AGENDA 2:00 P.M.

CITY COUNCIL MEETING WEDNESDAY, NOVEMBER 15, 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 **Discussion/possible direction** regarding the findings and recommendations of the Uptown Parking Alternative Analysis and Site Selection.

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: 11/09/2023

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
November 15, 2023
Special Business

Agenda Item: 3a
Proposed Action & Subject: Discussion/possible direction regarding the findings and recommendations of the Uptown Parking Alternative Analysis and Site Selection.

Department	Public Works Department
Time to Present	90 minutes
Total Time for Item	180 minutes
Other Council Meetings	March 14, 2023, August 9, 2023
Exhibits	A. Final Study

City Attorney Approval	Reviewed 11/06/2023 KWC	**Expenditure Required**	
		$	N/A
City Manager's Recommendation	For discussion and direction only.	$	N/A
		Account No. (Description)	
		Finance Approval	☒

Staff is presenting the findings, from the Uptown Parking Alternative Analysis and Site Selection (Study) requested by City Council.

The Study is in follow-up to the 2019 – "Uptown Sedona Parking Facility Needs, Siting Design Concept Assessment & Parking in Lieu Fee Analysis", completed by Walter P Moore (WPM).

The Study re-visited the findings and conclusions of the WPM study relative to the need for a parking garage on Forest Road and whether it would serve to support current and future transportation/transit and parking management plans, goals, and objectives. The Study re-examined the need for a parking garage; including if the Forest Road garage site (430 and 460 Forest Road) is the best location, how the facility would impact evacuation, transit, and traffic, how the facility would access the new Forest Road Extension, and included updated parking capacity and demand data.

A contract with Kimley-Horn and Associates (KHA) to complete the study, was approved by Council on March 14, 2023. The contract with KHA was based on a direct selection method. KHA was uniquely qualified in providing the proposed services sought for the Study based on their prior experience and work background developing and planning many of the City's recent

transportation and transit initiatives and strategies. Further, having developed the City's current traffic model and actively maintaining the model they were able to quickly assess the impact of transportation changes and improvements.

Parking data collection began later, in March 2023, see "Parking" below, for more information.

The Study utilized a taskforce comprised of city staff, as well as business and neighborhood representatives to provide input and direction on key aspects of the study. KHA staff provided data, analysis, and expert guidance for key considerations of the taskforce. See "Goals/Options" below, for more information.

On August 9, 2023, a Council work session was held, where a status update on the Study effort was provided.

On October 19, 2023, a public outreach meeting was held, where the preliminary findings of the Study were provided to the community, questions were answered, and feedback was solicited.

Once information from the public outreach effort was obtained, it was incorporated into the study and the Study was finalized. The final report is provided as Exhibit A.

While this agenda item is presented in a work session format with no formal action requested, the study process and scope of work was developed to provide the City Council sufficient information to make a decision regarding the future construction of a parking garage at the proposed Forest Road location.

SIM Overview – In Relation to Uptown Parking Assessment:

Several Sedona in Motion (SIM) initiatives are relevant to the Uptown parking assessment. For instance, the following apply directly to considerations relevant to the Uptown parking assessment:

SIM-1 – Uptown Roadway Improvements.

- SIM-1a – Southbound improvements. Completed in 2020, this project improved traffic flow through Uptown, mainly in the southbound direction. Some parking was reduced along highway frontage as a part of these improvements. Multimodal facilities were improved, wayfinding was improved including more direct access to the Municipal Parking Lot with the building of Owenby Lane and the Owenby Roundabout.

  Relevance to Parking – Additional roadway connections and capacity improve traffic flow, provide additional routes for evacuation and transit operation.

- SIM-1b – Northbound improvements. This project focuses on improving traffic flow between the Y Roundabout and Jordan Roundabout, in the northbound direction. Thirteen (13) highway frontage parking spaces are planned for removal on the northbound side of the highway. Median, travel lane, and signal improvements are included to gain traffic flow efficiency. Multimodal improvements are also included in this project, helping to make the area more walkable and bikeable.

  Relevance to Parking – Additional roadway connections and capacity improve traffic flow, provide additional routes for evacuation and transit operation. Note: a construction contract for this project will be presented to council for approval on November 14, 2023.

SIM-2 – Uptown Pedestrian Improvements.

- Some crosswalk improvements, recommended by this strategy, were included with SIM-1a. There are no active projects at this time.

Recent View of Proposed Uptown Garage Site on Forest Road

SIM-3 – Uptown Parking Improvements.

- Included in this strategy's recommendations is a parking garage in Uptown and wayfinding to parking, as well as other recommendations. As a note, while a potential location was cited, it also states a detailed site selection process would be needed. This was completed in 2019. These studies, as well as others, have led to the following SIM-3 projects:
- SIM-3a – Uptown Parking Garage. Currently on hold. As shown in the photo above, site work is currently in progress. This includes excavating the site to be mostly level with the street frontage generating necessary material for the Forest Road Extension Project and has been a part of that project since construction was approved in February 2022.
- SIM-3b – Uptown One-Way Streets/Parking Restrictions. This project is not active at this time.
- SIM-3c – Wayfinding. Projects are currently active with transit park and ride improvements; further wayfinding improvements are expected to be included with any parking improvements made.

  Relevance to Parking – Wayfinding improves/increases use of public parking lots as users are better able to navigate and find them.

SIM-4 – SR 179 Improvements.

- SIM-4a – Schnebly Hill Roundabout Expansion. This project is not active at this time.
- SIM-4b – SR 179 Lane Expansion. This project is not active at this time.
- SIM-4c – Pedestrian Crossing at Oak Creek. Under construction.
- SIM-4d – Y Roundabout Modernization. This project was partially completed.

- SIM-4e – Ranger/SR 179 Improvements. This project is scheduled to begin design in FY 2027.

  Relevance to Parking – Additional roadway connections and capacity improve traffic flow, provide additional routes for evacuation and transit operation.

Recent View of Forest Road Extension Project

SIM-5 – Major Roadway Connections.

- SIM-5a – Portal – Brewer Connection. Under design.
- SIM-5b – Forest Road Extension. Under construction.
- SIM-5c – Los Abrigados – Brewer Connection. Complete.
- SIM-5d – Ranger Rd – Forest Rd Connection. This project is scheduled to begin construction later this fiscal year, and be complete in FY 2025.

  Relevance to Parking – Additional roadway connections and capacity improve traffic flow, provide additional routes for evacuation and transit operation.

SIM-6 – Neighborhood Street Connections.

- There are no active SIM-6 projects at this time. There are no known improvements under this strategy, relevant to the Uptown parking assessment.

SIM-7/8/9 – Enhanced Transit, On-Demand Service.

- There are many active projects under this strategy. The fixed route, and microtransit services are expected to connect to Uptown. The microtransit system is expected to be operational in 2024. Microtransit is data rich and will inform us where fixed route circulars make sense and where they do not. However, the final buildout of transit will not be completed for several years, as several capital projects must be completed before the service can be launched. These improvements are relevant to the Uptown parking assessment in the consideration of the evacuation of Uptown, transit operation, and traffic flow. Placing consolidated parking in a location that best supports future transit service is imperative to its success. Evacuation operation strategies have included utilization of transit, the details of these strategies are considered sensitive

information only to be known by emergency personnel. While transit operations are expected to have an impact on reducing parking demand, and traffic congestion, as mentioned in the "Parking" section, the reduction on demand is relatively small due to the significant "pass through" traffic from those traveling through Uptown to destinations north of Sedona and from Oak Creek Canyon to other locations south of Uptown. The volume of ridership feasibly moved by transit is only a portion of the overall volume of traffic and parking demand. However, the portion of traffic and parking offset by transit is key to the strategy of managing the transportation network once capacity is met. See "Transit" below, for more information.

SIM-10 – SR 89A West Sedona Improvements.

- Driveway consolidation, and adaptive traffic signal coordination are among the recommendations in this strategy. There are no known improvements under this strategy relevant to the Uptown parking assessment.

SIM-11 – Bicycle and Pedestrian Improvements.

- There are 11 projects complete, including 4.5 miles of ST£PS shared use path. There are also 8 projects under construction, and in design.

  Relevance to Parking – Several of the projects under construction and design are relevant to the Uptown parking assessment. These projects will improve access to the new Forest Road Extension and improve traffic flow by taking vehicles off the road.

SIM-12 – Traveler Information.

- This strategy focuses on reducing congestion by informing travelers of less congested routes. It has been expanded to include a wider range of Intelligent Transportation System (ITS). Video, and travel time monitoring systems for traffic control operations and information for engineering data and analysis are included here. In addition, traffic modeling and improvements to traffic signal operations are included.

  Relevance to Parking – Additional roadway connections and capacity improve traffic flow, provide additional routes for evacuation and transit operation.

Goals & Options:

The taskforce decided on the following as the goal of the parking assessment effort:

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

The objective of the taskforce effort was determined to be the following:

The plan incorporates policy, program, and infrastructure recommendations based on the following measurable evaluation criteria:

- *Reduce vehicle congestion in Uptown District and 179 District.*
- *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 natural environment and the historic charm and character of Sedona.*
- *Right size public parking in the context of other infrastructure and access investments.*

Options for parking improvement were developed based on alternative analysis conducted in the 2019 WPM study, and other options the taskforce determined to be needed for consideration.

The following seven options were considered for parking improvement:

1. No new parking
2. New intercept parking lots
3. Surface Lot at North side of Forest Road site
4. Parking Garage at North side of Forest Road site
5. Parking Garage at Municipal Lot
6. Consolidated Public Surface Lots at South side of Forest Road, North Side of Forest Road and Municipal Lot
7. **New Garage at North side of Forest Road site + Consolidated Public Lots**

These options were evaluated and ranked by the taskforce, against the above evaluation criteria. The KHA consultants did not provide scores. The highest ranked option is the seventh option, the New Garage at North side of Forest Road site + Consolidated Public Lots. This is the overall taskforce supported option to move forward with Uptown parking improvement, however, the task force was not unanimous in all of its rankings. There was healthy discussion around the pros and cons of the different options, and the concerns brought up by all task force members were addressed through the study process, but the group did not achieve 100% consensus. The two resident members did not agree with the conclusions of the study process, and do not support building a garage.

Key Notes Regarding Options:

1. No new parking. This option does not provide congestion relief, or parking consolidation benefits for traffic, transit, other muti-modal transportation, or evacuation.
2. New intercept parking lots. This option includes parking sited outside Uptown and connected to transit. This option would be challenged with a lack of parking provided at a close proximity to the Uptown destination. From experience with other parking in the Sedona area, as well as in other cities, it is known that most parking use will be in an area proximate to the destination. If only intercept parking was added, compliant parking would break down, illegal parking would be more of an issue, circulating trips looking for parking would continue, and other consolidated parking benefits would not be gained.
3. Surface Lot at North side of Forest Road site. While this option provides some consolidated parking, at a good location, it doesn't provide enough parking. With all necessary improvements needed in a surface parking lot, less than 1/3 of the planned garage parking would be provided, with this option. The Municipal lot includes 140 parking spaces, and the site is 2.0 acres. With the Forest Road site at 1.24 acres, a parking lot similar to the Municipal Lot would generate approximately 86 parking spaces. However, the Forest Road site has a much steeper grade, resulting in what's expected to be closer to 80 spaces.

4. Parking Garage at North side of Forest Road site. This is the project that was placed on hold in 2022, to reassess Uptown Parking and the selected Forest Road site. This option simply adds capacity in the form of a 272 space parking structure but does not assume any specific strategic consolidation of other existing Uptown parking.
5. Parking Garage at Municipal Lot. This option would provide additional parking, making consolidation benefits possible. However, placing the site on the north end of Uptown would mean 85% of trips to/from Uptown would need to pass through Uptown to get to parking, creating additional congestion. Parking on the south side of Uptown is needed to reduce these trips, and to provide evacuation strategy benefits. In addition, in the 2019 WPM study, several factors were considered that ultimately eliminated this site from further consideration as being viable for a parking structure. These included the fact that parking would not add sufficiently to capacity, due to the offset of the existing 140+ parking spaces; the additional private property the City would need to acquire, impact to the adjacent and more heavily residential areas, and significant unavoidable viewshed impacts at this location. One additional challenge for this site, not listed in the WPM study, is the significant site drainage that would need to be accounted for.
6. Consolidated Public Surface Lots at South side of Forest Road, North Side of Forest Road and Municipal Lot. This option like Option 3, provides some consolidated parking, at a good location, but it doesn't provide enough parking. Considering space at the south side of Forest Road, one concern is this area already contains Public Parking Lots 8 and 9. In addition, the fire station cell tower and associated access easement, along with the existing public parking, leave little available space for new parking. If surface lot parking was pursued, without a garage, based on the Municipal Lot example above, equivalent space for 272 parking spaces, would require 4 acres of developable land. It is estimated that only approximately 100 additional spaces would be achieved in these locations if surface lots were constructed. Additional property acquisition would also be needed as the City does not currently own or control the properties on the south side of Forest Road.
7. New Garage at North side of Forest Road site + Consolidated Public Lots. This option includes the garage in Option 4, supporting consolidated parking in the Forest Road/southern area of Uptown with excellent access and egress with the new Forest Road extension. It preserves sufficient consolidated parking needed on the north end of Uptown, at the Municipal Lot, to accommodate the 15% of trips to/from Uptown from/to the north. It provides for scalability of parking depending on future demand. This option serves to discourage parking where it isn't wanted and encourage parking where it is wanted, in order to best serve transit, reduce congestion and provide for easier and more efficient evacuation in the event of an emergency. Potential scenarios for which existing parking could be consolidated are included in the final study report. These are meant to provide possible examples for the sake of the study analyses. No final determinations regarding which specific parking areas and exactly how many spaces would be consolidated/eliminated have yet been made.

Parking:

Parking occupancy data was collected via drone and on foot for the Uptown District and 179 District study areas beginning in March 2023. The findings have already been presented to Council during the August update. As a reminder, data collection included:

- Eight total survey days in March, June, and early September.
- Key occupancy statistics (for busiest days) are provided in the attached Exhibit A.
- Peak parking utilization was studied and analysis is provided in the attached Exhibit A. Per industry standard maximum utilization is considered 85%.
- Public/private partnerships that utilize private parking for public use have been in development since 2012. The most viable options have been pursued.
- Induced demand is not expected to be a factor in the demand for parking in Uptown. The intent of the designed capacity is to provide what's needed today, account for reasonable future growth, and allow the parking inventory to be scalable. In addition, with regard to parking, the destination is Uptown, not the garage, so, the garage is not intended to attract new parking.
- The ability to have consolidation of Uptown parking allows the city to "right size" parking as future demand projections are realized.
- Some parking consolidation is in process and contemplated for future to support Option 7:
    - Lot 1, at 401 Jordan Rd, is in process of being evaluated for workforce housing and/or mixed-use opportunities consistent with existing zoning.
    - If the SIM1b project is approved for construction on November 14, 2023, 13 SR 89A frontage street parking spaces will be removed.
    - If the Uptown Parking Garage is built in the proposed location, street parking along Forest Rd will be removed to facilitate the construction of pedestrian improvements.
    - Other existing on street or surface lot parking will be reduced or eliminated in the interest of consolidating parking.

