along the unincorporated section of Dry Creek Road to Boynton Pass Rd. The USFS reports that the County Public Works Department has submitted all required information, which is pending USFS review.

This measure is being pursued in an effort to improve public safety along that section of Dry Creek Rd while further increasing productivity on the Line 11 serving the Dry Creek Vista and Mescal trailheads. **Note:** *In March of this year, the Line 11 was re-deployed from Posse Grounds Park to the new W SR-89A Park & Ride. It has been noted that the Passengers Per Hour (PPH) on Line 11 has increased from 7.4 PPH to 13.4 PPH since that change.*

Sedona Shuttle Connect (Microtransit Demand Response Service):

Vehicle Update: On January 10, 2023, the Council approved staff to purchase three (3) Microtransit vehicles through Creative Bus Sales from the Arizona State Cooperative Purchasing Contract. Council also approved an additional \$214,199 to fund the city's local share of the FTA 5339 preliminary Grant award for the purchase of two (2) additional Microtransit vehicles.

Note: *On April 19, 2023, ADOT provided the city with a modified grant award, which increased the Federal share - significantly reducing the city's local share for those two vehicles from \$214,199 to **\$62,452**. On July 19, 2023, staff submitted a new grant application for two additional Microtransit vehicles. Staff anticipates those preliminary awards will be announced in September 2023.*



The vehicle order was finalized and submitted on February 2, 2023, and at that time staff was notified that the Original Equipment Manufacturer (OEM) had projected a preliminary delivery date of late August or early September. While staff is still awaiting a final build schedule, the distributor has recently notified staff that the production slot for the city's five vehicles is now delayed to the first or second quarter of calendar year 2024. Once the OEM and distributor can provide an accurate delivery date, staff will be able to determine the launch date for the Sedona Shuttle Connect service.

Microtransit Passenger fare policy: Both the required Federal and State public comment period(s) for the proposed Sedona Shuttle Connect passenger fare policy closed on January 9, 2023. While that process yielded very few public comments, additional comments have been accepted by staff as per the city's policy and practice. Staff will have this matter back before the council for final action in the coming months.

Transit Maintenance & Operations Facility:

The site selection and NEPA analysis has been completed. Staff has finalized the draft RFQ to solicit a firm to begin the design and engineering of the facility, which has been sent to ADOT and FTA Region 9 for review prior to publishing the procurement.



It is anticipated that the final design and engineering of the facility will be completed late 2024 and construction could begin in 2025 - funding permitting.

RIDE Exchange:

The conceptual design of the RIDE Exchange was completed in FY23; however, final design & engineering will be delayed pending future decisions regarding transit operations.



Sedona Transit Advisory Committee:

The Sedona Transit Advisory Committee (STAC) continues to meet monthly to review the city's transit programs – providing recommendations through staff to the City Manager's Office.

Additional information about the STAC's membership, bylaws, meeting dates, agendas, and meeting minutes can be found at <https://sedonashuttle.com/transit-advisory-committee/>

SIM-4C Pedestrian Crossing at Oak Creek

The project is currently under construction by J. Banicki Construction Inc. The initial construction work has focused on demolition and removal/relocation of existing infrastructure, development of construction access, exploratory excavations for utilities and subsurface conditions, clearing and grubbing and compensatory overbank grading.

Additionally, pre-construction formalities associated with the following have been completed or are in process:

- Pre-construction meeting.
- Review and approval of contractors proposed products, materials, and shop drawings for incorporation into the work.
- Biological assessment and clearance of the work site for Migratory Bird Species Act.
- Arboricultural pre-assessments of existing trees in proximity of the construction and to be protected in place.
- Arboricultural coordination meeting(s).
- Construction survey.
- Utility coordination.
- Construction Permitting (ADOT, 404/401 CWA).

Schedule:

Construction is scheduled to be completed by March 2024.

Budget:

The contract value is \$3,461,567.15

SIM-5B Forest Road Connection

The remaining utility relocation work was recently completed on Forest Road allowing for roadway construction work to move forward. Discussions with Fann Contracting, Inc regarding a re-engagement date for project construction have concluded with an understood re-start date of September 25th and a construction duration of 1 year, 2 months.

A general quarterly breakdown of the contractor's work schedule shows the first quarter of construction will focus on remobilizing equipment, materials, and facilities to the site followed by excavation and earthmoving to develop the roadway corridor. The second quarter will focus on retaining walls, sanitary sewer, and stormwater drainage construction, and the third quarter on retaining walls, water lines, dry utilities, roadway curb, and shared-use path construction. The fourth and final quarter of construction will focus on roadway paving, landscaping, signage, striping, and miscellaneous closeout work.

The public relations firm of BetaPR is providing public involvement efforts including notification flyers, newsletters, mailings, eNews, newspaper advertisements, project hotline, Web Page, etc. for the duration of the construction. To sign up for regular project updates send a request to news@forestroadconnection.com . The Project Hotline for questions or additional information is (928) 852-4164.

Schedule:

Construction is scheduled to be completed by the end of August 2024.

SIM-1B, Uptown Northbound Improvements This project comprises two separate efforts to reduce traffic congestion in Uptown. The addition of two northbound lanes between L'Auberge Lane to Forest Road with widening and improving the adjacent sidewalk to a grade-separated Shared Use Path (SUP). Bids were opened on July 27th, with only one bid being received. It is currently being evaluated and compared to the Engineers' Opinion of Probable Costs.

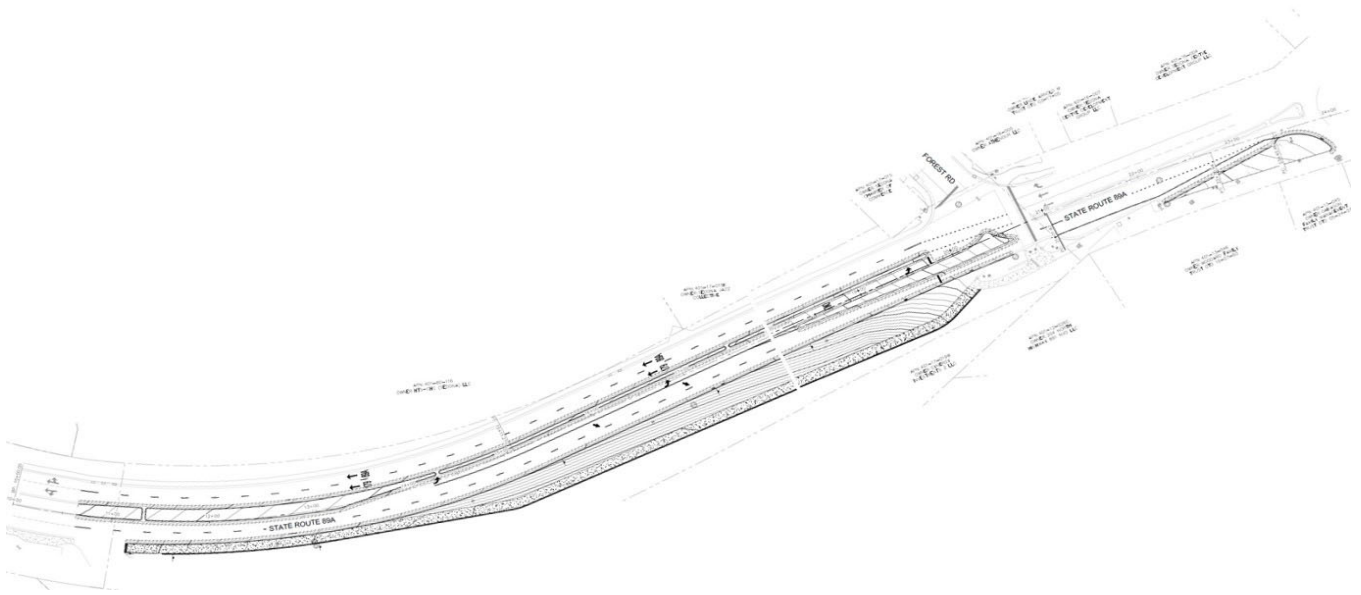
The Amara Lane replacing the existing curb loading zone north of the midblock with a dedicated right turn lane is complete. Ongoing traffic studies have demonstrated an 18% efficiency improvement in traffic and pedestrian movement.

Schedule:

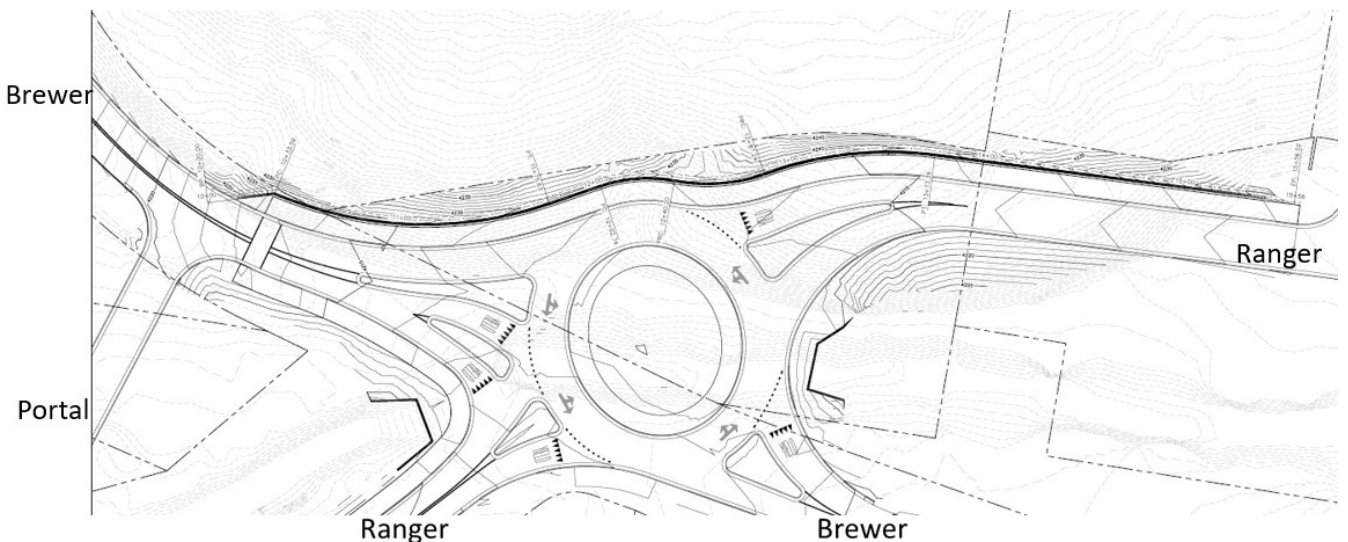
If awarded the construction is scheduled to begin this fall and be completed by March 2024.

