

Chapel Neighbors/City of Sedona Meeting Expansion of Sedona Shuttle Connect

October 13, 2025 (11:00 AM -12:37 PM)

Chapel Neighbors Attending: Joan-Alice Burn (Mystic Hills HOA), Gail A. Digate, Bob Haizmann, Marianne Luczak, Michael Mager

Sedona Shuttle Connect: Amber Wagner, Curt Burlingame, Kegn Hall

Purpose of the Meeting

Continue conversation regarding pilot or test period for proposed expansion of Sedona Shuttle Connect to Chapel area/Mystic Hills

Assumptions

Two major assumptions framed the conversation:

1. Sedona Shuttle Connect for residents' use to access Sedona without having to drive and park
2. Sedona Shuttle Connect for visitors' use to access Chapel area (Chapel of the Holy Cross and Mystic Trail), thus diverting and reducing traffic on Chapel Road and simultaneously improving egress for upper Chapel residents

Objectives Achieved

1. Reviewed feedback and agreed to changes in service area:
 - no turn around at Lynx and Cougar
 - Inclusion of Indian Cliffs
 - Inclusion of West Mallard, West Chapel, and Buttonwood Court (all part of Mystic Hills)
2. Reviewed and agreed to draft flier prepared by Amber Wagner to promote expansion of Sedona Shuttle Connect to Chapel area/Mystic Hills
3. Agreed to drop-off and pick-up location on Chapel Road at Mystic Trailhead parking; two (2) spots designated for Sedona Shuttle Connect (northwest) with appropriate signage (Thursday-Sunday during November-December); daily during peak periods (Thanksgiving Week, Christmas – New Year's, Spring Break, Holy Week, Easter Week)
4. Discussed assessment and evaluation plan (how results of pilot will be determined; measures and metrics to be employed; information to be gathered and analyzed).
 - Scheduled assessment reviews during pilot/test period: Wednesday, December 3 from 11:00 AM to 12:30 PM and Wednesday, January 2 from 11:00 AM to 12:30 PM
 - Track qualitative data (e.g., questions, concerns, comments from riders both residents and visitors, origin of pick up, destination)

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- “Success” defined as “ramping up usage over time during pilot period November 6, 2025, to February 1, 2026”
 - Track quantitative data (e.g., average on-time performance, number of riders both residents and visitors)
 - Incorporate traffic study data; rationale – divert drivers onto shuttle to reduce traffic on Chapel Road and simultaneously improve egress for residents in upper Chapel
 - Determine number of visitors using Sedona Shuttle Connect versus number of vehicles visiting Chapel of the Holy Cross in a specified time frame
 - Track usage over time
 - Cost per trip into service area
5. Brainstormed communication strategies to promote use of Sedona Shuttle Connect with residents and visitors

Residents

- Door-to-door visits (Sedona Shuttle Connect Flier)
- Use STR emergency property management and owner contacts provided by City
- Information posted on websites - City of Sedona, Chapel Neighbors, Chapel of the Holy Cross
- Periodic email updates to Chapel Neighbors email distribution list
- Provide opportunities to share and gather feedback
- Signage (Mystic Trailhead) – restricted parking to accommodate shuttle on Thursday-Sunday and daily during peak visitor times (Thanksgiving, Christmas, New Year’s, Spring Break, Holy Week, Easter, etc.)
- Press releases and articles prepared by City of Sedona Public Relations (Kegn Hall)

Visitors

- Information posted on websites – City of Sedona and Chapel the Holy Cross
- Information provided to hotels – concierges and front desk staff
- Signage (Mystic Trailhead) – restricted parking to accommodate shuttle on Thursday-Sunday and daily during peak visitor times (Thanksgiving, Christmas, New Year’s, Spring Break, Holy Week, Easter, etc.)
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6. Discussed responsibilities of City of Sedona and Chapel Neighbors during pilot period

City of Sedona

- Track usage of shuttle (residents and visitors) over time
- Isolate data individually by category
- Isolate data by day and by time

Chapel Neighbors (CN)

- Provide opportunities for residents to share feedback via CN Zoom meetings and in-person gatherings
- Record and report feedback to CN and City of Sedona Shuttle Operator
- Actively
- Actively participate in periodic conversations with City and share in decision-making for full implementation post pilot period

7. Explored effective ways to communicate results with residents once pilot phase is completed:

- Post results on websites: City of Sedona, Chapel Neighbors, Chapel of the Holy Cross
- Post results on Sedona-in-Motion (SIM) Updates; next update to City Council scheduled for January 14, 2026 at 3:00 PM (City Council Chambers)
- Email results to residents on CN email distribution list
- Signage
- Press releases and articles prepared by City of Sedona Public Relations (Kegn Hall)

8. Assuming successful pilot, full implementation would begin immediately.

9. *Follow-up Actions:*

- 9.1. Amber Wagner and Gail A. Digate to schedule in person meeting with Father Ignatius Mazanowski, Rae-Mi LeRoy and Betty McGinnis to confirm participation of Chapel of the Holy Cross in pilot and posting information on Chapel of the Holy Cross/St. John Vianney websites
- 9.2. Bob Haizmann to speak with Kurt Harris, City of Sedona Public Works, about incorporation of traffic study in pilot phase

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9.3. Pre-Kick-off Sedona Shuttle Connect November 5, 2025, at Mystic Trailhead;
Amber Wagner to announce start time

Summary prepared by Gail A. Digate (10.17.2025)