    - On street parking in residential areas could be better managed through a residential parking permit program and other on street parking restrictions that would eliminate visitor and employee parking in these areas.
- The parking growth rate accounts for several industry standard factors. This does not include factors like population growth in areas of visitor origination, or improved access to Sedona (I-17 expansion), etc.
    - For the I-17 Project, we know one travel lane in each direction will be added between Anthem and Black Canyon City, and 2 flex lanes will be added between Black Canyon City and Sunset Point.
    - From www.improvingi17.com : Regarding the added capacity, "this will better accommodate existing traffic and increased traffic as the demand on I-17 continues to grow."
    - The I-17 Design Concept Report shows I-17 existing capacity will be increased to design capacity by approximately 1,000 vehicles per hour.
    - While estimates and assumptions had to be made to determine what growth factor to apply for study purposes, it is understood that future adjustments, through further consolidation and scalability of parking will need to be made over time as capacity and demand continue to be monitored and adjusted for.

Land Use / History:

Design and development for the Uptown Sedona Parking Garage has been underway since City Council authorization of a professional services contract with Gabor Loran Architects on November 24, 2020, and currently stands at approximately 80% complete. Design and development on the project is also being overseen by McCarthy Building Companies, Inc. acting as Construction Manager at Risk (CMAR) on the project through a contract authorized by Council on May 25, 2021. Again, this effort was placed on hold in 2022.

Previous studies, planning and analysis of historical relevance to the matter of parking in Uptown Sedona include the following:

- 2005 – Sedona Parking Management Plan (Parking Research and Solutions).
  A comprehensive parking analysis to evaluate parking demand and behavior in Uptown and Gallery Row along SR 179. Study resulted in a new Uptown Parking Management Plan with nine (9) recommendations for parking.

- 2012- Parking Management Plan Update (Nelson/Nygaard).
  With little progress made on implementing the 2005 Sedona Parking Management Plan recommendations, the parking management plan was subsequently updated in 2012. The 2012 report validated the previous management plan and led to significant progress towards implementing the recommendations. Additional public parking was added through public/private parking agreements, wayfinding signage was installed, and paid on-street parking on Main Street was added, all in an attempt to maximize utilization of existing parking.
- 2013 – Community Plan Update.
  The City's Community Plan Update identified the Uptown District of Sedona as a Community Focus Area (CFA). Objectives of the CFA plan included identifying the

potential for other uses of existing surface parking (if parking alternatives are established), analyzing future parking needs and identifying the need for consolidated parking facilities to serve existing and future development.

- 2018 – Sedona Transportation Master Plan (Kimley-Horn and Associates).
  The report identified 13 multi-modal transportation strategies and guidance to address congestion and mobility needs of residents, visitors, and commuters. Among the strategies, Strategy 3 – Uptown Sedona Parking Improvements, recommended expansion of parking areas through additional parking lots, on-street parking, or a new parking garage.

- 2019 – Uptown Sedona Parking Facility Needs, Siting Design Concept Assessment & Parking In-Lieu Fee Analysis.
  The study analyzed future visitor growth and demand for parking as well as impacts on the parking system and concluded that a parking garage was needed. The study also provided for alternative analysis for the development of future parking, assessed various possible locations for a parking structure, developed design concepts, made recommendations for financing mechanisms, and included analyses for adopting an in-lieu parking fee system.
- 2020 – Sedona Area Transit Implementation Plan.
  The final report, completed in January 2020, reviewed previous transit related planning efforts and industry best practices and concepts, created over many years of to the point of implementation. The study included examination of community condition, demographics, local travel patterns, and visitor activities; stakeholder and community input, visitor interviews, transit demand estimation, identification of transit service criteria; identification of issues and challenges related to parking, roadway network, etc.; analysis of various service options; approach to governance; and funding options.

- 2020 – Site Acquisitions for the Uptown Sedona Parking Garage.
  Acquisition of property located at 430 and 460 Forest Road to support the siting of the Uptown Parking Garage were approved by City Council on March 24, 2020.

- 2021 – Major Community Plan Amendment and Zone Change.
  With Planning and Zoning Commission's recommendation for approval, the City Council voted to approve a Major Community Plan Amendment and Zone Change to allow for the development of a parking garage site at 430 and 460 Forest Road.

From the Community Plan, the following areas relate to the Uptown parking assessment:

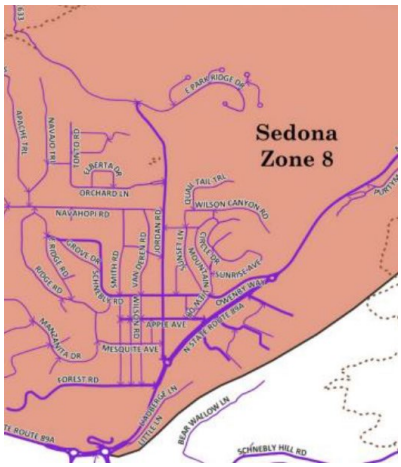
Community Plan Vision – One of six major vision themes: Reduced Traffic

- Circulation Policy #4: "Help alleviate traffic congestion in Uptown by transforming Uptown into a "Park Once" district through improved wayfinding and parking availability."
- Circulation Action #1: "Implement parking recommendations for Uptown from the 2012 update to the 2005 Parking Management Study and the Parking Advisory Committee."

- Circulation Action #2: “Prepare a Traffic Study…”

Much of the vision of the community plan, and other plans generated from the community plan, focus on reducing congestion, and achieving an improved walking and biking experience, when it comes to parking and traffic.

Emergency/Evacuation:



The Study included evacuation analysis in relation to the parking assessment considerations. This analysis coordinated with and built upon the overall city evacuation study completed earlier in 2023, i.e., the Evacuation & Re-entry Plan.

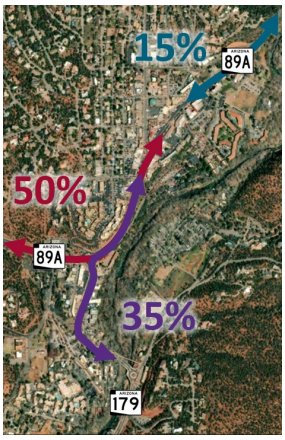
In relation to consolidating traffic, with a garage on Forest Road, the following benefits were identified:

- It provides improved parking access and wayfinding. In an emergency, proper wayfinding to consolidated lots allows for more efficient movement of pedestrians when compared to smaller, more spread-out lots.
- It requires less personnel to provide needed traffic control in an emergency evacuation.
- It results in fewer vehicles on local streets, which leads to less congestion and less conflicting traffic movements during evacuation.
- It provides the ability to stage personnel and equipment at a proximate facility or consolidated lot. This leads to more efficient evacuation operations.

The modeling in relation to consolidated traffic, on Forest Road, resulted in no reduced timing for evacuation. While the model showed no negative impact, factors mentioned above and outside what can be accounted for in modeling, indicate evacuation operations would be improved with the consolidation of parking in a garage on Forest Road.

This evacuation analysis included limited scope, focusing mainly on the traffic impact of placing a garage at the proposed site, and how this would impact an evacuation. This was modeled with a hypothetical threat to the west, and another model with a threat to the east. The specific findings of the two evacuation scenarios modeled by KHA can be found in the attached final report appendices (Evacuation Technical Memorandum). For safety and security purposes the full evacuation *strategy* including staging, staffing and sequenced traffic control was not disclosed to the design team.

Traffic:



The Study included traffic analysis in relation to the parking assessment considerations. This is in addition to the SIM related traffic considerations noted above. Some of the key findings in this analysis include:

- 85% of trips to Uptown come from the south and west.
- Capturing some trips, with consolidated parking on the north end of Uptown is needed, with 15% of trips occurring here.

- Most consolidated parking is needed on the southwest side of Uptown.
- On average 32,000 vehicles per day are in the Uptown area.
- 26,000 of these vehicles are visitors.
- 50% of the traffic is pass through. This highlights the need for parking to be proximate to the destination in Uptown. Fee parking will need to be priced to account for peak period demands and to incentivize the use of transit. This applies to current paid parking (Main Street) and a future garage if that is pursued.
- Traffic recirculating to find parking equates to at least 1,000 vehicles per day on local roads in Uptown. Consolidation, and reduction of these volumes, would improve traffic for residents and others that travel in and through Uptown.

Examples of Existing Uptown Parking Wayfinding

Another traffic analysis consideration is how wayfinding can improve traffic flow. This has been a recommendation for Uptown parking improvement since 2005. In fact, as seen above, advanced wayfinding has been in place in Uptown since 2018. While some of the Uptown wayfinding is sensor based, it is old and needs to be updated. While wayfinding continues to be a component of parking improvement recommendations, it is important to have consolidated parking at the proper location. Wayfinding alone can reduce recirculating trips; however, it does not result in the level of congestion relief expected by the taskforce recommendation. The taskforce recommendation includes locating consolidated parking at the perimeter of Uptown. This results in less parking lots scattered through Uptown, and less traffic overall circulating through Uptown.

Transit:

In 2020 the Sedona Area Transit Implementation Plan was completed. From this plan some main strategies were established, including how parking should work with transit for the Uptown area.

The report points out that a “lack of parking is a major incentive for use of a local transit system.”

As explained in the traffic section above, the current parking layout in Uptown creates “induced congestion.” Additionally, it also presents a challenge for a successful future transit circulator route within uptown. Having multiple parking lots, spread out through central Uptown, provides little incentive or need for transit as the current surface lots are all within the immediate proximity of a congested business district.

Transit systems will be as successful as land use decisions allow them to be - requiring a balanced approach in parking strategies to support future transit planning. Communities that embrace Transit Oriented Development as part of their portfolio should look to reduce decentralized parking within high-traffic corridors to suppress “induced congestion.” Consolidated parking models sited near these congested areas should be considered to incentivize multimodal transportation (e.g., transit, bikes, walking etc.).

The primary benefit of providing consolidated parking facilities near the periphery of high traffic corridors is to lessen congestion on surface streets within those corridors. If some or most of the auto traffic can be diverted to consolidated parking lots or structures those people can switch to multimodal transportation for first-mile, last-mile access to those congested areas.

If consolidated parking facilities are sited too far away from the final destination the risk is that parking will be bypassed. Case studies have shown that motorists simply are not willing to surrender their cars to travel (round trip) several miles via transit to access their final destination – particularly if there is any parking available at that location.

In 2024, the city expects to launch the Sedona Microtransit system, which may help to reduce passenger vehicle miles traveled to/from Uptown for passenger trips originating from other parts of town. However, the service is expected to have little impact on improving circulation *within* Uptown. A circulator that would serve Uptown and connect Uptown to the Gallery District is planned as part of the future build-out of a complete transit system. Adding a transit circulator, serving a consolidated parking model, would provide first-mile, last-mile access to the district and improve overall circulation.

Public Outreach:

The reassessment effort included the following public outreach efforts:

- Taskforce included 2 residents and 2 business representatives.
- August 9, 2023 Council Meeting held.
- 618 postcard notices sent to every address in Uptown, announcing the public outreach meeting and inviting every Uptown stakeholder.
- October 19th Public Outreach Meeting held.
- Information from the effort was uploaded to the public at: www.sedonaaz.gov/uptownparking

Public Outreach Meeting Held on October 19th, 2023

Schedule:

Design: If design is approved to move forward it's estimated to take approximately 8 months to complete design, obtain permits, allow the contractor to obtain subcontractors, and be ready for construction.

Construction: If construction is approved to move forward it is estimated to take 12 months to complete.

Note: If the City is unable to negotiate an acceptable guaranteed maximum price (GMP) with the current CMAR contractor, additional time would be needed to determine and pursue other construction option, i.e. bidding out the project.

Budget/Cost:

The last construction cost estimated by the contractor, in January 2022, was approximately $13.5 million, for the garage structure only. Updated costs will be generated by the CMAR if council gives direction to move forward.

While the cost of the structure is relatively high, in relation to other city transportation projects, it is important to note the life of the structure is expected to be approximately 50-years with appropriate preventative maintenance.

Charging for parking is also an option to consider for a future garage. The user fees could cover the debt service payments for the garage itself and/or contribute to the provision of transit in this area.

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

Sustainability initiatives were considered with this parking assessment, such as transit and other multimodal transportation options, which aim to remove vehicles from our roadways and reduce vehicle emissions. These initiatives are included in the proposed option for improvements.

The Uptown parking garage has been proposed with several sustainability initiatives including solar, EV charging, air quality measures, etc.

While a parking garage structure would include concrete components, which have a high carbon impact, there are offsetting characteristics. Compared to asphalt surface parking lots, a garage would have less developed area of impact, less impervious area, less impact on heat dome, and is more durable with lower maintenance requirements.

Board/Commission Recommendation: ☐**Applicable -** ☒**Not Applicable**

Alternative(s): N/A

I move to: discussion/possible direction only.

Kimley»Horn
Expect More. Experience Better.

Uptown Parking Alternatives Analysis

November 7, 2023

November 7, 2023

J. Andy Dickey, PE
Deputy City Manager
City of Sedona, Arizona
102 Roadrunner Drive
Sedona, AZ 86336

Re: Uptown Parking Alternatives Analysis

Dear Mr. Dickey,

Kimley-Horn and Associates, Inc. (Kimley-Horn) is pleased to present the following report containing findings from our ***Uptown Parking Alternatives Analysis***. This project was initiated in March 2023 to re-evaluate the need for a new public parking garage on the north side of Forest Road across from the Fire Station Parking Lot (Lot 8). As designed, a garage at this location would yield 272 net new public spaces and was initially approved by council based on a 2019 analysis completed by Walter P. Moore entitled, "Uptown Sedona Parking Facility, Needs, Siting and Design Concept Assessment."

The purpose of the current study effort is not to duplicate the previous analysis, which was focused on feasibility and site selection, but instead to revisit the following key questions by applying updated parking and traffic data and reflecting more direct stakeholder input:

1. Is a garage needed?
2. If so, is the Forest Road location still the best option?
3. How can the Uptown/179 District public parking system (with or without the garage) best support the City's overall plan and vision?

To evaluate these questions, Kimley-Horn applied a data driven approach including additional parking occupancy data and traffic modeling based on 2023 conditions. Our analysis was guided by industry best practices and utilized input from a nine-member Parking Stakeholder Task Force ("Task Force") representing Uptown businesses, residents, and various city departments including transit, public works, community development, and the City Manager's office. The results from this analysis were presented at a public open house on October 19, 2023, which was attended by 68 community members.

We appreciate the opportunity to complete this analysis on behalf of the City and Sedona's residents and stakeholders.

Sincerely,

Jeremiah J. Simpson
Parking Consultant

Summary of Findings

Q: Is a garage needed?

This study includes an analysis of the existing public parking system located within Uptown and the 179 District (formerly referred to at Tlaquepaque for some of the Task Force materials). The analysis shows an effective/usable surplus of roughly 30 public parking stalls on a typical design day, reflecting appropriately the 85th percentile of overall seasonal activity. There are an estimated 50-60 dates per year when parking demand exceeds the available usable capacity, which adds to traffic congestion in the area as drivers search for available parking stalls.

Factoring in projections for future visitor growth (at 2.4% projected per year), the analysis concludes that a minimum of roughly 71 stalls will be needed within 5 years and roughly 185 stalls will be needed within ten years.

Several scenarios were also evaluated by the Task Force which would displace some of the existing public parking capacity. These scenarios include possible development proposals for the Jordan Road Lot (Lot 1), possible relocation of the fire station, and possible changes to residential streets, that would improve safety and bicycle connections for residents but would reduce overflow parking capacity within Uptown.

Based on these scenarios, the total public parking need increases to as much as roughly 203 stalls within 5 years and 317 stalls within ten years.

A: *Additional public parking is needed*

Q: Is the Forest Road location still the best option?