Budget:

The contract value is \$ 1,609,600.



SIM-5D Ranger Road / Brewer Road Intersection & Ranger Extension This project includes improving the existing Ranger Road/Brewer Road intersection and extension of Ranger Road to the proposed Transit Hub location. The improvement of SR 179 has routed additional traffic onto Ranger and Brewer Roads. Also, traffic volumes are nearing the capacity of the Y Intersection. The current traffic conditions are not adequate for present traffic and need upgrading. Without improvement, future increases in traffic would create safety issues, render the intersection ineffective, and create added congestion at adjacent intersections. The intent of the improvements would be to improve the efficiency of the intersection and accommodate potential transit improvements via a Ranger Road extension. The study is complete with the preferred alternative shown below to be selected. The design is currently 90% complete for a 5-legged roundabout (RAB) with additional SUP connectivity. The Portal Lane extension will be designed by Ardurra which is engaged with a new contract. The geotechnical analysis has determined that the Shared Used Paths (SUP) retaining walls tie-back extensions require additional ROW. Additional analysis to assure a NO rise floodplain elevation condition for Soldiers Wash continues. Currently, hydrologic analysis results replacing the arch bridge to box culverts.



Schedule:

Design is to be completed by August. Advertisement, bid, and construction are scheduled to begin this winter fall and be completed by the Fall of 2024.

Budget:

The contract value is \$ 5,193,800.

SIM-6, Neighborhood Street Connections Neighborhood connections were put on hold in 2018. However, as of the 2020 City Council retreat, Council has requested that neighborhood connections be reevaluated with the primary focus on neighborhoods with single points of ingress and egress. This reevaluation has been on hold until Public Works has available staff time to pursue this effort, but the following question was included in the FY24 citizen budget survey and resulted in over 2/3 of respondents expressing opposition to the development of new vehicular connections:

The need for more neighborhood street connections is included in the City of Sedona's Transportation Master Plan and is also included in the emergency evacuation planning efforts. In the past, this initiative has been put on pause but with current concerns for increased safety and for resident convenience, the City would like to revisit resident interest. Do you support additional street connections in your neighborhood?

Yes 31.2%

No 68.8%

SIM-10 West Sedona Signal Improvements At the urging of City staff, the ADOT Northcentral district has begun evaluating the performance of signals in West Sedona. Based on vehicular volumes at the Coffee Pot and Rodeo intersections, ADOT is considering removing one of the crosswalks on SR 89A at each intersection, which would increase green time on SR 89A by 20 seconds on each cycle. This project has been on hold and staff is awaiting further information from ADOT.

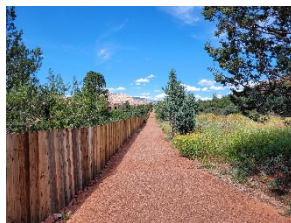


SIM-11 Bicycle and Pedestrian Improvements These projects focus on improvements that can make walking and bicycling safer, more convenient, and more comfortable. The improvements we are currently pursuing begin the path toward a more bike-friendly and walkable Sedona. The GO Sedona master-planning effort has also been completed. This plan is a blueprint for making Sedona a more walkable and bikeable community over the next 10 years, detailing what improvements the community wants to see and identifying the priority projects to complete. Collectively, the vision for these paths is to brand them as the Sedona Trails & Pathways System or ST&PS.

Completed Projects:



Bicycle Green Lanes



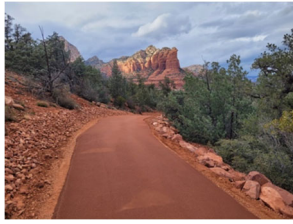
Dry Creek SUP



Chapel Road SUP



Hillside Vista Estates SUP



Posse Ground/Soldiers Pass SUP



Sunset Drive SUP



Shelby Drive SUP



Thunder Mountain /Sanborn Dr SUP

There are now 4.5 miles of new ST&PS complete. Visit www.sedonaaz.gov/stps for more information on the ST&PS.

Projects Under Construction:

- Forest Road SUP
- Dry Creek Road – Two-Fences to SR 89A SUP
- Pedestrian Crossing on Oak Creek
- Ranger Station Park Loop

Projects Under Design:

- Harmony/Andante (feasibility study)
- SR 179 – ST&PS Signing and Striping (under review by ADOT)
- Brewer Road (reviewing contract and scope)

On December 8, 2022, a public outreach effort was held for the Harmony Neighborhood SUP, at the Sedona Public Library. Bi-lingual door hangers were placed on all homes on Andante, Harmony, and Concord roads. Three hundred and fifty-four invitation letters were sent to nearby properties. A link to a digital survey was provided to neighbors. Thirty-three stakeholders attended the open house, and eighty surveys were completed. Staff presented information on drainage concerns and a rendering of how the pathway might look on different options. Sixty-four percent (64%) desire a shared-use pathway in their neighborhood and a majority preferred the pathway to be located on Andante. A right-of-way survey and a preliminary look at how the SUP would fit have been completed. The roadway is not centered within the right-of-way. To minimize the number of easements required of adjacent property owners, staff is recommending moving ahead with the path on the west side of Andante Drive, crossing the road via a raised crosswalk between Allegra Drive and Lyric Drive, then continuing north on the east side of the road to Thunder Mountain Road. See Exhibit A.

Climate Action Plan/Sustainability Consistent: Yes - No - Not Applicable

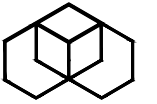
Strategies such as Transit and ST&PS aim to remove vehicles from our roadways and reduce vehicle emissions. Various other strategies reduce travel times which minimizes wasteful vehicle operations.

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): N/A

MOTION

I move to: Discussion/possible direction only.



PARADIGM DESIGN

ARCHITECTS | ENGINEERS

4250 N Drinkwater Blvd, Suite 120
Scottsdale, AZ 85251
(602) 374-4066

Grand Rapids | Phoenix | Traverse City
www.paradigmaz.com

PROJECT

ANDANTE
SHARED USE PATH
FEASIBILITY
STUDY

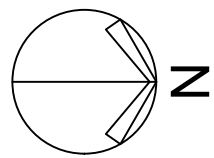
HEADING1

RELEASE DATE

△	DATE	DESCRIPTION

PROJECT

SHEET



Thursday, July 07, 2023 at 1:36pm 1172.16.252SharedUsePathFeasibilityStudyDrawings - 20230529PHC010101-Covered20230529PHC010101-Covered20230529PHC010101-Covered.dwg - AND_0101.dwg - Miles

Uptown Parking Alternatives Analysis

City Council Work Session
Progress Update
August 9, 2023

Kimley»Horn





Agenda

- Introduction
- Project Overview
- Preliminary Task Force Findings
- Questions / Discussion
- Appendix
 - Parking Data Collection
 - Seasonal Adjustments
 - Growth Scenarios

Introduction

2023 Parking Task Force

Resident Representatives:

- Avrum Cohen
- Joe Zani

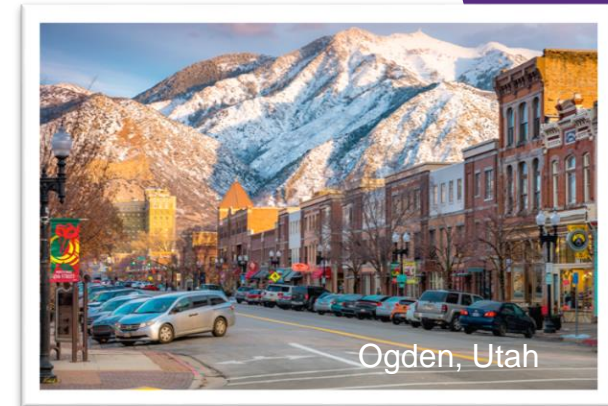
Business Representatives:

- Mike Wise
- Jesse Alexander

City of Sedona Staff:

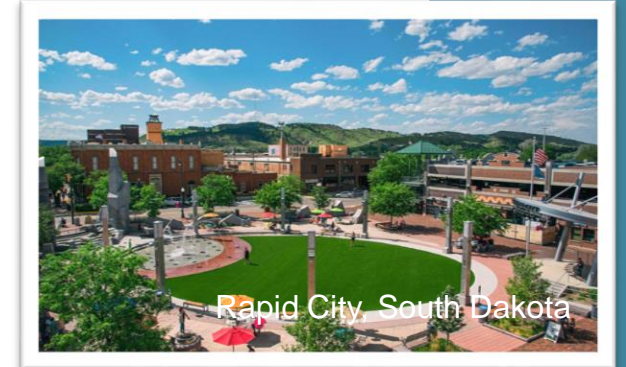
- Robert Welch – P.E. Associate Engineer (PM)
- Karen Osburn -- City Manager
- Andy Dickey, P.E. – Deputy City Manager
- Steve Mertes -- Director of Community Development
- Robert Weber -- Transit Administrator

*Representative project experience:



Consultant Team (Kimley-Horn)

- Parking and Community Planning
 - Jeremiah Simpson (PM)*
 - Mike Griffith
 - Bennett Hall, AICP
- Andrew Baird, P.E. – Prescott, AZ



Project Overview

- Over the last 10+ years, tourism has been a major driver of the City's economy and has grown significantly.
- Since 2005, a series of parking studies and plans have assessed and guided the Uptown Sedona parking environment.
- The North Forest Road parking garage site was recommended based on a 2019 parking study completed by Walter P. Moore entitled, "Uptown Sedona Parking Facility, Needs, Siting and Design Concept Assessment."
 - This study was based on occupancy data collected May/June 2019.
- December 2019 -- Sedona City Council voted to proceed with the design of a new Uptown parking garage to address parking shortages and traffic congestion.
- More recently, residents and City Council have expressed doubts concerning the N Forest Road location, including that a new parking garage may invite new vehicular demand rather than reducing vehicle trips.
- The Council requested a follow-up scope of work from the City's traffic and engineering consultant (Kimley-Horn) to re-visit the prior parking study findings.
- The goal for this update is to analyze the need for parking in a more robust manner, including a larger data collection effort, evaluation of parking management, transit, and other strategies, and strong engagement with a representative Parking Task Force.

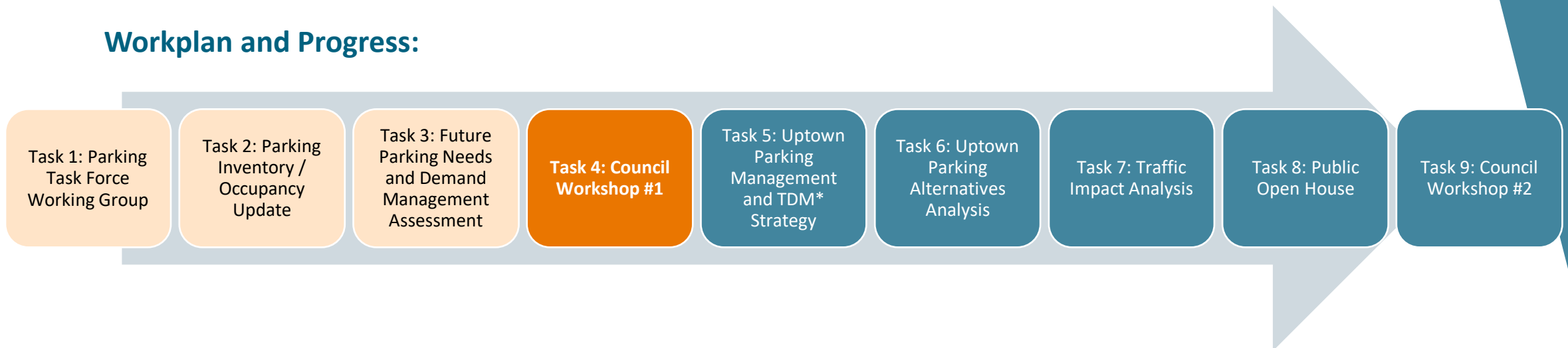


Project Overview

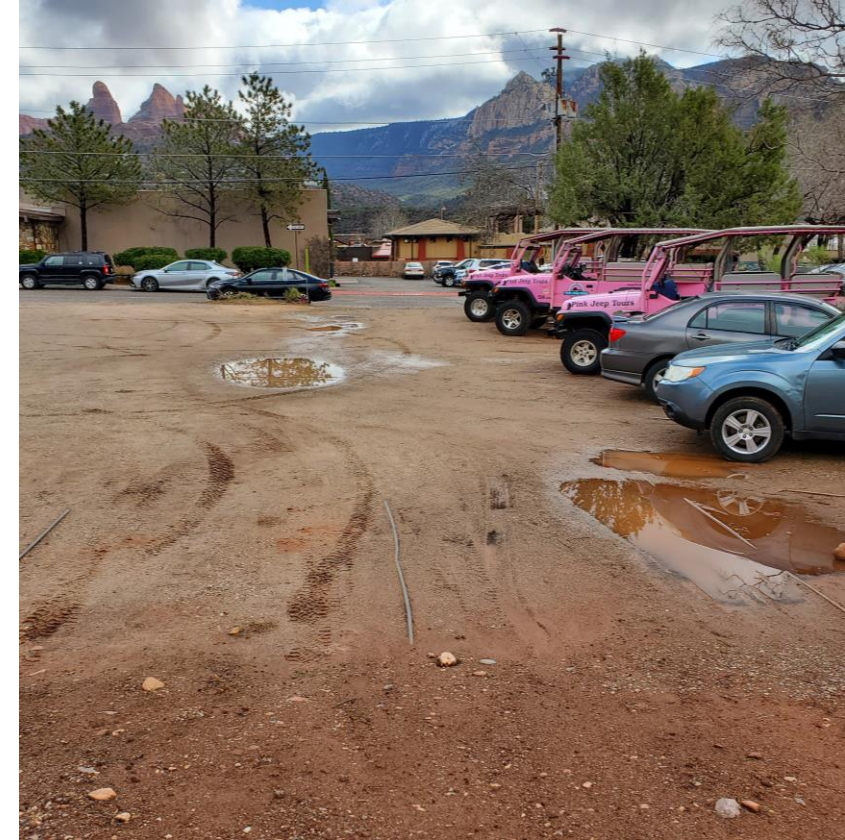
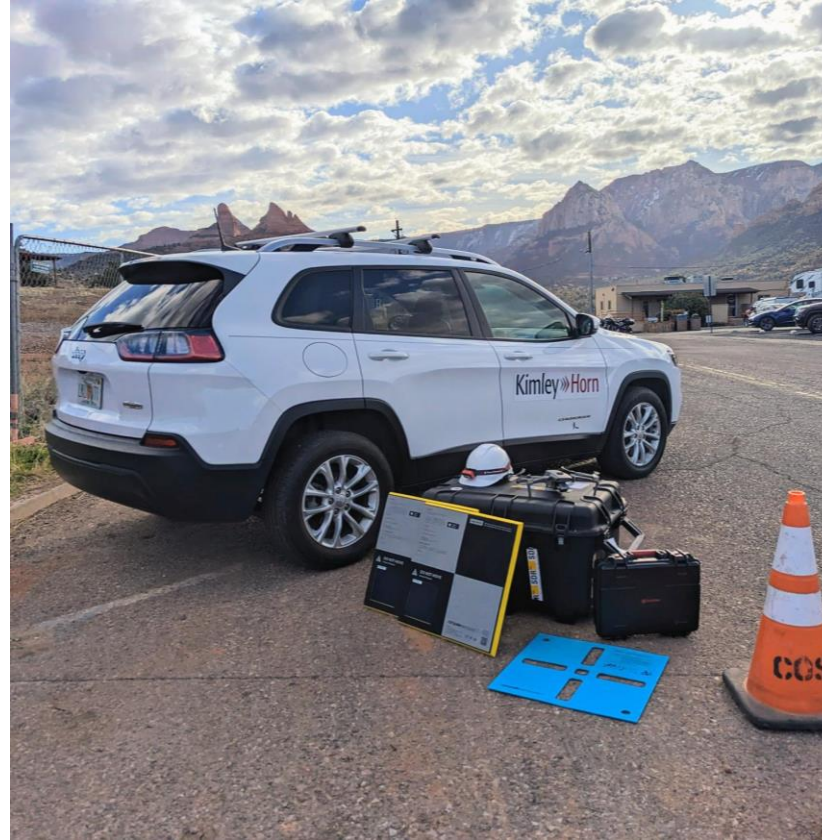
Primary Questions for the Study to Address:

1. Is a garage needed to meet future needs?
2. If so, is the N Forest Road location still the best option?
3. How can the Uptown/Tlaquepaque public parking system (with or without the garage) best support the City's overall plan and vision?

Workplan and Progress:



*TDM = Transportation Demand Management, which refers to strategies (policies, initiatives, infrastructure, etc.) that seek to increase transportation system efficiency and travel mode options.



Project Overview (Completed Tasks)

- Four Task Force meetings completed
- Parking observations and occupancy surveys completed:
 - Sunday (March 12) – drone survey
 - Monday (March 13) – drone survey
 - Saturday (March 25) – field survey
 - Friday (June 2) – drone survey
 - Saturday (June 3) – drone survey
 - *Three Additional counts scheduled for mid/late August*

Project Overview

Task Force Discussions (project to date):

- Draft policy statement aimed to support the Uptown Master Plan, Transportation Plan, and TDM objectives
- Summary of parking and traffic survey methodologies and variables used to inform visitor growth rate projections
- Updated evaluation criteria with corresponding criteria weightings
- Preview and comment period on Council Workshop deliverables

Task Force Next Steps

- Determine parking garage need
- Identify preliminary parking alternatives
- Compare alternatives against selection matrix

Public Meetings Upcoming

- Public Open house (09/07 tentative)
- City Council Workshop #2 (10/11 tentative)
 - AB due 09-28