To arrive at an objective process for decision-making, the nine-person Parking Stakeholder Task Force was engaged over several meetings to draft, discuss, and refine a goal statement and a pre-determined set of consistent criteria that future parking and other access “options” could be evaluated against. The following goal statement and selection matrix was adopted by the Task Force:

- **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:

Figure 1: Evaluation Matrix

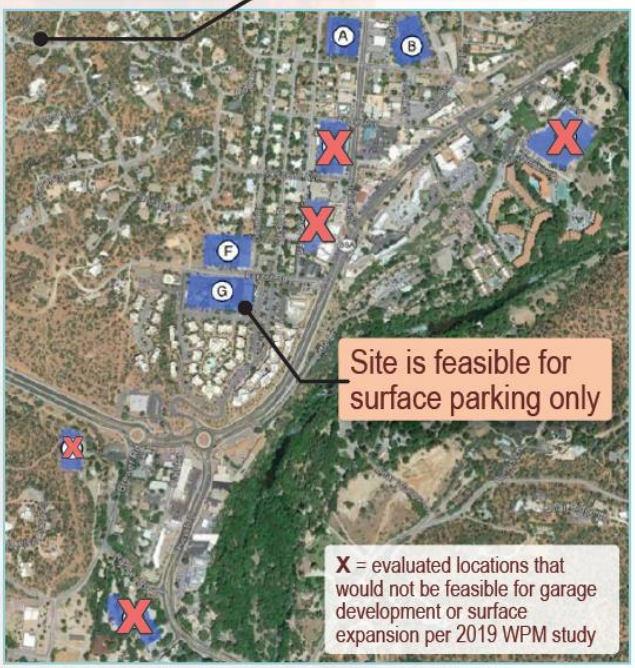
Criteria	Metric	Weighted Priority
Reduce vehicle congestion in Uptown and the 179 District	♦ Projected peak hours trips on key corridors ♦ Opportunity to reduce trips caused by drivers searching for available parking ♦ Reduced use of neighborhood on-street parking for overflow	25%
Prioritize safety for 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, and 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 and 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	10%

The Task Force engaged in several discussions about remote intercept parking lots, parking management strategies for Uptown, goals for the Sedona Shuttle and other transit projects, and resident safety and egress. The garage alternatives from the Walter P. Moore (WPM) study were reviewed and the Task Force agreed on seven “options” that would be evaluated against the scoring matrix. These options, listed below, were deemed as the most feasible to address both community preferences, and the potential to address future projected public parking deficits:

Figure 2: Feasible Options to Evaluate

Options shown would be the first phase with future phases to include consolidation of other lots, street changes, transit and other programs, etc.

Options	Details
No new parking	No build 0 new spaces
New intercept parking lots	Location TBD 1-3 surface lots Unknown potential
Surface Lot @ North side of Forest Road **(F)**	430-460 Forest Road 1 surface lot ~80 net new spaces
Parking Garage on North of Forest Road **(F)**	430-460 Forest Road 3 decks ~272 net new spaces
Parking Garage on Municipal Lot **(B)**	260 Schnebly Road 2.5 decks 273-454 net new spaces
Consolidated Public Surface Lots @ Forest Road **(G, F)** and/or Muni Lot **(B)**	Location TBD 3 surface lots Potential TBD
New Garage **(F)** + Consolidated Public Lots (**G** and/or **B**)	One garage option + Consolidated lots @ G/B, Potential TBD



The scoring "metrics" were considered by each Task Force member individually and then applied to the weighted metric. The weighted scores from all nine Task Force members were averaged, with most results favoring the "new garage + consolidation" option (Option 7) as the best approach to achieve the desired outcomes.

A: *Though results were not unanimous, the Task Force determined that the best course of action was to recommend a new public parking garage north of Forest Road (at the original location) and pursue opportunities to consolidate public parking lots where feasible --locations shown and G and B were discussed as possibilities.*

Q: How can the Uptown/179 District public parking system (with or without the garage) best support the City's overall plan and vision?

Several Task Force meetings were dedicated to discussing how the criteria from the selection matrix would support the City's overall plan and vision.

Common themes emerged including a strong desire to reduce vehicle congestion, the need to prioritize safety for residents during emergency evacuations, and a desire to better integrate transit, ADA access, and walkability/bikeability into the parking plan.

Two separate analyses were completed (and included in the Appendices) demonstrating how both traffic and safety were evaluated and presented to the Task Force. Public safety representatives from the Sedona police and fire departments were on hand at the public open house to confirm the finding that consolidated parking options are better for quickly evacuating the area in the case of a major fire or natural disaster. Due to the extension of Forest Road and the proposed alternative to consolidate parking into fewer locations, the proposed Option 7 scored well in its ability to help manage traffic congestion, improve safety, and support other improvements that are being made to the street network.

Additional preliminary parking system management recommendations were also drafted and presented to the Task Force as areas for further study (see Appendix A – Task Force Meeting #3). Implementing effective parking management strategies along with developing new infrastructure will ensure that public parking policy is aligned with the selected alternative.

***A**: The proposed Option 7 helps to improve traffic congestion and public safety for Uptown Sedona. Several parking management strategies are also included in this report (Appendix A, Meeting 3) as areas for further evaluation.*

Q: What are the next steps?

***A:** City staff and the consultant team will present the findings of this analysis to City Council on November 15th, 2023. The Task Force recommends adopting the findings of this analysis and proceeding with implementing the option selected.*

Introduction

Background

In November of 2019, the Sedona City Council voted to proceed with the design of a new Uptown parking garage intended to address perceived parking shortages and traffic congestion in Uptown and the 179 District. The Council selected the north side of Forest Road site based on a parking study completed in 2019 by Walter P Moore entitled, "Uptown Sedona Parking Facility, Needs, Siting and Design Concept Assessment." The parking study, which was based on occupancy data collected May 30 and June 1, 2019, identified the Forest Road location as the best overall site out of the nine locations considered. This site was rated highly based on several perceived advantages including:

- Relatively efficient potential footprint
- Serves an area of high demand for employee and visitor parking
- Located at the opposite end of Uptown from the Municipal Lot
- Well-situated to intercept vehicular demand arriving from the south
- Topography helps hide the structure and limit view corridor impacts
- Acceptable all-in costs including the price to purchase and clear the parcels for construction

As design progressed on the garage, residents and City Council began to express doubts concerning the Forest Road location, including the idea that a new parking garage may in fact invite new vehicular demand rather than reducing vehicular trips. The Council requested the design be on hold until a new study was completed to determine the validity of the parking garage based on changing factors since 2019. The Study was to address the following: A) if a garage is needed, B) if the Forest Road location is still the best option, and C) if so, how can the Uptown/179 District public parking system (with or without the garage) best support the City's overall plan and vision?

Stakeholder Engagement

The analysis and stakeholder process were aimed at arriving at a "go / no-go" decision regarding the Forest Road parking garage location. A nine-member member stakeholder Task Force was invited to participate in the process including local business representatives (2), local resident representatives (2) and representatives from city departments including transit (1), public works (1), community development (1), and the City Manager's office (2). The consultant team met with this group of stakeholders a total of seven times between May 19 and September 26, 2023. The public engagement for the project also included presentations to City Council on August 9 and a public open house on October 19, 2023, which was attended by 68 community members. The final presentation to Council is scheduled for November 15, 2023.

Current and Projected Parking Needs

Parking data was collected via drone and on foot; the drone (in case) with GIS control points is shown above

2023 Parking Data Collection

To document existing conditions, Kimley-Horn collected parking inventory and occupancy data within the Uptown and the 179 District study areas over the course of eight total survey dates in March, June, and September of 2023.

Parking occupancy data was collected via aerial drone imagery (using high resolution "orthomosaic" photography over a GIS area map) with parking lot images capturing a snapshot of occupied parking stalls at 9:00 am, 12:00 pm, 3:00 pm, and 6:00 pm on each survey date. The survey dates included a variety of weekdays and weekends, including both peak and off-peak months:

- Sunday, March 12, 2023
- Monday, March 13, 2023
- Saturday, March 25, 2023
- Friday, June 2, 2023
- Saturday, June 3, 2023
- Sunday, September 3, 2023
- Monday, September 4, 2023
- Tuesday, September 5, 2023

Drone image of parking lot usage in 179 District

The survey area and survey dates were selected so the data could be reasonably compared to results from the earlier Walter P Moore study which included occupancy surveys in early June of 2019.

Inventory data was verified for each location noting the number of parking spaces, parking lot ownership or use, signage and restrictions, facility conditions, and other observations related to how parking is managed and utilized.

The study parking inventory is categorized as follows:

City-managed public parking* =	559 stalls
On-Street metered parking (along 89A)* =	89 stalls
Unrestricted on-street parking* =	330 stalls
Lodging (hotels) parking =	701 stalls
Private/commercial parking =	1,082 stalls
TOTAL PARKING INVENTORY	**2,761 stalls**

For the purposes of this analysis, the first three asterisked categories of parking are the public parking supply, which includes 978 parking stalls.

A map of the survey areas is shown on the following page, with additional maps showing a breakdown of city-managed lots and garages and a summary of the peak utilization from the Kimley-Horn surveys, which occurred during the spring break week with peak utilization on March 12 and 13.

Figure 3: Study Area Map

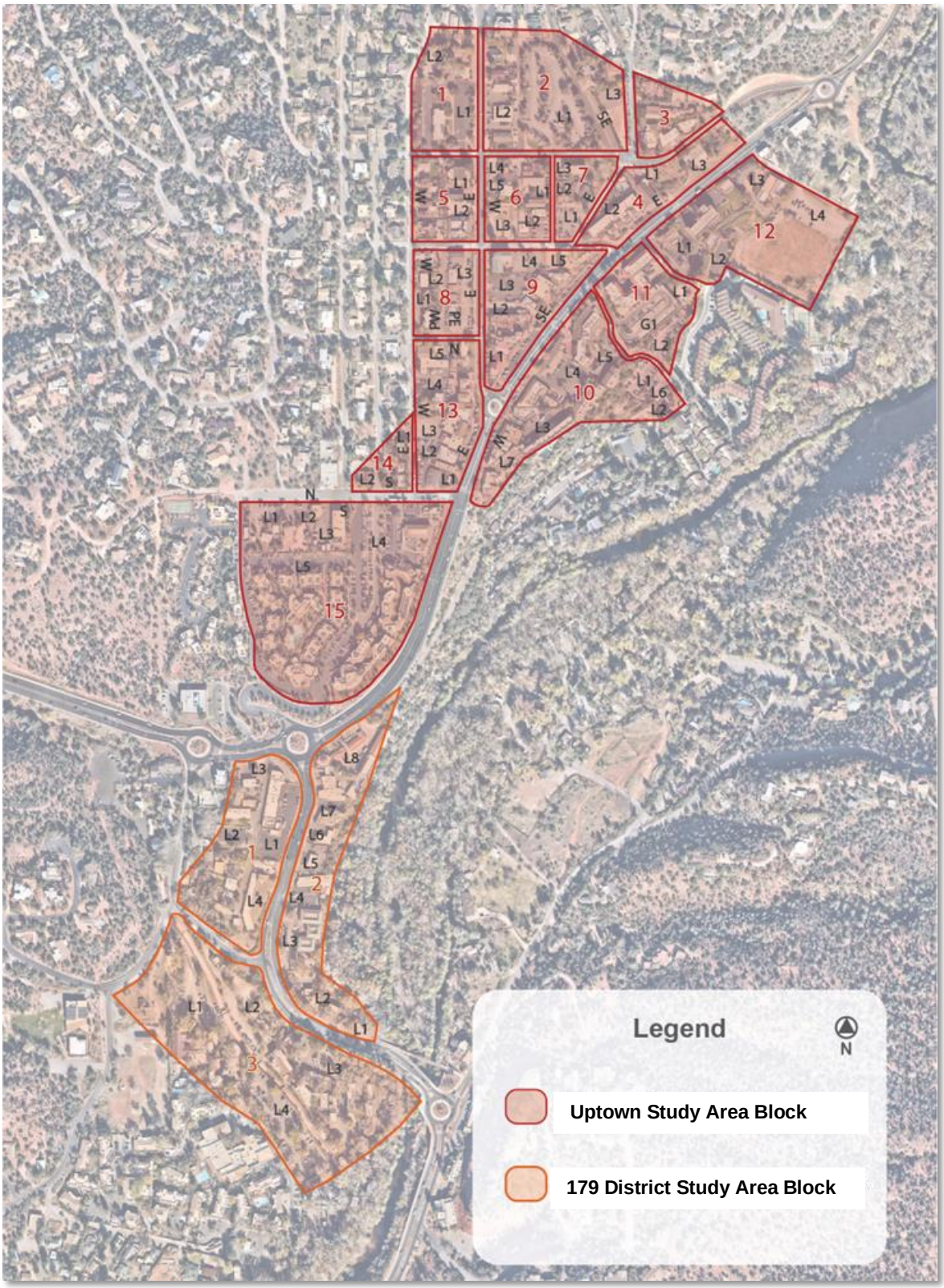
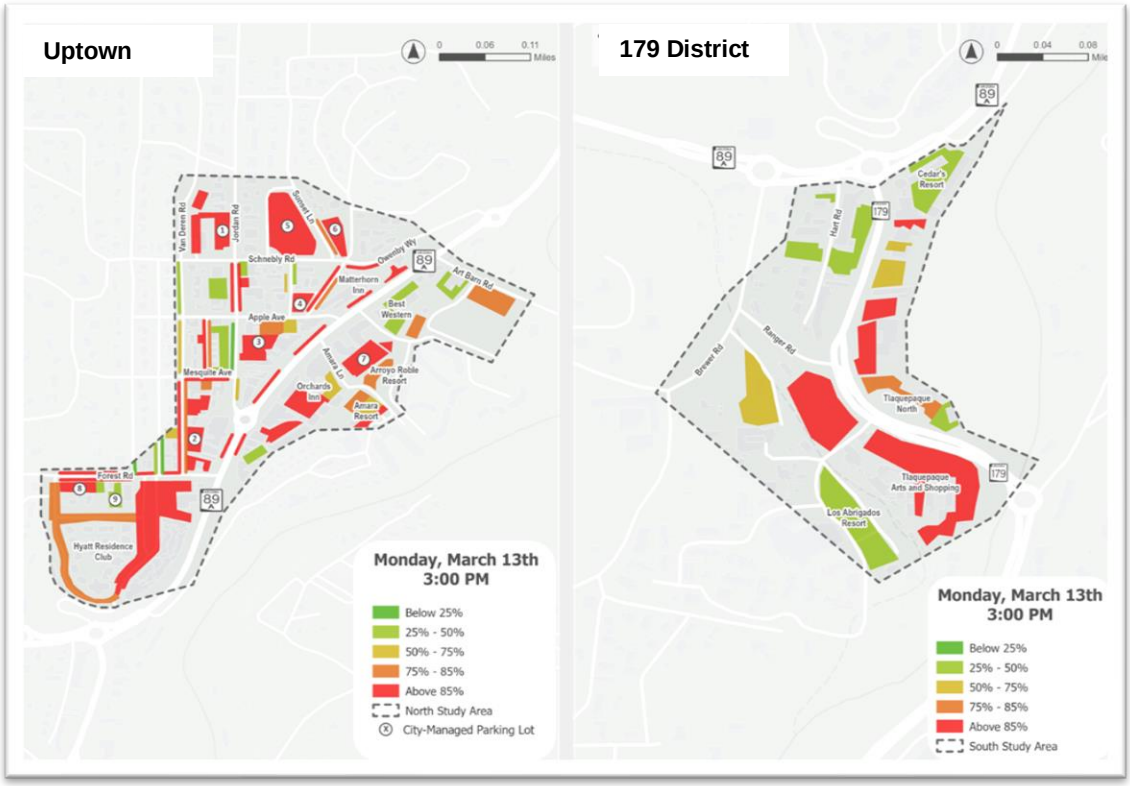
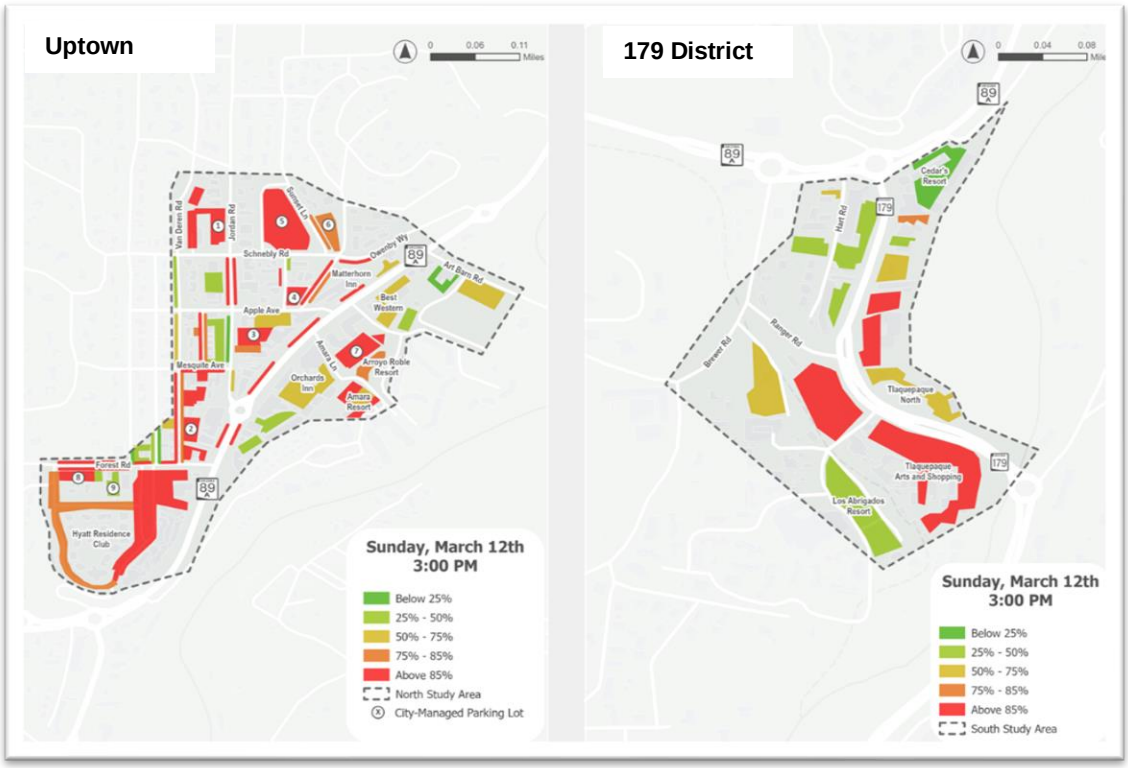