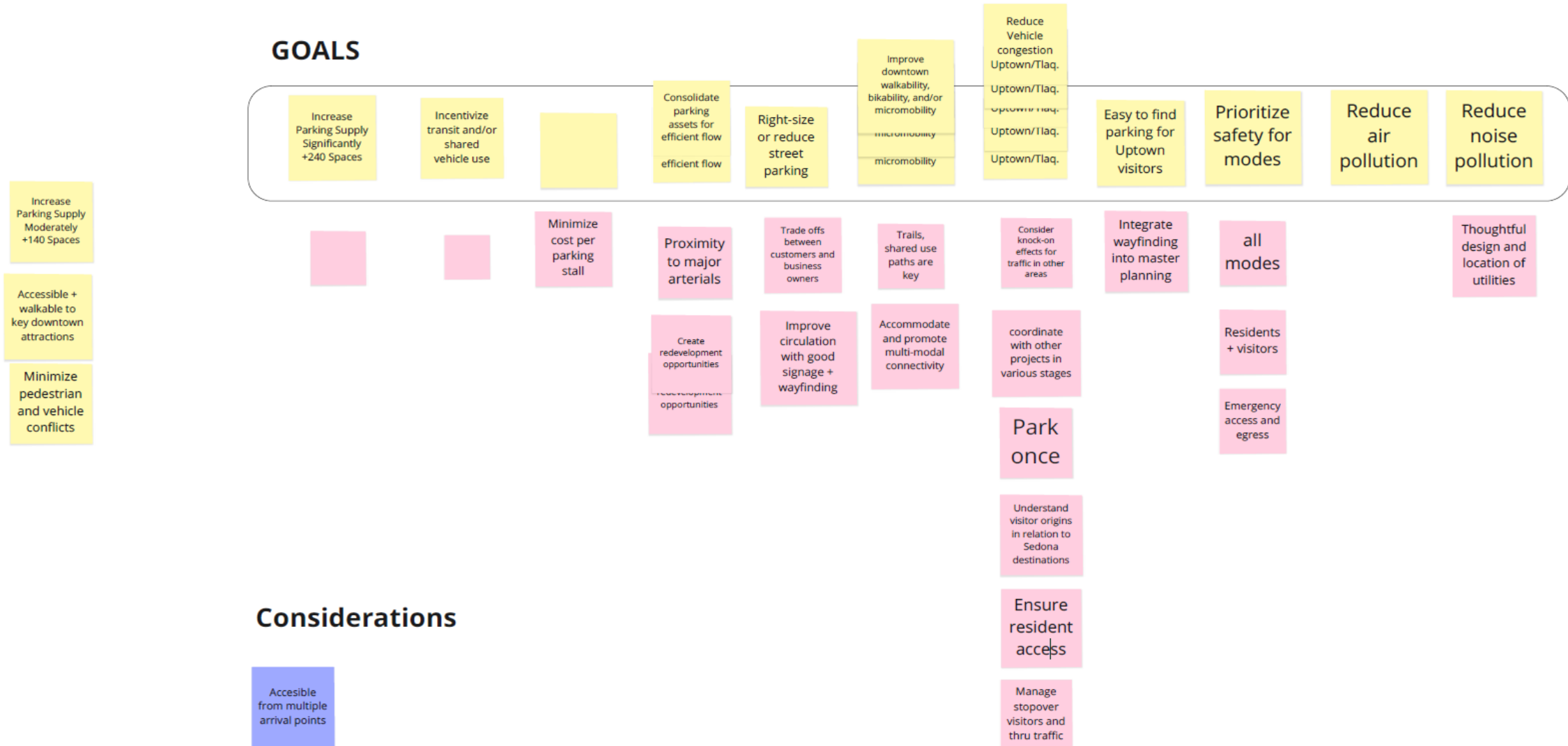
ID	Task Name	Notes	Duration	Start	Finish
0	SIM-3A.2 UptwnPrkngAltAnlysSiteSct		155 days	Fri 3/10/23	Wed 10/11/23
1	Phase 1 Start		1 day	Fri 3/10/23	Fri 3/10/23
2	Parking Inventory/Occupancy Task	Identify all parking and occupancy in the Uptown and South of the 'Y' business areas....	62 days	Sun 3/12/23	Mon 6/5/23
3	1st Parking & Occupancy Field Data Collection	First of 2 separate periods for collection parking and occupancy data. ...	5 days	Sun 3/12/23	Thu 3/16/23
4	2nd Parking & Occupancy Field Data Collection	Second of 2 separate periods for collection parking and occupancy data. ...	3 days	Thu 6/1/23	Mon 6/5/23
5	Phase 2 Start		1 day	Mon 3/27/23	Mon 3/27/23
6	Parking Alternatives Analysis and Site Selection		143 days	Mon 3/27/23	Wed 10/11/23
7	Future Parking Needs and Demand Management Assessment		89 days	Mon 3/27/23	Thu 7/27/23
8	Parking Task Force Working Group	Define the primary goals and objectives for the project.	96 days	Thu 5/4/23	Thu 9/14/23
9	Task Force Meeting 1		1 day	Thu 5/4/23	Thu 5/4/23
10	Task Force Meeting 2		1 day	Thu 6/8/23	Thu 6/8/23
11	Task Force Meeting 3		1 day	Thu 6/22/23	Thu 6/22/23
12	Task Force Meeting 4		1 day	Thu 7/20/23	Thu 7/20/23
13	Task Force Meeting 5	Task Force Work Group (Open Floor Meeting)	1 day	Thu 8/17/23	Thu 8/17/23
14	Task Force Meeting 6		1 day	Thu 8/24/23	Thu 8/24/23
15	Task Force Meeting 7		1 day	Thu 9/14/23	Thu 9/14/23
16	Council Workshop #1		1 day	Wed 8/9/23	Wed 8/9/23
17	Uptown Parking Management & TDM Strategy		30 days	Thu 7/13/23	Wed 8/23/23
18	Uptown Parking Alternatives Analysis		28 days	Mon 7/24/23	Wed 8/30/23
19	Traffic Impact Analysis	TIA for all alternatives	20 days	Thu 8/10/23	Wed 9/6/23
20	Public Open House	Schedule and coordinate with Public Relations 1 month prior (8/7/23)	1 day	Thu 9/7/23	Thu 9/7/23
21	Council Workshop #2	Transmittal due 9/21, and AB due 9/28	1 day	Wed 10/11/23	Wed 10/11/23

Preliminary Task Force Findings



Priority Setting Exercise

GOALS



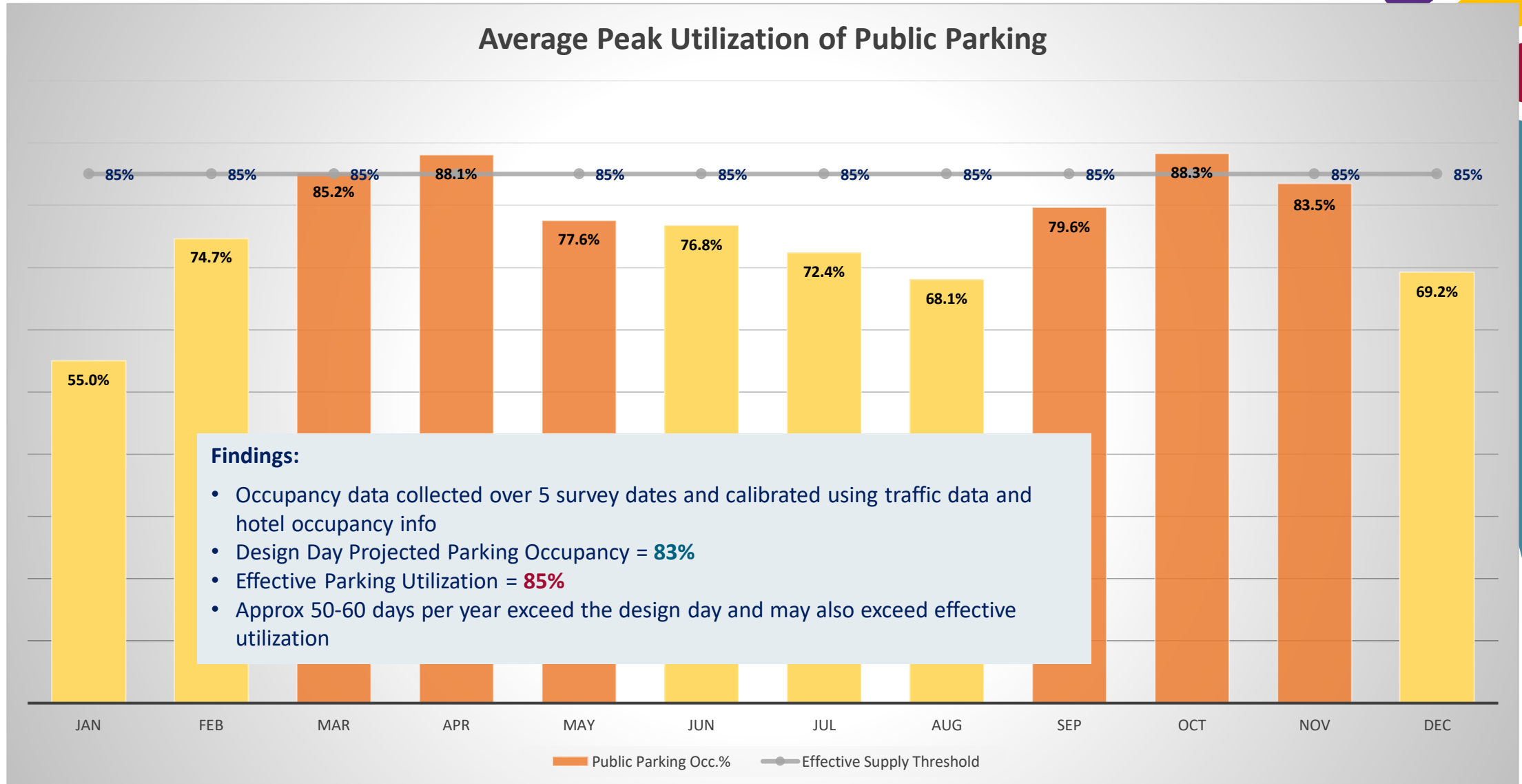
Policy Statement & Evaluation Matrix

Goal: When fully implemented, the Uptown district parking and mobility strategy will provide reasonable, right-sized parking access while promoting non-single-occupancy vehicle (SOV) modes of travel and mitigating traffic and circulation challenges.

Objective: The plan will incorporate policy, program, and infrastructure recommendations based on the following measurable criteria:

Criteria	Metric	Weighted Priority
Reduce vehicle congestion in Uptown and Tlaquepaque	Projected peak hours trips impacting roundabout at 179 and 89A ("the Y") and primary travel corridors (Uptown, 179, Cooks Hill); opportunity to reduce trips caused by drivers searching for available parking and use of neighborhood on-street parking for overflow	25%
Prioritize safety for all modes and preserve resident and emergency vehicle access & egress	Potential for pedestrian/vehicle and vehicle/vehicle conflicts; potential to impede access for residents; ability to maintain emergency vehicle routes (including for evacuations); opportunity to remove on-street stalls and redesign streets to reduce "pinch points"	20%
Improve Uptown district walkability, bikeability, and ADA access and promote transit and micro-mobility opportunities	Walking distance level of service (LOS); projected impact on sidewalk, bike lane, ADA, and mobility infrastructure and programs	20%
Make public parking easy to find and navigate	Visibility, access to major roads, circulation efficiency, opportunities to consolidate/right-size street parking and smaller lots	15%
Preserve the natural environment and the historic charm and character of Sedona	Impacts on noise and air pollution + consideration of other disruptions to environment, quality of life	10%
Right size public parking in the context of other infrastructure and access investments	Meet projected 5-year / 10-year parking needs (pending results of parking supply/demand and alternative transportation analysis to reflect reasonable projections)	10%

Current Public Parking Utilization





SEDONA SHUTTLE CONNECT

Thursday–Sunday, 6:30 AM to 6:00 PM

- Two ways to request a ride:
- Download and use the TransLoc App
 - Call 928-203-5152