Figure 4: City-Managed Parking

Source: https://www.sedonaaz.gov/visitors/visit-sedona/parking-in-uptown

Figure 5: Peak Hour Utilization Maps (March 2023)

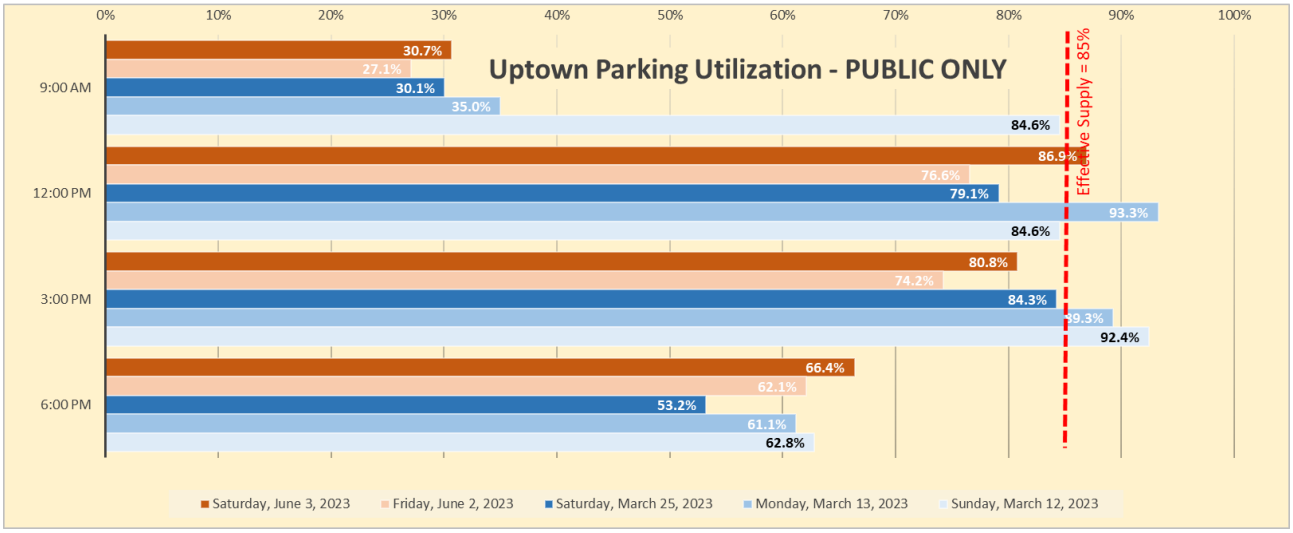


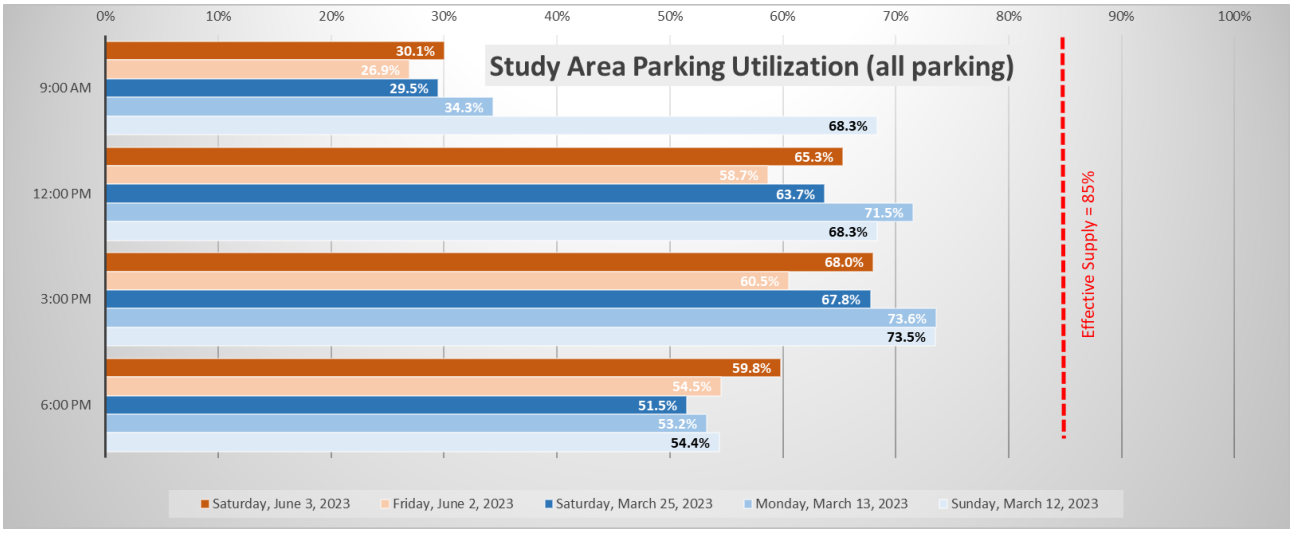


2023 Parking Utilization Analysis

A side-by-side comparison of several of the high demand survey days is shown below, based on total parking utilization. As is the case with most downtown parking systems, the overall parking supply tends to have more capacity than the public parking supply. This is due to many private/commercial lots within the downtown being more distributed, and often restricted for customers/employees of a particular business. Additionally, many of the private parking lots are reserved for restaurants and hotel uses that experience peak demand later in the evening, whereas the overall public parking system is busiest during the mid-day and early afternoon.

Figure 6: Utilization of Parking by Hour (March versus June 2023)





<u>Effective Supply</u>

Effective supply is defined as the percentage of parking within the system that can be efficiently utilized. An 85% occupancy rate (as represented by the red line on the figures above) across the full study area is considered effectively "full" per industry best practices. Parking occupancy

rates above 85% generally indicate that many of core parking resources are at or near 100% occupied and that some percentage of drivers will be circulating within the parking system looking for just a handful of unoccupied parking stalls. Some drivers will also choose to park illegally or simply wait within the parking lots for spaces to become available.

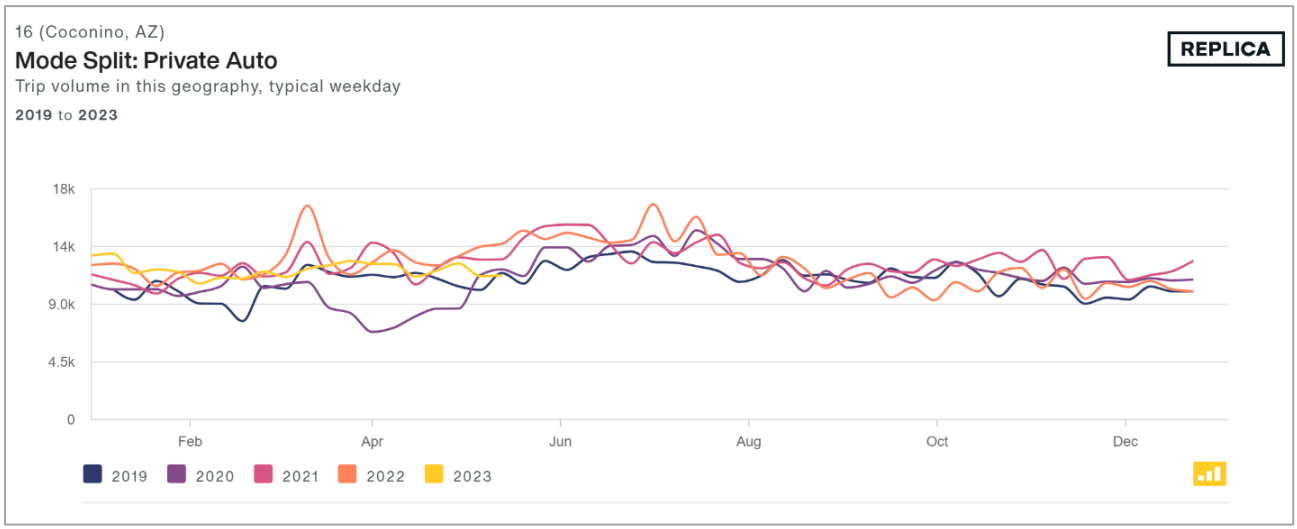
Per the tables above, there were at least four time periods during the March and June survey dates when the public parking system was over 85% occupied. These conditions are considered over capacity per industry recommendations.

Seasonal Adjustments

To determine how often the public parking system in Sedona experiences occupancies over 85%, Kimley-Horn compared the parking occupancy data collected from the eight survey dates (March, June, and September) to other data sources including private automobile trip data from our traffic models and hotel room rate and occupancy data provided by the Sedona Chamber of Commerce & Tourism Bureau.

Overall, the trip generation data (shown below) shows some seasonal variation, but due to the number of "pass through trips," does not correlate very closely to Uptown parking occupancies that show more seasonal variation.

Figure 6: Traffic Model Data Example



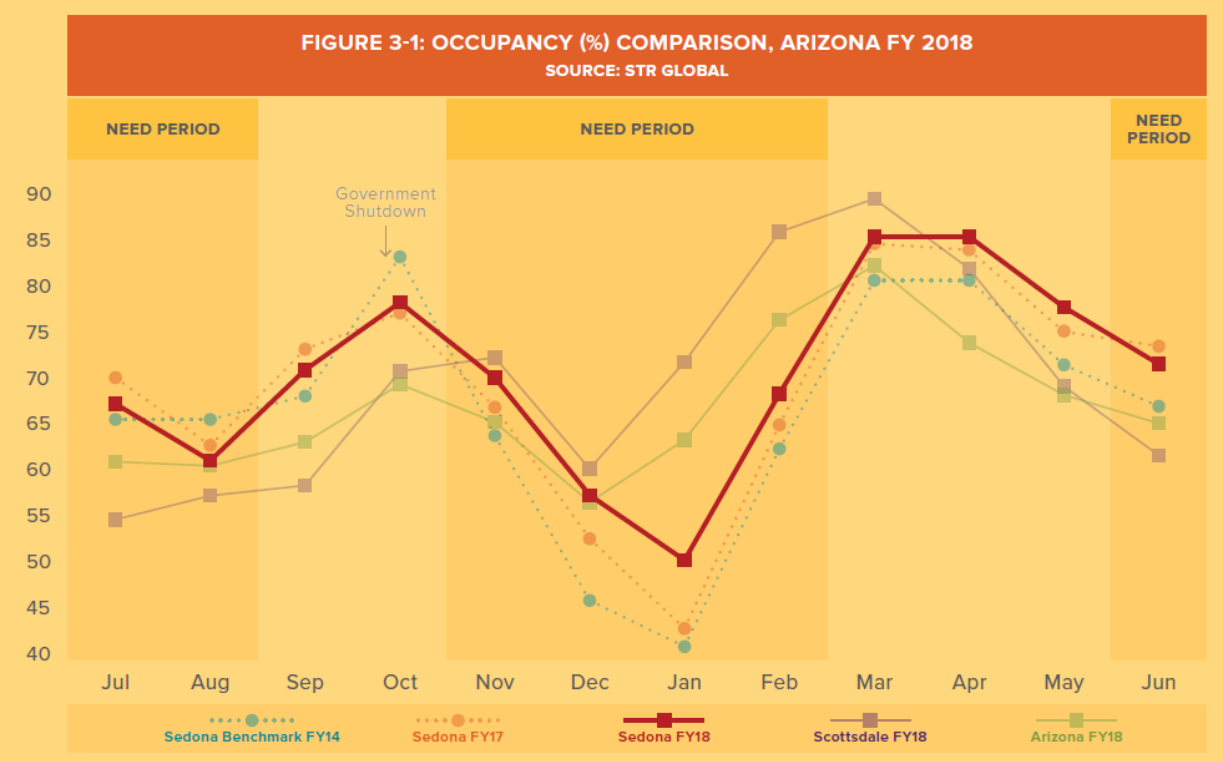
Source: ReplicaHQ. Retrieved 06/06/2023 (https://studio.replicahq.com/trends/dashboard/6/76358). Kimley-Horn utilizes this online tool for traffic modeling.