Flat F
Adults
Seniors (65+)
with Disabilities
Veterans
Youth

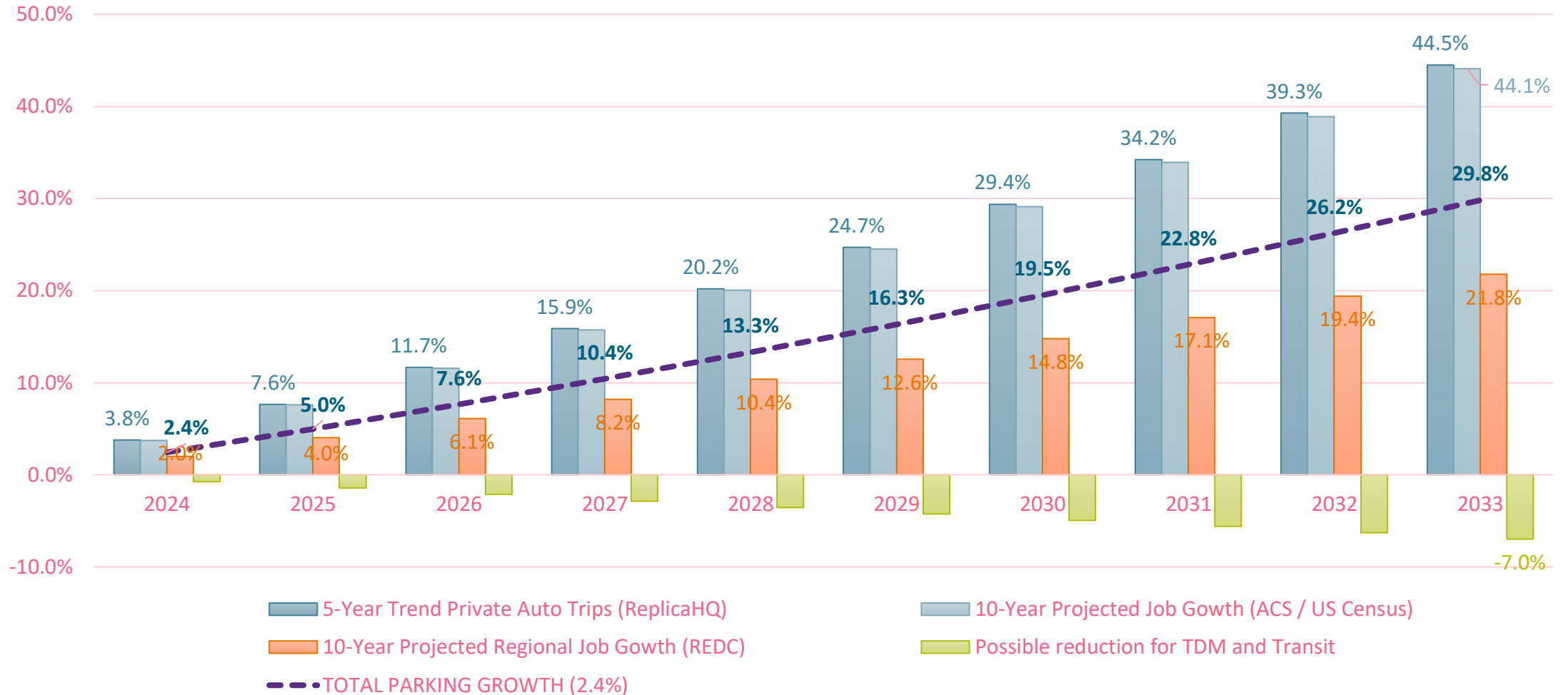


Public transit powered by the City of Sedona

928-203-5152

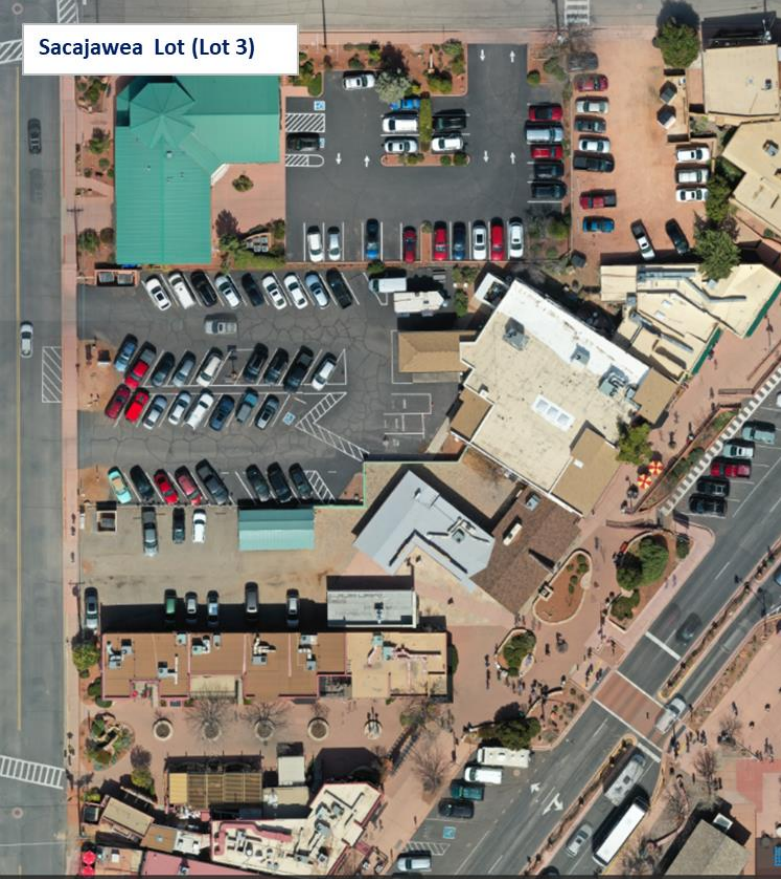
Investment in Transit / Connectivity

Projected Future Parking Need

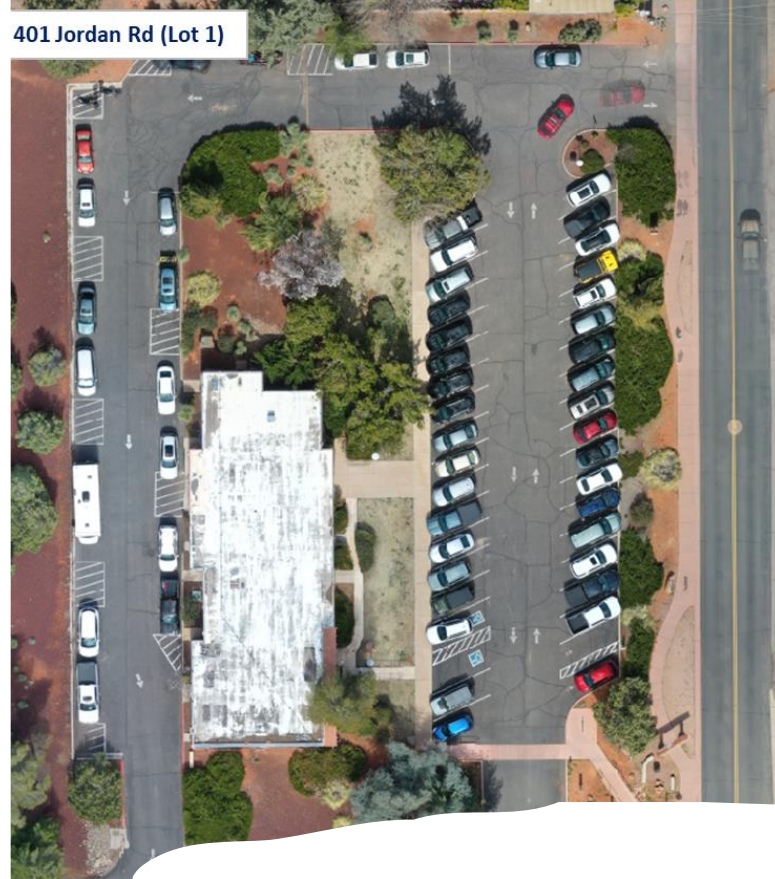


- REDC = Regional Economic Development Center (Yavapai College)
- Parking demand reductions for TDM and Transit based on national research data on TDM program effectiveness and assuming an overall 7% target decrease in SOV usage, distributed over 10 years of program implementation

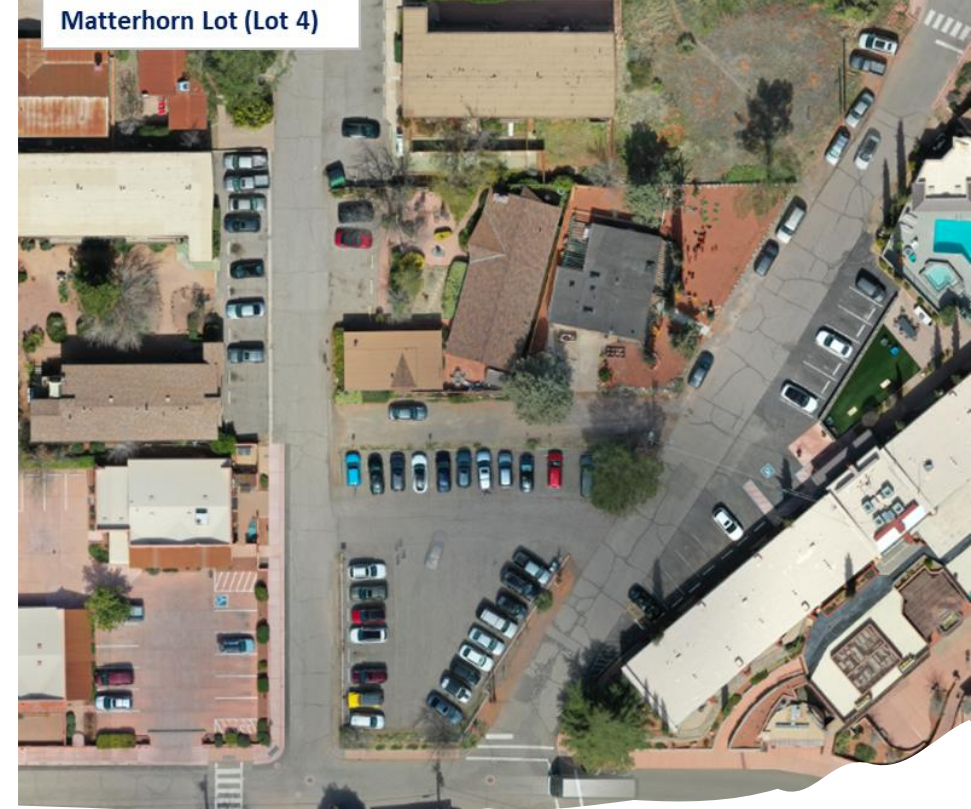
Sacajawea Lot (Lot 3)



401 Jordan Rd (Lot 1)



Matterhorn Lot (Lot 4)



Possible Development Impacts / Discussion

Projected Future Parking Need

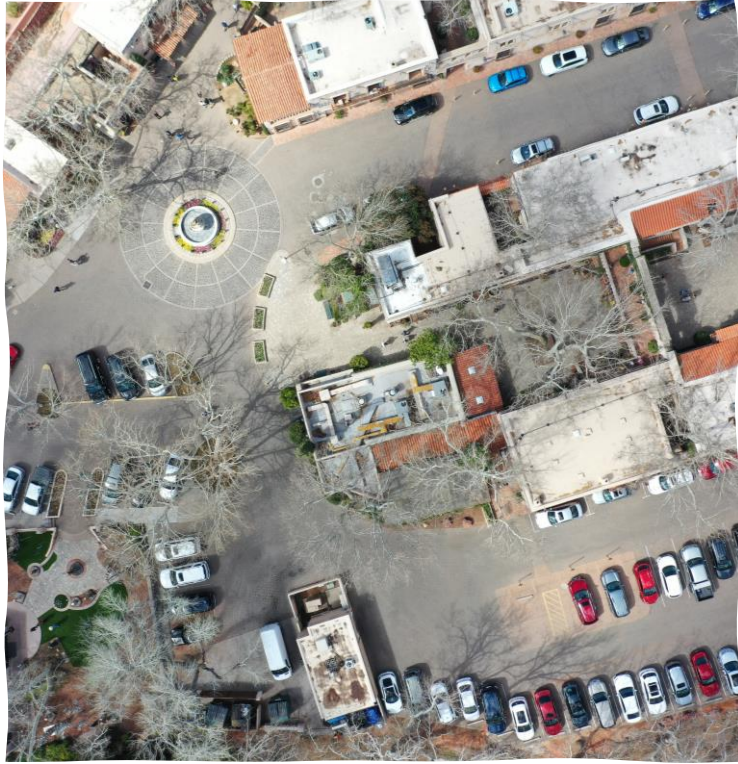
<i>Scenario</i>	<i>2023</i>	<i>2028</i>	<i>2033</i>
Scenario A: No Supply Change			
Effective Public Parking Supply	921	921	921
Projected Demand	900	1,014	1,142
<i>Projected Effective Surplus / Deficit</i>	21	(93)	(221)
Scenario B: Possible Development Lot 1			
Effective Public Parking Supply	921	876	876
Projected Demand	900	1,014	1,142
<i>Projected Effective Surplus / Deficit</i>	21	(138)	(266)
Scenario C: Possible Development of Lots 1, 3, & 4			
Effective Public Parking Supply	921	823	823
Projected Demand	900	1,014	1,142
<i>Projected Effective Surplus / Deficit</i>	21	(191)	(319)
Scenario D: Possible Development of Lots 1, 3, 4, & On-Street Changes			
Effective Public Parking Supply	921	789	789
Projected Demand	900	1,014	1,142
<i>Projected Effective Surplus / Deficit</i>	21	(225)	(353)

Task Force Next Steps

- Considering projected parking demand and the opportunity / probability for future development, is a parking garage needed?
- Are there other alternatives (such as surface lot expansion and/or remote parking w/ shuttles) to address the need?
- Are there other garage locations that should be considered?
- What impact might policy changes and a new parking management approach have on future parking demand?
- After applying the Criteria Matrix, what are the recommendations for City Council to consider?

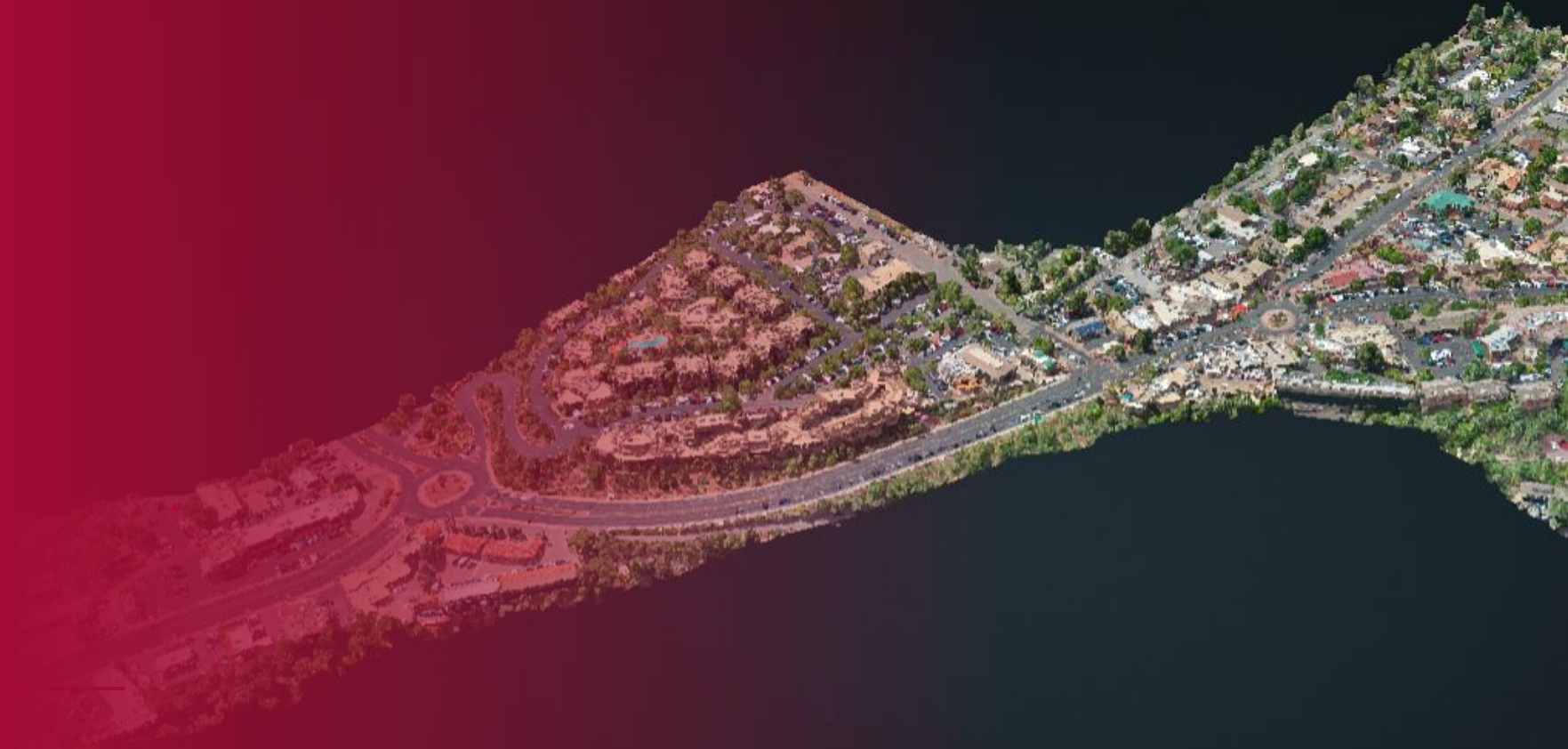
Criteria
Reduce vehicle congestion in Uptown and Tlaquepaque
Prioritize safety for all modes and preserve resident and emergency vehicle access & egress
Improve Uptown district walkability, bikeability, and ADA access and promote transit and micro-mobility opportunities
Make public parking easy to find and navigate
Preserve the environment and the historic charm and character of Sedona
Right size public parking in the context of other access investments