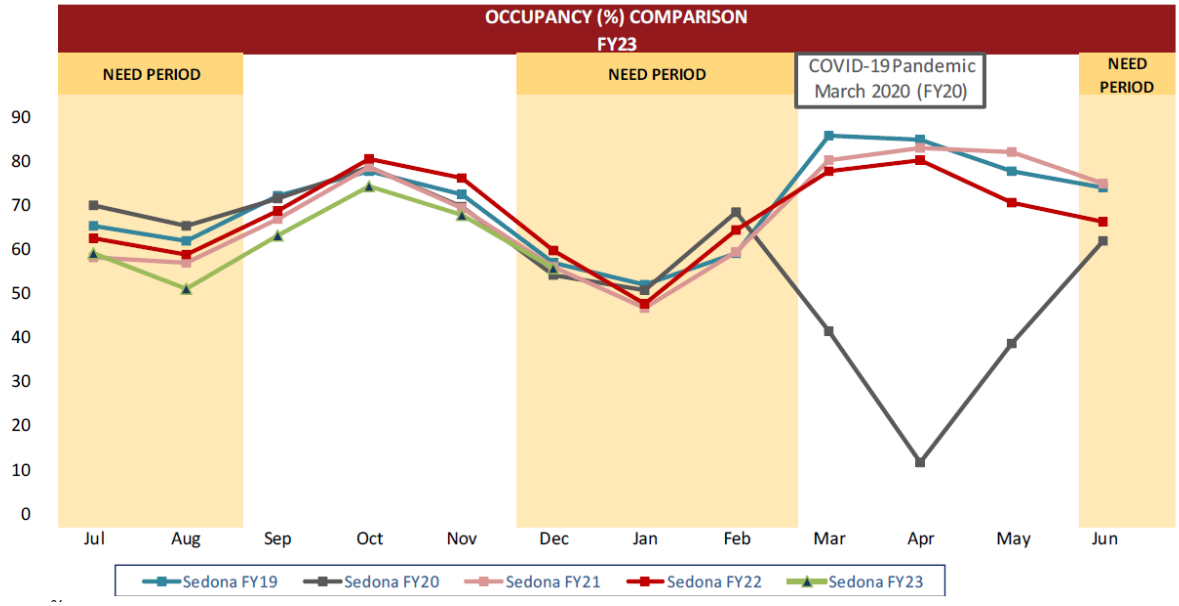
On the other hand, hotel room night occupancies (shown on the next page) track relatively closely with the parking occupancy trends found in the 2023 data.

Month by month hotel occupancy statistics from the most recent years were applied to the parking occupancy data to build a seasonal model of peak usage for the study area.

When results were presented to the Parking Stakeholder Task Force, most felt that the resulting trends matched their general perception of seasonal parking conditions in the study area.

Figure 7: Example of Pre- and Post-COVID Hotel Occupancies by Month





Source: "Sedona Sustainable Tourism Plan," City of Sedona and Sedona Chamber of Commerce & Tourism Bureau, April 2019

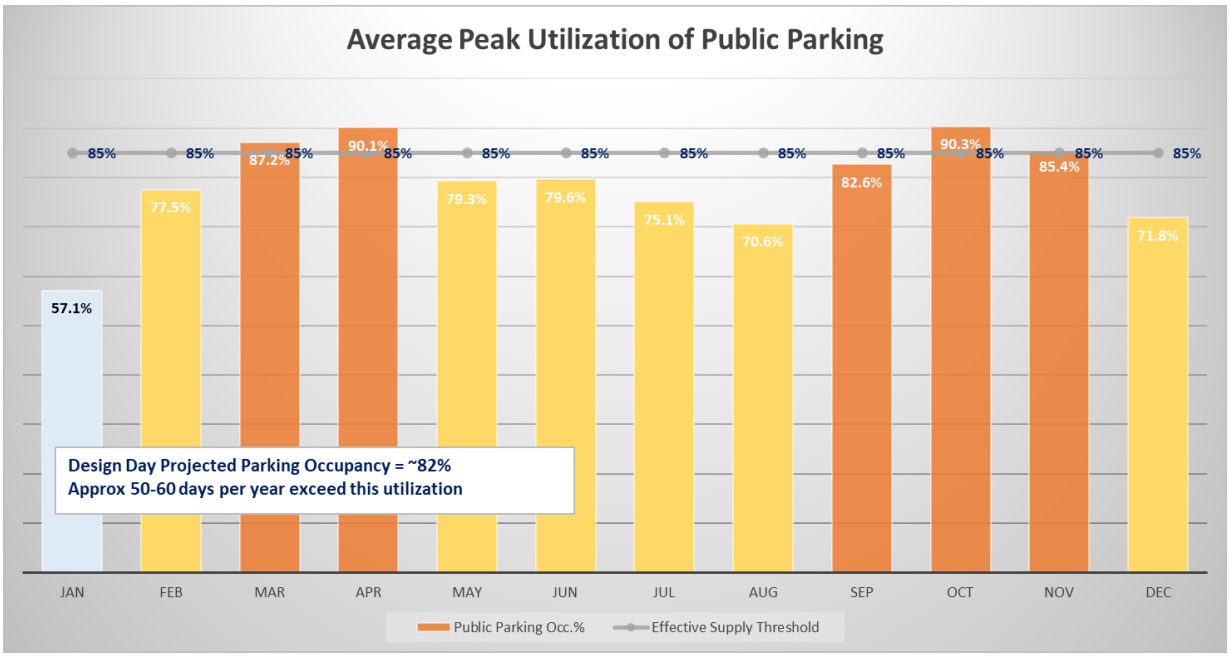
2023 Parking Occupancy Conclusions

Based on the analysis of the eight parking occupancy survey dates (collected in March, June, and September), and applying seasonal adjustments based on hotel room night occupancies, this analysis concludes the following:

- Public parking within the study area (978 stalls) is sufficient for most conditions during the off-peak months.
- The system experiences regular "effective deficits" of public parking for 50-60 days per year.
- The effective deficit is defined as any period when parking occupancies exceed 85% of the public parking capacity and drivers must circulate look for available parking.
- The "design day," or 85th percentile condition, results in an occupancy rate of 82% within the public parking system – this results in a very minor effective surplus of roughly 30 stalls on the design day.

Figure 8: Seasonally Adjusted Parking Occupancy Findings

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.%	57.1%	77.5%	87.2%	90.1%	79.3%	79.6%	75.1%	70.6%	82.6%	90.3%	85.4%	71.8%
Effective Supply Threshold	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%



Design Day

For planning purposes, the "design day" is defined as the set of conditions that the system is capable of handling on a regular basis. Due to the cost to build parking resources (and other

infrastructure), planners typically building enough capacity to accommodate the 85th percentile of overall activity – this is assuming that parking and traffic management strategies can be applied to the remaining 15% of days that are busier than that threshold. The 85th percentile "design day" (not to be confused with the 85% effective supply), is applied to this analysis when evaluating future demand.

Projected Future Parking Needs

Demand Growth Due to Increased Visitation

To arrive at a recommendation for future parking needs, the Parking Stakeholder Task Force evaluated the likelihood that demand for parking in Uptown Sedona would grow in future years. Discussions within the group took into consideration several potential variables including:

- The previous growth projections used by Walter P. Moore (assuming 1%, 3%, or 5% annual growth)
- The limited potential for development within Uptown Sedona
- Housing and job growth projections for Cottonwood and other nearby communities
- The potential for increased tourism from Phoenix, Flagstaff, and from out-of-state, and
- The investments the city was making in transit, shuttles, and multimodal access.

Several technical resources were presented to the stakeholder Task Force including economic and job projections from the US. Census Bureau and the Regional Economic Development Center at Yavapai College. Additionally, traffic modeling projections from ReplicaHQ – the tool used previously to model traffic impacts – this source generally tracks US government projections. A snapshot of projections from these sources is shown below on the following page.

Figure 9: Prior Walter P. Moore Projections of Future Growth (1%, 3%, 5%)

Uptown Sedona, AZ
Parking Study
Nov 25, 2019

Uptown Sedona Future Demand

Uptown Future Demand - 2024			
	1% Growth	3% Growth	5% Growth
On-Street	(24)	(44)	(64)
Off-Street Public	(65)	(117)	(170)
Off-Street Private	21	(28)	(78)
Total	(68)	(189)	(312)

Table 7: Uptown 2024 Parking Adequacy - Nominal Growth Rate

Uptown Future Demand - 2029			
	1% Growth	3% Growth	5% Growth
On-Street	(34)	(73)	(112)
Off-Street Public	(91)	(196)	(301)
Off-Street Private	(4)	(103)	(202)
Total	(129)	(372)	(615)

Table 8: Uptown 2029 Parking Adequacy - Nominal Growth Rate

2019 Parking Study Analysis

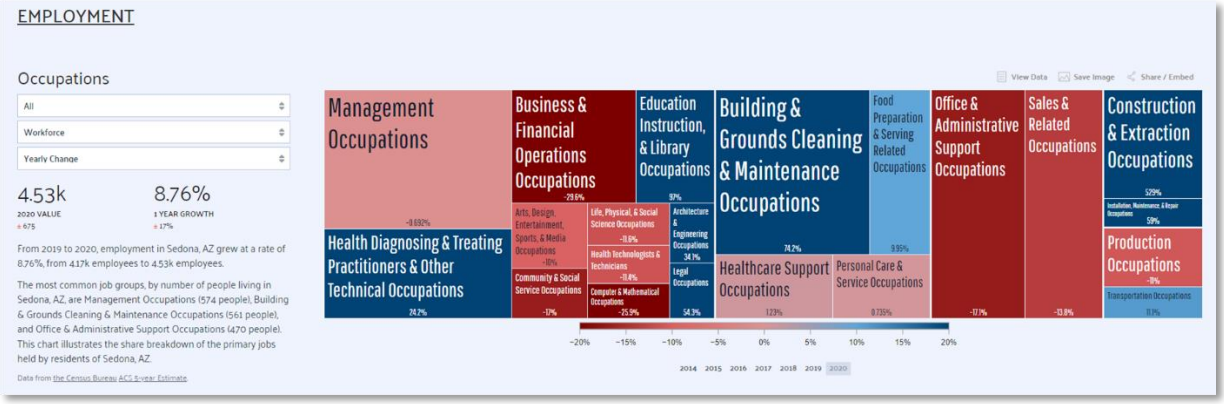
- Occupancy estimate is 84% at peak season, and 85% is considered at capacity and no longer effective
- Challenges:
  - Inefficient and scattered locations
  - Many small parking lots
  - Lack of sidewalks
  - High proportion of reserved parking, for customers and management
- Future demand for parking:
  - 5-year projected deficit of 189 parking spaces
  - 10 year projected deficit of 372 parking spaces

Source: "Uptown Sedona Parking Facility, Needs, Site, and Design Concept," Walter P Moore, November 2019

Figure 10: Job Growth Projections (Us Census Bureau and Yavapai College)

US Census Bureau

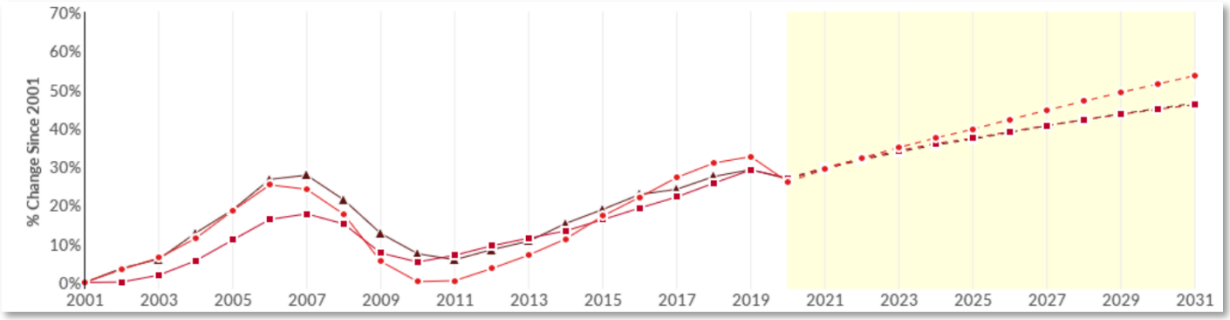
- Future job growth over the next ten years is predicted to be 44.1%, which is higher than the US average of 33.5%
- In April 2023, Sedona home prices were up 11.5% compared to last year, selling for a median price of $1.1M



*Source: American Community Survey 5-Year Data (2009-2021), US Census Bureau (https://www.census.gov/data/developers/data-sets/acs-5year.html)

Regional Economic Development Center

Region	2020 Jobs	2031 Jobs	Change	% Change
Region	7,769	9,464	1,695	21.8%
State	3,231,878	3,716,727	484,849	15.0%
Yavapai County, AZ	76,629	88,472	11,843	15.5%



Source: Emsi Q2 2021 Data Set | Prepared by the Regional Economic Development Center at Yavapai College (Jones, K) 7-2021

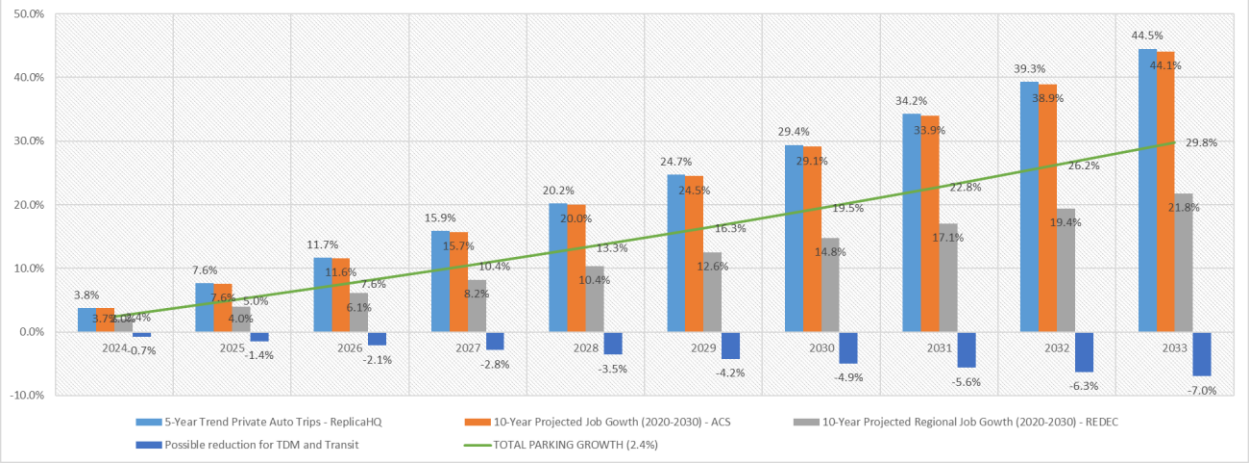
Though the state-wide and regional projections show relatively strong projected growth over the next ten years, the Parking Stakeholder Task Force felt that certain investments in transit, multimodal connections, and modernized parking management strategies might help to slow the parking demand impacts within Uptown. Kimley-Horn provided analysis of the impact of similar policies and infrastructure using a transportation demand management (TDM) modeling tool

developed by the City of Denver, and reflecting data from similar programs used in Seattle, Portland, and California.

The resulting projection in future parking demand is shown below and reflects a 2.4% average annual growth rate in the need for Uptown public parking.

Figure 11: Projected Growth Rate in Uptown Parking Demand

Source	Growth Metric	Compounded Total	Annual Average	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
ReplicaHQ	5-Year Trend Private Auto Trips - ReplicaHQ	20.2%	3.8%	3.8%	7.6%	11.7%	15.9%	20.2%	24.7%	29.4%	34.2%	39.3%	44.5%
ACS / US Census	10-Year Projected Job Gowth (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 Gowth (2020-2030) - REDEC	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%**	**2.4%**	**5.0%**	**7.6%**	**10.4%**	**13.3%**	**16.3%**	**19.5%**	**22.8%**	**26.2%**	**29.8%**



Limitations: It should be noted that no member of the consultant team or on the Parking Task Force are trained in economic forecasting. The growth rate projected above (2.4%) is relatively modest as compared to projected job growth for the region and population projections for Arizona overall. However, we understand that some members of the community feel strongly that Sedona should discourage future growth in tourism and visitation; meanwhile, others feel that tourism is the major economic driver for the city and should be encouraged.