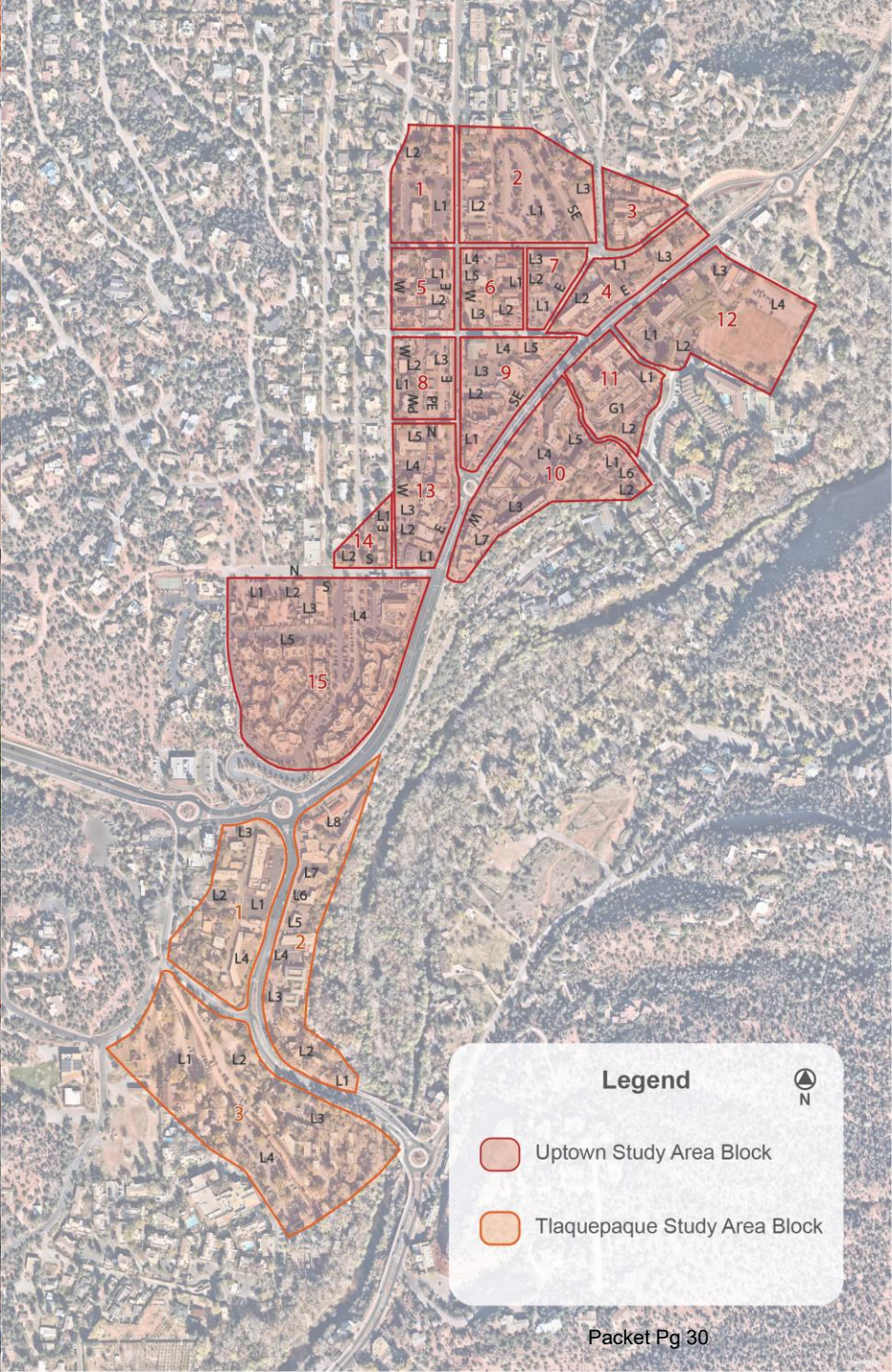


Questions / Discussion

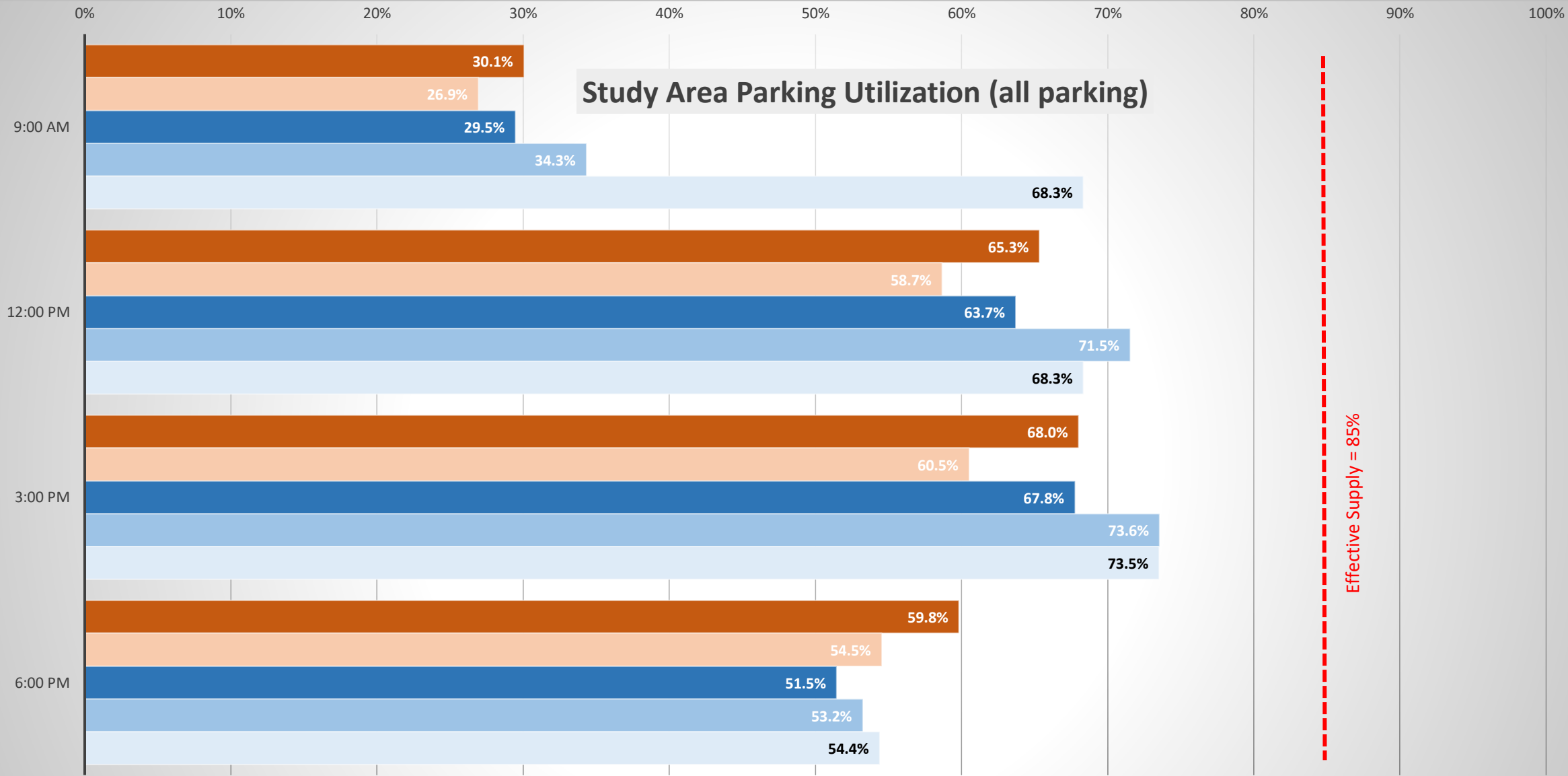
Appendix



Parking Data Collection



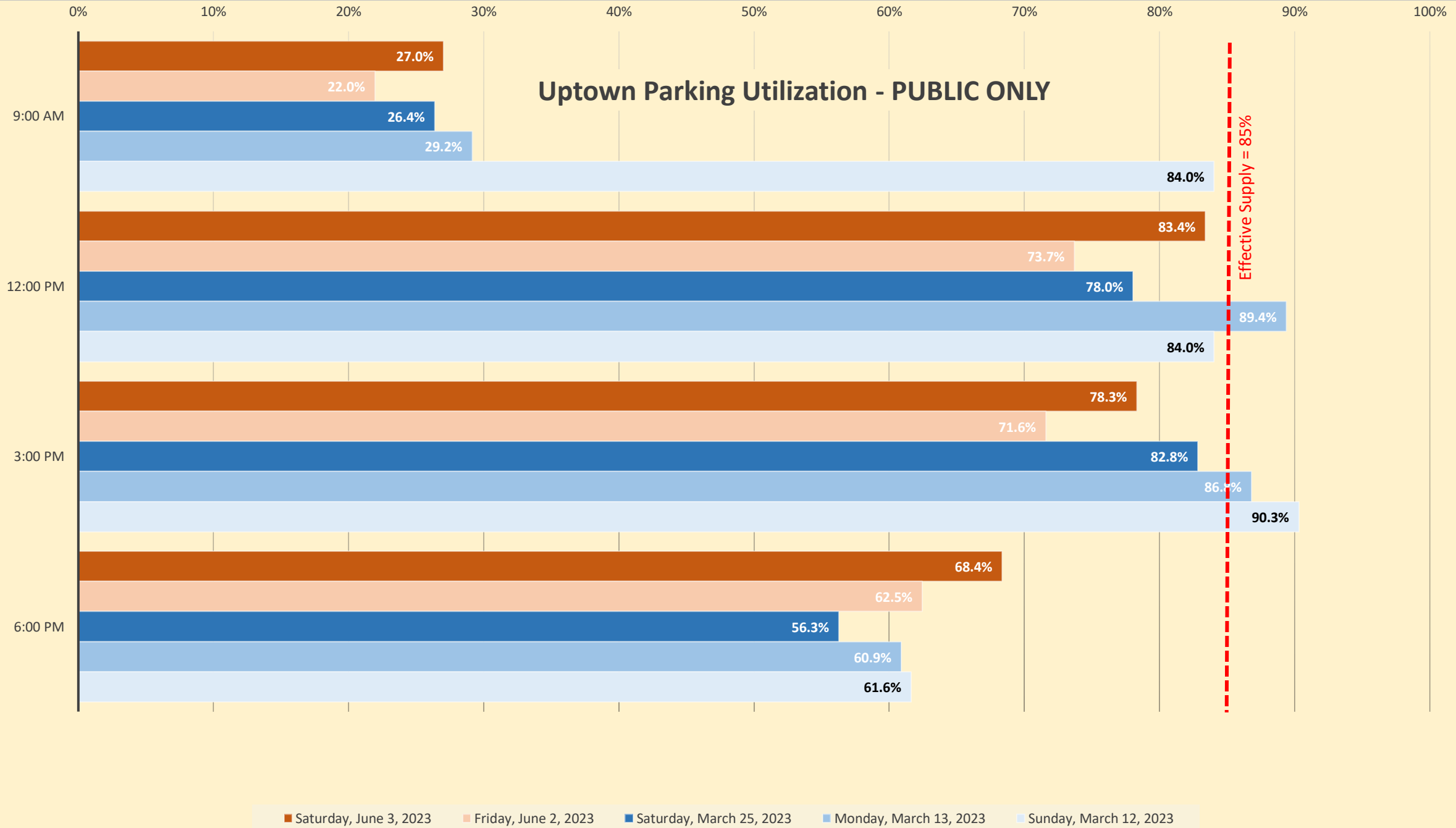
Study Area Parking Utilization (all parking)



Effective Supply = 85%

■ Saturday, June 3, 2023
 ■ Friday, June 2, 2023
 ■ Saturday, March 25, 2023
 ■ Monday, March 13, 2023
 ■ Sunday, March 12, 2023