Possible Uptown Impacts to Existing Supply

In addition to the possibility of parking demand growth, the Parking Stakeholder Task Force also discussed the possibility that some of the existing Uptown parking supply might be disrupted due to new development, consolidation, and/or redesign of some of the streets within Uptown. Though no specific development proposals were considered for this analysis, several city staff members shared background information on potential projects, including proposals received, and some of the master planning efforts for Uptown. Possible projects included:

- New development on Lot 1 (Jordan Lot)
- Proposed relocation of the fire station if a parking garage is built at the Forest Road site,

- Possible conversion of some of the residential streets to the west of the commercial core that would potentially add bicycle lanes and reduce parking capacity, and/or
- Possible consolidation other smaller parking lots within Uptown (such as Lots 2, 3, and/or 4) either due to development, user group assignments, and/or to address traffic congestion by directing visitors to parking resources at the north and south ends of Uptown.

The development scenarios that were discussed would have varying potential impacts on the available public parking supply as shown below and on the next page.

Figure 12: Parking Potentially Impacted by Development and/or Consolidation

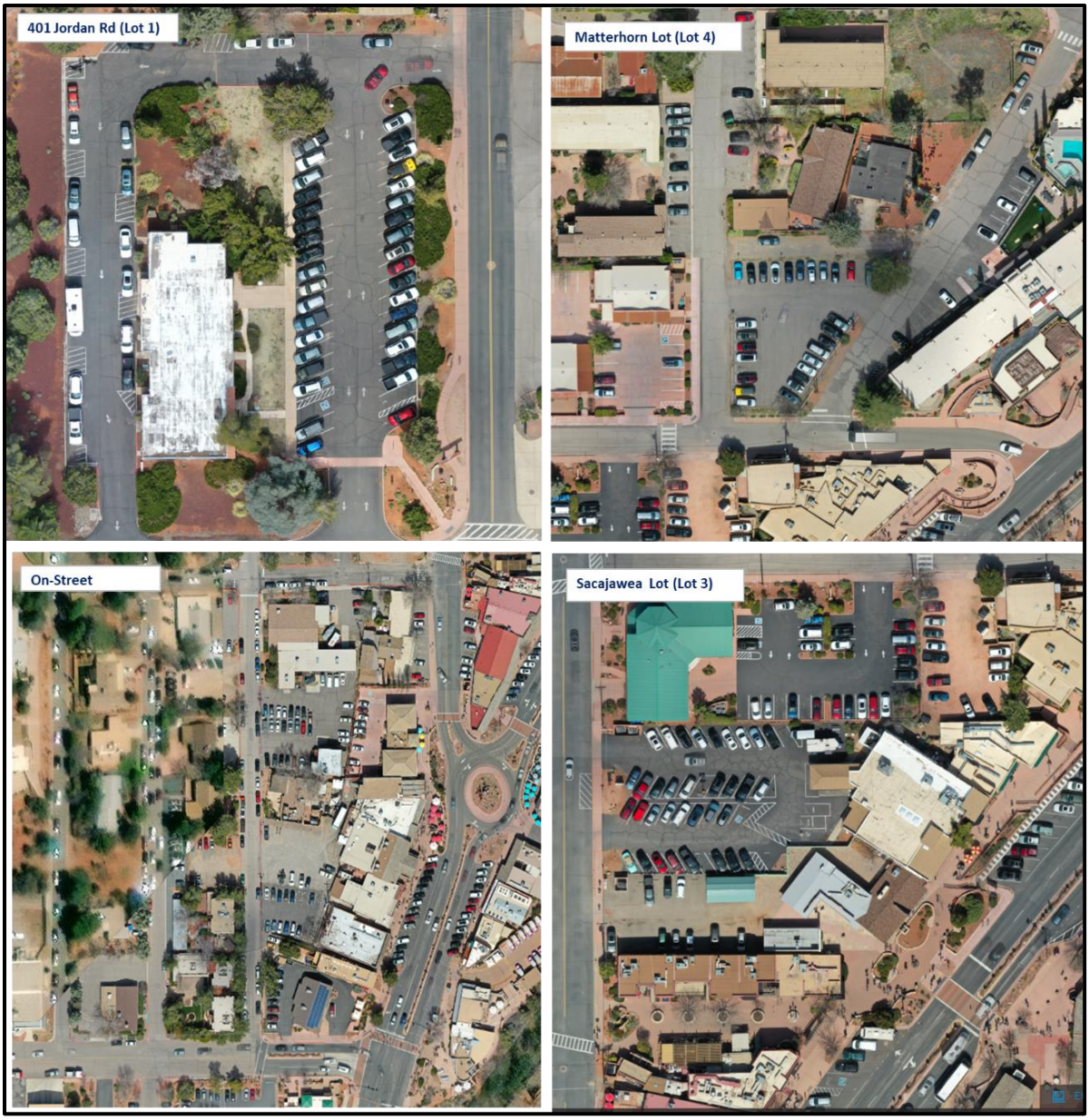


Figure 13: Projected Impact on Public Parking Surpluses / Deficits

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	801	820	840	860	881	902	924	946	969	992	1016
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	**30**	**11**	**(9)**	**(29)**	**(50)**	**(71)**	**(93)**	**(115)**	**(138)**	**(161)**	**(185)**

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	801	820	840	860	881	902	924	946	969	992	1016
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	**30**	**(35)**	**(55)**	**(75)**	**(96)**	**(117)**	**(139)**	**(161)**	**(184)**	**(207)**	**(231)**

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	801	820	840	860	881	902	924	946	969	992	1016
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	**30**	**(35)**	**(107)**	**(127)**	**(148)**	**(169)**	**(191)**	**(213)**	**(236)**	**(259)**	**(283)**

Scenario D: 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	801	820	840	860	881	902	924	946	969	992	1016
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	**30**	**(35)**	**(107)**	**(161)**	**(182)**	**(203)**	**(225)**	**(247)**	**(270)**	**(293)**	**(317)**

*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

Note that the scenarios above did not consider the proposed changes to parking along 89A (SIM-1b northbound) which would reduce public parking capacity by 13 stalls.

Future Parking Needs Conclusions

Based on the above scenarios, this study projects that the total public parking need including both anticipated growth and possible replacement of public lots and on-street stalls may be as much as roughly 117-203 stalls needed within 5 years and roughly 231-317 stalls needed within ten years.

The year-to-year projected effective deficits above are based on the total public parking resources that would be needed for a typical design day (the 85th percentile of overall activity) and maintaining an appropriate surplus of parking for circulation on those dates.

The 5-year and 10-year projected needs are summarized on the next page.

Figure 14: Summary of Projected Public Parking Needs

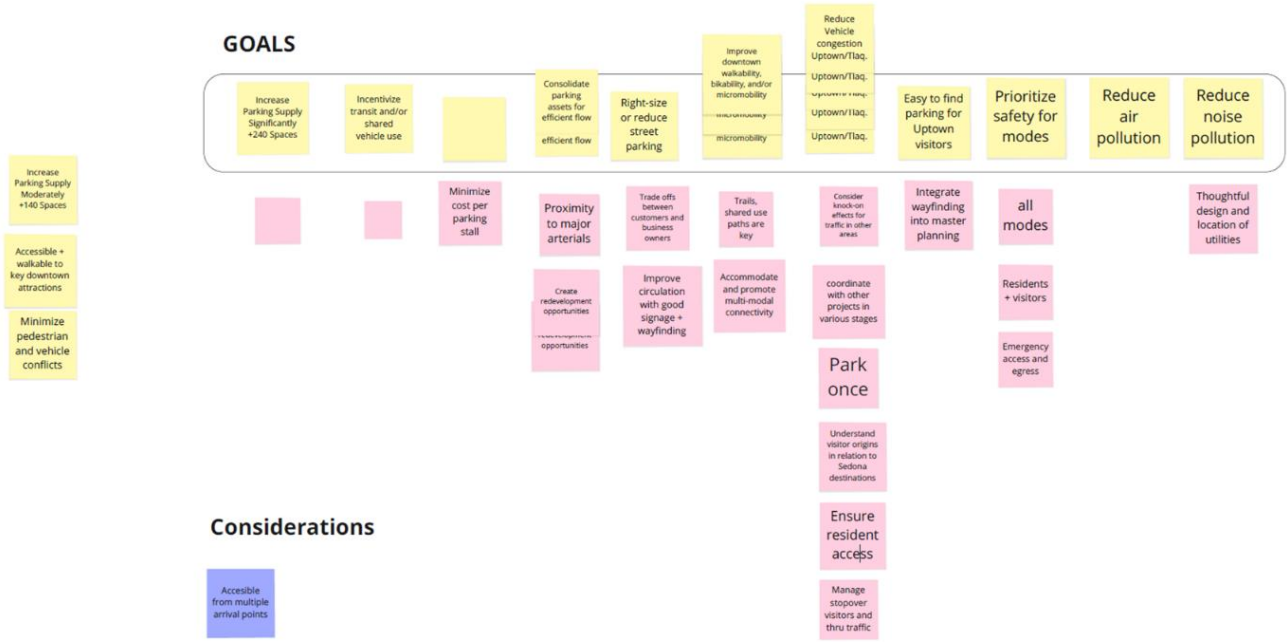
Secenario		*2023*	*2028*	*2033*
Scenario A: No Supply Change				
	Effective Public Parking Supply	831	831	831
	Projected Demand	801	902	1,016
	Projected Effective Surplus / Deficit	***30***	***(71)***	***(185)***
Scenario B: Possible Development Lot 1				
	Effective Public Parking Supply	831	785	785
	Projected Demand	801	902	1,016
	Projected Effective Surplus / Deficit	***30***	***(117)***	***(231)***
Scenario C: Possible Development of Lots 1, 3 & 4				
	Effective Public Parking Supply	831	733	733
	Projected Demand	801	902	1,016
	Projected Effective Surplus / Deficit	***30***	***(169)***	***(283)***
Scenario D Possible Development of Lots 1, 3, 4 & On-Street Changes				
	Effective Public Parking Supply	831	699	699
	Projected Demand	801	902	1,016
	Projected Effective Surplus / Deficit	***30***	***(203)***	***(317)***

Stakeholder Evaluation of Options

As outlined in the "Summary of Findings" section of this report, the city appointed a nine-member Parking Stakeholder Task Force to help review the technical aspects of the parking analysis and arrive at a recommendation.

The evaluation matrix (see Figure 1) was developed over the course of several meetings in which the Task Force discussed and then drafted a Goals and Objectives statement and then arrived at a set of criteria against which to evaluate parking options. The options discussed included surface lot consolidation, parking lots and/or garage(s), remote/intercept parking, and the option to not build any additional capacity.

Figure 15: Whiteboard Exercise and Draft Version of the Matrix with redlines from Task Force Feedback



Criteria	Metric	Weighted Priority (out of 1)
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)	Highest (.25)
Improve downtown walkability, bikability, 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	High (.20)
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)	High (.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	Medium (.15)
Preserve the environment and the historic charm and character of Sedona	Impacts on noise and air pollution + consideration of other disruptions to environment, quality of life	Medium-Low (.10)
Right size public parking in the context of other access investments	Meet projected 5-year / 10-year needs (pending results of parking supply/demand and alternative transportation analysis to reflect reasonable projections)	Medium-Low (.10)

In total, the consultant team and Parking Stakeholder Task Force met a total of seven times between May 4 and September 26, spending between 90 minutes and two hours during each workshop to review background data and collect feedback.

Traffic and Emergency Evacuation

Separate traffic and emergency access evaluation studies were completed over the course of this analysis and were discussed with the Parking Stakeholder Task Force during the August and September meetings with presentations on these topics. These analyses were more extensive in nature and have been included in the Appendix section of this report for reference.

Parking Management and Policy Recommendations

The scope of work for this study included a specific focus on the need for a garage and/or other options to address the goals and objectives identified by the stakeholder Task Force. Therefore, parking management and policy were not evaluated in depth. However, during one of the stakeholder workshops (meeting #3) the group did review and discuss an initial list of policy recommendations. These recommendations are listed below as areas for further evaluation (listed in no particular order):

- Identify / allocate funding for parking lot resurfacing and regular maintenance
- Work with asset owner of the Sinagua Plaza garage to develop capital maintenance plan; consider lighting upgrades for lower level and re allocation of employee parking stalls
- Preform an American with Disabilities Act (ADA) Audit for the downtown and work with private asset owners to meet recommended ADA design guidelines more consistently
- Consider expanding public paid parking
- Re-evaluate the parking guidance system (PGS) for Lot 5 and consider expanding the PGS information to key intersections / decision points
- Revisit parking wayfinding signage placement and messaging
- Adopt complete streets guidelines to improve pedestrian and bicycle connections, and reduce “pinch points” along downtown adjacent streets
- Evaluate the role and effectiveness of parking enforcement efforts on 3-hour parking limitations
- Consider formalizing a downtown employee parking permit program
- Evaluate the parking ambassador model and alternative departmental oversight
- Evaluate locations for mobility hubs
- Consider pros and cons of different vehicle types for downtown Sedona (e bike vs e scooter vs light electric shuttle)
- Evaluate policy changes needed to better utilize park and ride intercept lots

Options Evaluation

Following meetings 6 and 7 with the Parking Stakeholder Task Force, members were asked to evaluate the parking options against the matrix and apply information from the parking needs study, bests practices discussions, and traffic and emergency access evaluations.

Though results were not unanimous, the Task Force determined the best course of action was to recommend a new public parking garage north of Forest Road (at the original location) and pursue opportunities to consolidate public parking lots where feasible (locations shown and G and B were discussed as possibilities).

The breakdown of the Task Force's weighted scoring across the options is shown below and on the following page.

Figure 16: Options for Evaluation

Options shown would be the first phase with future phases to include consolidation of other lots, street changes, transit and other programs, etc.

Options	Details
No new parking	No build 0 new spaces
New intercept parking lots	Location TBD 1-3 surface lots Unknown potential
Surface Lot @ North side of Forest Road **(F)**	430-460 Forest Road 1 surface lot ~80 net new spaces
Parking Garage on North of Forest Road **(F)**	430-460 Forest Road 3 decks ~272 net new spaces
Parking Garage on Municipal Lot **(B)**	260 Schnebly Road 2.5 decks 273-454 net new spaces
Consolidated Public Surface Lots @ Forest Road **(G, F)** and/or Muni Lot **(B)**	Location TBD 3 surface lots Potential TBD
New Garage **(F)** + Consolidated Public Lots (**G** and/or **B**)	One garage option + Consolidated lots @ G/B, Potential TBD

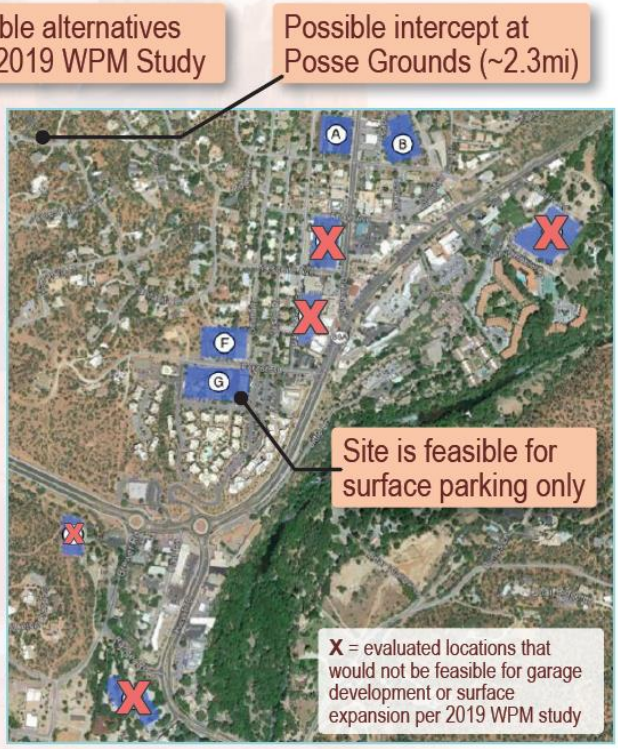
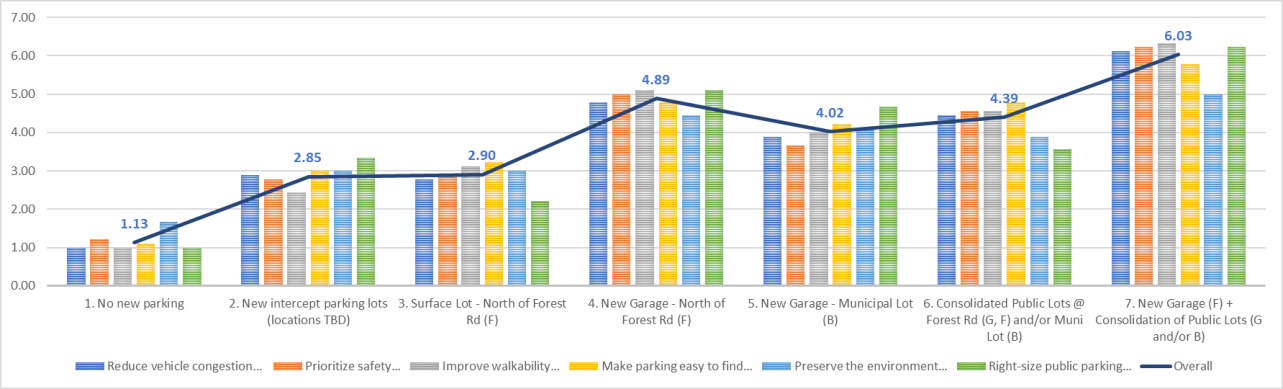


Figure 17: Weighted Scoring Results

	Reduce vehicle congestion...	Prioritize safety…	Improve walkability…	Make parking easy to find…	Preserve the environment…	Right-size public parking…	**Overall**
1. No new parking	1.00	1.22	1.00	1.11	1.67	1.00	1.13
2. New intercept parking lots (locations TBD)	2.89	2.78	2.44	3.00	3.00	3.33	2.85
3. Surface Lot - North of Forest Rd **(F)**	2.78	2.89	3.11	3.22	3.00	2.22	2.90
4. New Garage - North of Forest Rd **(F)**	4.78	5.00	5.11	4.78	4.44	5.11	4.89
5. New Garage - Municipal Lot **(B)**	3.89	3.67	4.00	4.22	4.11	4.67	4.02
6. Consolidated Public Lots @ Forest Rd **(G, F)** and/or Muni Lot **(B)**	4.44	4.56	4.56	4.78	3.89	3.56	4.39
7. New Garage **(F)** + Consolidation of Public Lots (**G** and/or **B**)	6.11	6.22	6.33	5.78	5.00	6.22	6.03



Options Evaluation Conclusions

The stakeholder Task Force spent significant time discussing how the criteria from the selection matrix would support the City's overall plan and vision.

Several common themes emerged including a strong desire to reduce vehicle congestion, the need to prioritize safety for residents during emergency evacuations, and a desire to better integrate transit, ADA access, and walkability/bikeability into the parking plan.

Though the results were not unanimous, most of the Task Force concluded that Option 7 was the best alternative to achieve the stated objectives. The consultant team, based on our own evaluation of the data, also reached this conclusion.

Recommendation

The Parking Stakeholder Task Force recommends a new public parking garage be constructed north of Forest Road (at the original location) and the city should also pursue opportunities to consolidate public parking lots where feasible (locations shown and G and B were discussed as possibilities).

Appendices and Additional Data

The following Appendices contain information that was presented to the Parking Stakeholder Task Force to help arrive at an informed evaluation of the Options:

- Appendix A: Slide Deck Presentations (consolidated from meetings 1-7)
- Appendix B: Traffic Study Data
- Appendix C: Emergency Egress Evaluation

Additionally, we have attached or provided the following as part of this analysis:

- Appendix D: Public Meeting Feedback Summary
- Under Separate cover: Parking Inventory/Occupancy workbook

Kimley»Horn
Expect More. Experience Better.

Appendices

Uptown Parking Alternatives Analysis

Task Force Meeting #1
May 4, 2023

Kimley»Horn

1

Agenda

- Introductions (15 min)
- Project Overview (10 min)
- Parking and Mobility Existing Conditions (15 min)
- Introduction to Priority Setting Exercise (10 min)
- Break (10 min)
- Priority Setting Exercise (30 min)
- Discussion and Wrap-up (20 min)

2

Introductions

Resident Representatives:

- Avrum Cohen
- Joe Zani

Business Representatives:

- Mike Wise
- Jesse Alexander

City of Sedona Staff:

- Karen Osburn -- City Manager
- Andy Dickey, PE -- Assistant City Manager/Director of Public Works
- Steve Mertes -- Director of Community Development
- Robert Weber -- Transit Administrator
- Robert Welch -- PE Associate Engineer

Consultant (Kimley-Horn):

- Andrew Baird
- Mike Griffith
- Bennett Hall
- Jeremiah Simpson (PM)

Project Manager Relevant Experience

- 22 Years of consulting experience
- IPMI Accredited Parking Organization Site Reviewer
- Shared Parking, TDM, Curb Management, Policy
- Worked w/ many small city & seasonal destinations
  - Park City (UT), Jackson (WY), Manitou Springs (CO), Rapid City (SD), Scottsdale (AZ), Santa Fe (NM), Breckenridge (CO), Whitefish (MT), Glenwood Springs (CO)

3

Project Overview

Study objectives:

1. Is a garage needed?
2. If so, is 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

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Project Overview

Task Force Responsibilities:

- Draft policy statement (structured as goals, objectives, and strategies) 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 garage site selection criteria with corresponding criteria weightings**
- Preliminary site selection identification (if different from prior study)
- Preview and comment period on Council Workshop deliverables

5

Existing Conditions

6

Regional Airport Access

7

Local Transportation Modes

Goal: Encourage a "park once" approach for Uptown visitors and commuters.

Sedona, AZ Commute Mode Split[1]	
Car - SOV	61%
Telework	23%
Car - Carpool	9%
Walk	4%
Other	2%
Transit	0%

[1] From 2021 American Communities Survey 5-year Estimates.

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Local Transportation Modes

Goal: Encourage a "park once" approach for Uptown visitors and commuters.

Note: Peer cities are ordered by absolute difference in City Population compared to Sedona.

	City Population[1]	Walk Score[2]	Bike Score[2]	Transit Score[3]
Sedona, AZ	**9,693**	**62**	**17**	**2.6**
Small City Peers				
Jackson, WY	10,767	89	76	N/A[4]
Taos, NM	6,595	76	52	3.3
Estes Park, CO	5,880	65	36	3.3
Moab, UT	5,317	66	88	0.5
Breckenridge, CO	5,024	57	34	3.3
Manitou Springs, CO	4,832	78	38	4.0
Vail, CO	4,735	61	45	5.6
Great Falls, MT	60,403	44	43	N/A[4]
Rapid City, SD	74,350	84	81	2.6
Flagstaff, AZ	76,989	39	65	4.0
Santa Fe, NM	88,193	39	50	4.9
Large City Peers				
Spokane, WA	229,071	49	52	6.0
Reno, NV	268,851	40	52	4.3
Colorado Springs, CO	483,956	36	45	3.0
Tucson, AZ	543,242	43	66	5.8
Portland, OR	641,162	67	83	8.9
Denver, CO	711,463	61	72	7.8
Seattle, WA	733,919	74	71	8.5
San Francisco, CA	815,201	89	72	9.6
Phoenix, AZ	1,625,000	41	56	6.1

[1] 2021 Esimates per U.S. Census Bureau.
[2] Scores from 0-100 with 100 indicating highest walkability/bikeability to daily amenities. As reported by the Walk Score project, which factors in walking/biking routes to nearby amenities for every city block, weighted by population density per block, and then averages those scores for a city-wide score. https://www.walkscore.com
[3] Scores from 0.0-10.0 with 10.0 indicating highest transit access and quality. As reported by the All Transit Performance Score, which considers transit trips per week with 0.5 mi., transit routes within 0.5 mi. of the average household, number of jobs accessible in 30-min trip from the average household, and percentage of commuters who use transit. https://alltransit.cnt.org/metrics
[4] No local transit agency available to complete score.

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Parking Survey Data
(March 12-25, 2023)

Row Labels	Sum of Inventory	Public Supply
City/Public	559	559
Lodging	731	
On-Street Paid	89	89
Other Private	1,082	
Unmanaged	314	314
Grand Total	**2,775**	**962**

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Parking Survey Data

Sunday, Mar 12th

Parking Type	9:00 AM Occupancy	12:00 PM Occupancy	3:00 PM Occupancy	6:00 PM Occupancy
City/Public	26%	82%	93%	55%
Lodging	39%	52%	59%	57%
On-Street Paid	31%	98%	99%	91%
Other Private	21%	63%	64%	43%
Unmanaged	41%	88%	90%	72%
Total	29%	68%	73%	54%

Row Labels	Sum of Inventory	Public Supply
City/Public	559	559
Lodging	731	
On-Street Paid	89	89
Other Private	1,082	
Unmanaged	314	314
Grand Total	2,775	962

Monday, March 13th

Parking Type	9:00 AM Occupancy	12:00 PM Occupancy	3:00 PM Occupancy	6:00 PM Occupancy
City/Public	25%	95%	89%	57%
Lodging	51%	51%	61%	48%
On-Street Paid	43%	97%	97%	92%
Other Private	22%	64%	66%	48%
Unmanaged	52%	92%	89%	61%
Total	34%	71%	73%	53%

Saturday, March 25th (Adjusted)

Parking Type	9:00 AM Occupancy	12:00 PM Occupancy	3:00 PM Occupancy	6:00 PM Occupancy
City/Public	21%	74%	81%	49%
Lodging	37%	48%	54%	51%
On-Street Paid	21%	94%	87%	70%
Other Private	22%	58%	60%	47%
Unmanaged	50%	87%	89%	58%
Total	29%	63%	67%	51%

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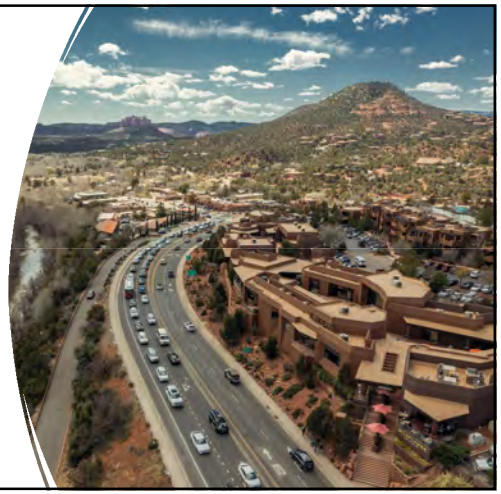
Priority Setting



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Previous Plans: Overview

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Key Takeaways

	2012	2014	2017	2018	2019	2019	2021	2022
		Update coming					Not Yet Adopted	
Title	Uptown Parking Management Plan	Community Plan	Public Parking Trifold	Transportation Masterplan	Uptown Parking Concept Assessment	Transit Implementation Plan	Uptown Community Focus Area Plan	Transit Requirements Memorandum
Guiding Principles or Big Idea	"Park Once" Update to the 2005 Uptown Parking Management Plan	"Guide future growth, not to regulate it"	Inform the public	Environmental Sustainability; Community Connection; Improved Traffic Flow; Walkability; Economic Diversity; Lifelong Plan	Provide sufficient parking to support the businesses in Uptown	Move general concepts into implementation	Focus of Plan: Walkable Sedona; Sustainable place to live, work, play, or visit; Include data and analysis; Sustainable place to live, work, play, or visit.	"Park Once"
Goals and Objectives	Manage traffic queues to ensure availability within and optimizing utilization of existing off-street supply to meet a variety of parking needs	Guide the Planning and Zoning Commission and City Council in making development decisions	Provide clear parking options for visitors and residents.	multi-modal strategies and guidance to address congestion and mobility needs of residents, visitors, and commuters.	analyze the effects of future visitor growth will have on the parking system and make recommendations	educate visitor expectations while protecting the unique environment	Implement Goals for Future: partnerships, recommendations, and City actions to align with the Sedona Community Plan Focus Areas goals and policies. Include data and analysis. Future of Uptown	Reduce number of vehicles on road and at trailheads during busiest tourist season
Future Growth	5-5 year recommendation timeline	Sedona does not have specific growth areas, areas designated for future growth of the City	na	ZEB, TRANSIT FLEXIBILITY	84% occupied at peak. 130-600 spaces needed over the next 7 years	Sedona possesses a free public grade crossing (CSX) in Uptown, which is 20 percent higher than the current population	ZEB, TRANSIT FLEXIBILITY	ZEB, TRANSIT FLEXIBILITY

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Site Selection Matrix(example)

	Goal	Metric	Weight
1	Serve Multiple Uses, Durable	Ratio of space dedicated to pedestrians to space dedicated to traffic	Medium
2	Develop Sense of Place	Identifiable public amenities	High
3	Prioritize Comfort	Traffic calming measures, shade, accessibility	High
4	Discourage Non-local Traffic	Slow speeds with narrow lanes	High
5	Preserve Access	Existing access points preserved or enhanced	Medium
6	Improve Snow Storage and Drainage	simplify drainage and storage	Low
7	Maintain Loading Access on South Frontage	Loading zones meet local requirements	Medium
8	Collaborate with Utility	Standard approach or innovative alignment	Low

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Site Selection / Priorities Exercise

Selection Criteria

	Goal	Metric	Weight
What is it?	Desired outcome	How we measure success	Level of priority
Example	Decrease in parking pressure on main Street	60% or less utilization in off peak times	High

Community Values and Objectives

Community Values or Objectives	How Parking Management Can Address
Environmental stewardship	Lower emissions from less SOV
Sense of Place	Parking facilities not visually disruptive

19

Site Selection Matrix (Draft)

When fully implemented, the downtown parking & mobility solution(s) for Sedona will accomplish the following:

Goal	Metric	Weighted Priority
Reduce vehicle congestion in Uptown / Tlaquepaque	Projected peak hours trips impacting roundabout at 179 and 89A ("the Y")	Medium
Increase the parking supply moderately	Net gain of 15% public stalls (>140)	
Increase the parking supply significantly	Net gain of 25% public stalls (>240)	
Minimize pedestrian and vehicle conflicts	Potential ped/veh. path of travel conflicts + sight triangles for ingress/egress	
Accessible from multiple arrival points	Number of points of vehicular access	
Easy to find for Uptown visitors	Signage / wayfinding / visibility	
Minimize cost per stall	Total $$ per net space added	
Accommodate and promote multi-modal connectivity	# of modes / prioritization of micro mobility or transit	
Incentivize transit use and/or shared vehicle trips	Total SOV percentage use	
Walkable to downtown businesses	Number of businesses within 400'-800'	
Improve downtown walkability, bikability, and/or micro-transit	Program supportive matrix	
Create redevelopment opportunities	# of sites or SF available	

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Thank you!