Uptown Parking Utilization - PUBLIC ONLY

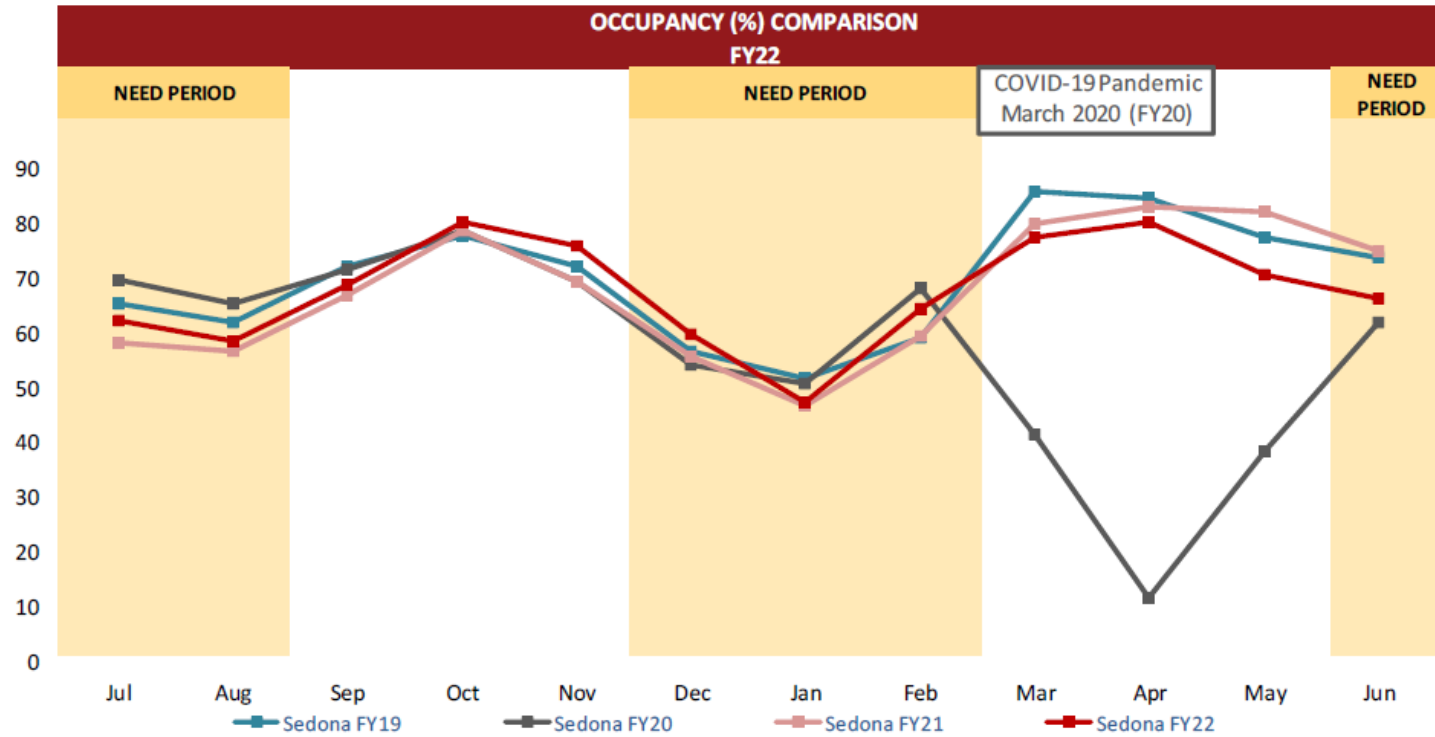


Effective Supply = 85%

■ Saturday, June 3, 2023
 ■ Friday, June 2, 2023
 ■ Saturday, March 25, 2023
 ■ Monday, March 13, 2023
 ■ Sunday, March 12, 2023

TRADITIONAL LODGING – OCCUPANCY

Data Source: Smith Travel Research



Occupancy %

FY22	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	62.6	58.9	68.9	80.6	76.2	59.9	47.6	64.6	77.8	80.4	70.8	66.4	67.9

% Occupancy Changed

FY22 v FY21	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2021 v 2020	7.4%	3.3%	2.8%	2.1%	9.6%	7.0%	1.7%	8.4%	-3.0%	-3.5%	-14.0%	-11.6%	0.1%

Visitors
comprise

75%
of weekday
traffic

84%
of weekend
traffic

Seasonal Adjustments – Hotel Occ.

Average Peak Utilization of Public Parking

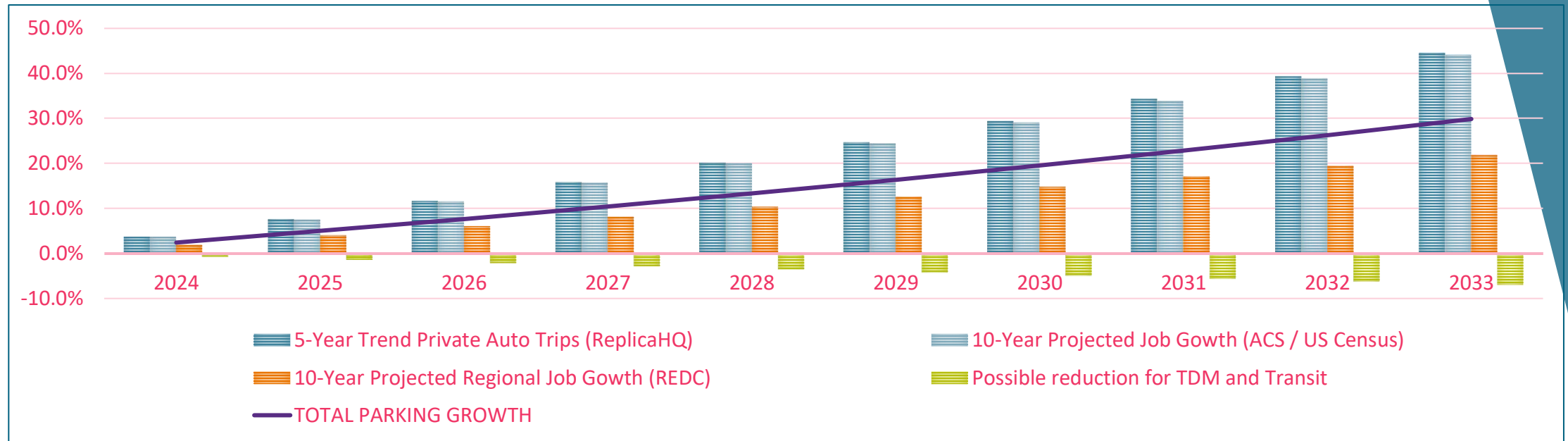


Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Hotel Occ. %	47.6%	64.6%	77.8%	80.4%	70.8%	66.4%	62.6%	58.9%	68.9%	80.6%	76.2%	59.9%
Total System Occ. %	45.3%	61.4%	69.7%	72.1%	63.5%	63.1%	59.5%	56.0%	65.5%	72.2%	68.3%	57.0%
Public Parking Occ. %	55.0%	74.7%	85.2%	88.1%	77.6%	76.8%	72.4%	68.1%	79.6%	88.3%	83.5%	69.2%

Effective Supply Threshold	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
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Projected Growth Model

Source	Growth Metric	Compounded Total	Annual Average	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
ReplicaHQ	5-Year Trend Private Auto Trips (2019-2023)	20.2%	3.8%	3.8%	7.6%	11.7%	15.9%	20.2%	24.7%	29.4%	34.2%	39.8%	44.5%
ACS / US Census	10-Year Projected Job Growth (2020-2030)	44.1%	3.7%	3.7%	7.6%	11.6%	15.7%	20.0%	24.5%	29.1%	33.9%	38.9%	44.1%
REDC	10-Year Projected Regional Job Growth (2020-2030)	21.8%	2.0%	2.0%	4.0%	6.1%	8.2%	10.4%	12.6%	14.8%	17.1%	19.4%	21.8%
	AVERAGE		3.2%	3.2%	6.4%	9.8%	13.3%	16.9%	20.6%	24.4%	28.4%	32.5%	36.8%
	Possible reduction for TDM and Transit	7.0%	-0.7%	-0.7%	-1.4%	-2.1%	-2.8%	-3.5%	-4.2%	-4.9%	-5.6%	-6.3%	-7.0%
TOTAL PARKING GROWTH			2.4%	2.4%	5.0%	7.6%	10.4%	13.3%	16.3%	19.5%	22.8%	26.2%	29.8%



**Parking demand reductions for TDM and Transit based on national research data on TDM program effectiveness and assuming an overall 7% target decrease in SOV usage, distributed over 10 years of program implementation*

Projected Parking Demand (No Supply Changes)

Scenario A (w/ Transit): No Supply Changes; 2.4% Annual Growth

	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Study Area Public Parking	978	978	978	978	978	978	978	978	978	978	978
Effective Supply (85%)	831	831	831	831	831	831	831	831	831	831	831
Projected Demand	802	821	841	861	882	903	925	947	970	993	1017
Annual Growth Factor Assumed		2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%
Projected Effective Surplus / Deficit	29	10	(10)	(30)	(51)	(72)	(94)	(116)	(139)	(162)	(186)

Scenario A: No Supply Changes; 3.2% Annual Growth

	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Study Area Public Parking	978	978	978	978	978	978	978	978	978	978	978
Effective Supply (85%)	831	831	831	831	831	831	831	831	831	831	831
Projected Demand	802	828	854	881	909	938	968	999	1031	1064	1098
Annual Growth Factor Assumed		3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%
Projected Effective Surplus / Deficit	29	3	(23)	(50)	(78)	(107)	(137)	(168)	(200)	(233)	(267)

Projected Parking Demand (w/ Supply Changes)

Scenario B: Possible Development of 401 Jordan Rd. (Lot 1)

	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Study Area Public Parking	978	924	924	924	924	924	924	924	924	924	924
Effective Supply (85%)	831	785	785	785	785	785	785	785	785	785	785
Projected Demand	802	821	841	861	882	903	925	947	970	993	1017
Annual Growth Factor Assumed		2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%
Projected Effective Surplus / Deficit	29	(36)	(56)	(76)	(97)	(118)	(140)	(162)	(185)	(208)	(232)

Scenario C: Possible Development of Lot 1 + Matterhorn (Lot 4) and Sacajawea (Lot 3)

	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Study Area Public Parking	978	924	862	862	862	862	862	862	862	862	862
Effective Supply (85%)	831	785	733	733	733	733	733	733	733	733	733
Projected Demand	802	821	841	861	882	903	925	947	970	993	1017
Annual Growth Factor Assumed		2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%
Projected Effective Surplus / Deficit	29	(36)	(108)	(128)	(149)	(170)	(192)	(214)	(237)	(260)	(284)

Scenario C: Possible Development of Lots 1, 3, & 4 + On-Street Changes*

	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Study Area Public Parking	978	924	862	822	822	822	822	822	822	822	822
Effective Supply (85%)	831	785	733	699	699	699	699	699	699	699	699
Projected Demand	802	821	841	861	882	903	925	947	970	993	1017
Annual Growth Factor Assumed		2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%
Projected Effective Surplus / Deficit	29	(36)	(108)	(162)	(183)	(204)	(226)	(248)	(271)	(294)	(318)

*Options may include Resident Only Parking (RPP) for Van Deren, Wilson, and/or Smith; addition of bike lanes or expanded sidewalks; complete streets enhancements; or redesign to one-way traffic

Thank you!