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Uptown Parking Alternatives Analysis

Task Force Meeting #2
June 8, 2023

Kimley»Horn

1

Agenda

- Ice Breaker / Introductions (10 min)
- Project Overview (10 min)
- Policy Statement and Evaluation Matrix (15 min)
- Discussion (15 min)
- Existing and Future Conditions Update (15 min)
- Discussion and Wrap-up (25 min)

2

Introductions

Resident Representatives:

- Avrum Cohen
- Joe Zani

Business Representatives:

- Mike Wise
- Jesse Alexander

City of Sedona Staff:

- Karen Osburn -- City Manager
- Andy Dickey, PE – Deputy City Manager
- Steve Mertes -- Director of Community Development
- Robert Weber -- Transit Administrator
- Robert Welch -- PE Associate Engineer

Consultant (Kimley-Horn):

- Andrew Baird
- Mike Griffith
- Bennett Hall
- Jeremiah Simpson (PM)

3

Project Overview

Study objectives:

1. Is a garage needed?
2. If so, is 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

Occupancy surveys completed:

- Sunday (March 12) - drone
- Monday (March 13) - drone
- Saturday (March 25) – field
- Friday (June 2) - drone
- Saturday (June 3) – drone
- *Thurs Aug 3 - Sat Aug 5 scheduled*

Workshop #1:
Wednesday August 9, 2023

4

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Project Overview

Task Force Responsibilities:

- Draft policy statement (structured as goals, objectives, and strategies) 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**
- Preliminary site selection identification (if different from prior study)
- Preview and comment period on Council Workshop deliverables

5

Evaluation Matrix (Draft)

Goal: When fully implemented, the downtown parking and mobility strategy for Sedona will provide high-quality, right-sized parking access for visitors, while promoting non-SOV modes of travel, and helping to mitigate existing traffic and circulation challenges.

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

Criteria	Metric	Weighted Priority (out of 1)
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)	Highest (.25)
Improve downtown walkability, bikability, 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	High (.20)
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)	High (.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	Medium (.15)
Preserve the environment and the historic charm and character of Sedona	Impacts on noise and air pollution + consideration of other disruptions to environment, quality of life	Medium-Low (.10)
Right size public parking in the context of other access investments	Meet projected 5-year / 10-year needs (pending results of parking supply/demand and alternative transportation analysis to reflect reasonable projections)	Medium-Low (.10)

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White Board Exercise

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Existing Conditions Analysis / Update

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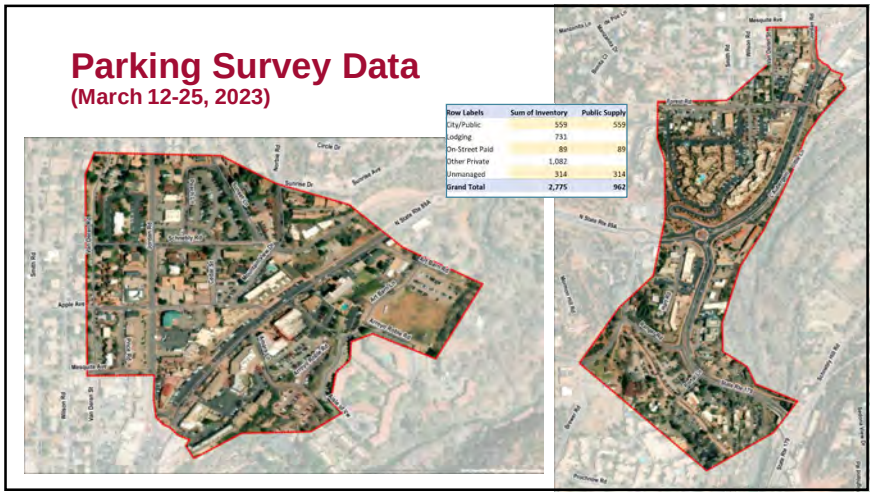

Row Labels	Sum of Inventory	Public Supply
City/Public	559	559
Lodging	731	
On Street Paid	89	89
Other Private	1,082	
Unmanaged	314	314
Grand Total	2,775	962

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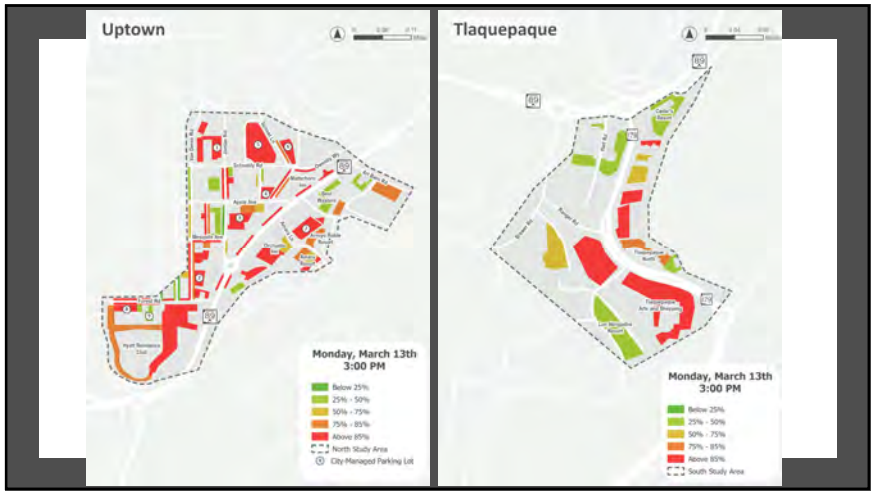

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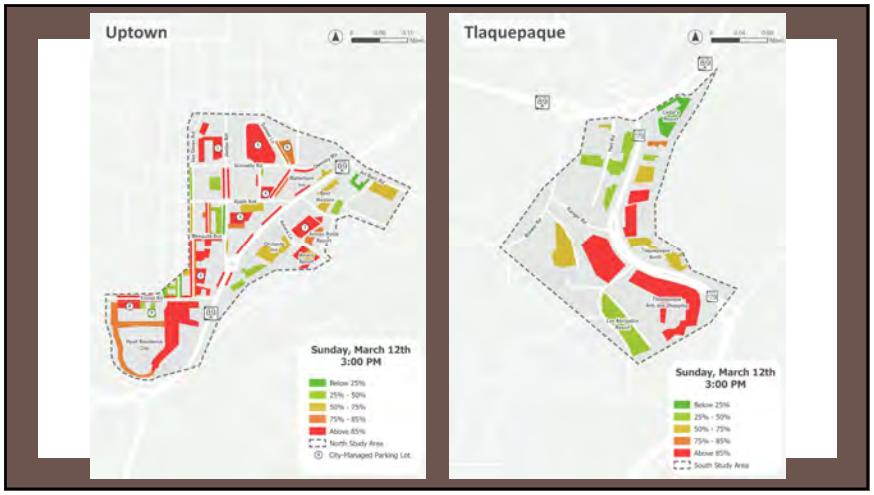

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Parking Survey Data

Sunday, March 12th

Parking Type	Sum of Inventory	9:00 AM Occupancy	12:00 PM Occupancy	3:00 PM Occupancy	6:00 PM Occupancy
City/Public	559	26%	82%	93%	55%
Lodging	701	41%	54%	62%	60%
On-Street Paid	89	31%	98%	99%	91%
Other Private	1,082	21%	63%	64%	43%
Unmanaged	330	39%	85%	90%	69%
Total	2,761	29%	68%	74%	54%

Monday, March 13th

Parking Type	Sum of Inventory	9:00 AM Occupancy	12:00 PM Occupancy	3:00 PM Occupancy	6:00 PM Occupancy
City/Public	559	25%	95%	89%	57%
Lodging	701	53%	53%	63%	50%
On-Street Paid	89	43%	97%	97%	92%
Other Private	1,082	22%	64%	66%	48%
Unmanaged	330	49%	89%	88%	59%
Total	2,761	34%	72%	74%	53%

Saturday, March 25th

Parking Type	Sum of Inventory	9:00 AM Occupancy	12:00 PM Occupancy	3:00 PM Occupancy	6:00 PM Occupancy
City/Public	559	21%	74%	81%	49%
Lodging	701	40%	50%	56%	54%
On-Street Paid	89	21%	94%	87%	70%
Other Private	1,082	22%	59%	60%	48%
Unmanaged	330	48%	85%	89%	56%
Total	2,761	29%	64%	68%	51%

Key Findings:

- Public Parking is full at noon and 3pm
- Unmanaged street parking shows greatest increase from 9a-noon (as employees arrive)
- Lodging / hotel parking lots are underutilized during the daytime
- Heat maps show predicable patterns near key visitor destinations
- Tlaquepaque has limited opportunities to expand supply
- June data being evaluated to help determine appropriate adjustment between peak and design day conditions (85th percentile suggested)

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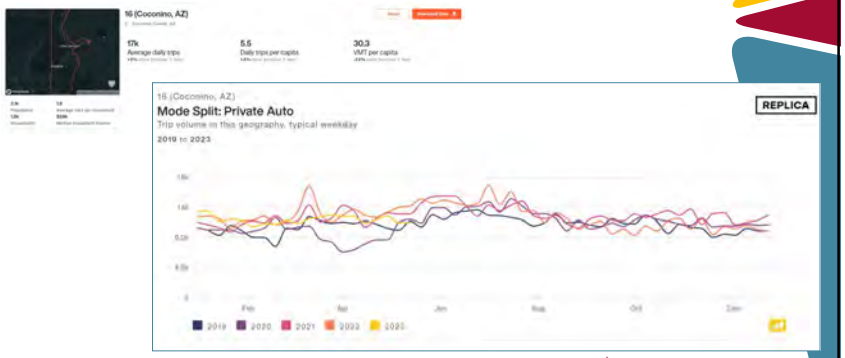
Seasonal Adjustments – Auto Trips



*Source: ReplicaHQ. Retrieved 06/06/2023 (https://studio.replicahq.com/trends/dashboard/6/76358)

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Seasonal Adjustments – Hotel Occ.

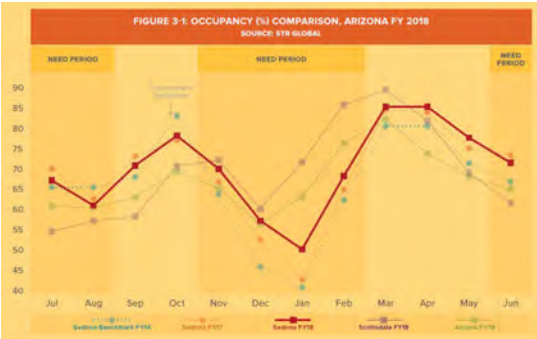

TABLE 2-2: LODGING DEMAND GROWTH BY SEASON*
SOURCE: STR GLOBAL

Season	% Increase 2013-2017
Peak Season	+11.8
Mid Season	+13.9
Off Season	+34.1
Total	+15.2

*Source: "Sedona Sustainable Tourism Plan," City of Sedona and Sedona Chamber of Commerce & Tourism Bureau, April 2019

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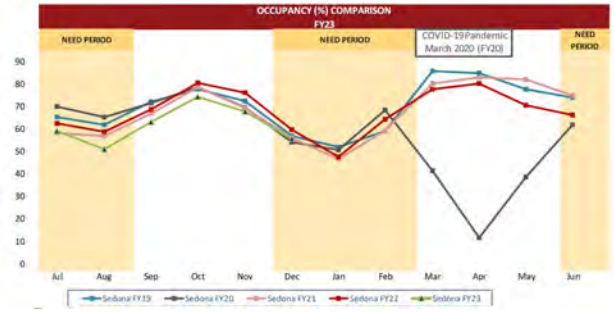
Seasonal Adj - Post-COVID



FY23 Occupancy YTD (July - December) is 62.0%, a level -8.7% below FY19 norms. This YTD performance was influenced by the softer occupancies for all months July through December as compared to the comparable months in FY19. This FY23 performance is also down - 8.6% from FY22 and reflects the continued softening in occupancy performance noted throughout much of the second half of FY22 performance.

*Source: Sedona Chamber of Commerce & Tourism Bureau, Smith Travel Research FY23 (July 2022-Dec 2022)

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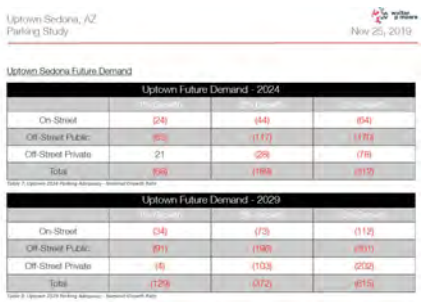
Future Growth Adjustments


Uptown Sedona, AZ
Parking Study
Nov 25, 2019

Uptown Sedona Future Demand

Uptown Future Demand - 2024			
	[illegible]	[illegible]	[illegible]
On-Street	(24)	(44)	(64)
Off-Street Public	(63)	(117)	(170)
Off-Street Private	21	(28)	(78)
Total	(66)	(189)	(312)

Uptown Future Demand - 2029			
	[illegible]	[illegible]	[illegible]
On-Street	(34)	(73)	(112)
Off-Street Public	(91)	(190)	(301)
Off-Street Private	(4)	(103)	(232)
Total	(129)	(372)	(615)

2019 Parking Study Analysis

- Occupancy estimate is 84% at peak season, and 85% is considered at capacity and no longer effective
- Challenges:
  - Inefficient and scattered locations
  - Many small parking lots
  - Lack of sidewalks
  - High proportion of reserved parking, for customers and management
- Future demand for parking:
  - 5-year projected deficit of 189 parking spaces
  - 10 year projected deficit of 372 parking spaces

Source: "Uptown Sedona Parking Facility, Needs, Site, and Design Concept," Walter P Moore, November 2019

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Future Growth Adjustments

- Future job growth over the next ten years is predicted to be 44.1%, which is higher than the US average of 33.5%
- In April 2023, Sedona home prices were up 11.5% compared to last year, selling for a median price of $1.1M

*Source: American Community Survey 5-Year Data (2009-2021), US Census Bureau (https://www.census.gov/data/developers/data-sets/acs-5year.html)

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Future Growth Adjustments

Source: Emsi Q2 2021 Data Set | Prepared by the Regional Economic Development Center at Yavapai College (Jones, K) 7-2021

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Previous Plans: Overview

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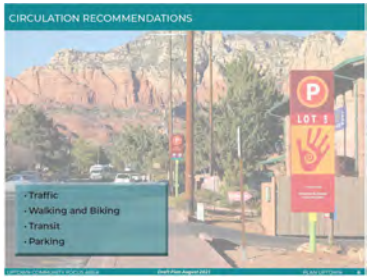
Non-Parking Investments in Access



Not all programs that reduce VMT (vehicle miles traveled) have an equal impact on parking demand. However, studies indicate that combining viable alternatives with TDM (transportation demand management) strategies can reduce parking usage by up to roughly 5%-7%

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TDM Effectiveness on SOV Trips

Menu of Strategies

Type	TDM Measure	Reduction
TRANSIT STRATEGIES		
Programmatic	Subsidize Transit Passes (100% subsidized)	10.0%
Programmatic	Subsidize Transit Passes (min. 50% subsidy)	5.0%
Infrastructure	Transit Station/Stop Investment	0.5%
Programmatic	Transit Connection Services	7.0%
Infrastructure	Passenger pick-up/drop-off areas with Curb Management	0.5%
BICYCLE AND PEDESTRIAN STRATEGIES		
Infrastructure	Bicyclist Support: Shared Amenities (Non-residential)	2.0%
Programmatic	Provide bicycle, e-bike, or micromobility share	1.0%
Infrastructure	Pedestrian- and Cyclist-Scaled Wayfinding	0.5%
PARKING AND CAR SHARE STRATEGIES		
Programmatic	Parking Fees	4.0%
Programmatic	Parking cash-out	4.0%
Programmatic	Unbundled Parking	4.0%
Infrastructure	Preferential parking for sustainable modes	0.5%
Programmatic	Incentivize Carpooling/Vanpooling	0.5%
Programmatic	Access to Car Share	1.0%

Sedona challenge to effective TDM: 75% (weekday) to 84% (weekend) of trips are tourists rather than regular employees

Most effective approach to reduce visitor parking demand:
- Provide non-driving alternatives from airports and metro areas
- Provide viable local circulation for visitors once they arrive
- Charge for public and hotel parking

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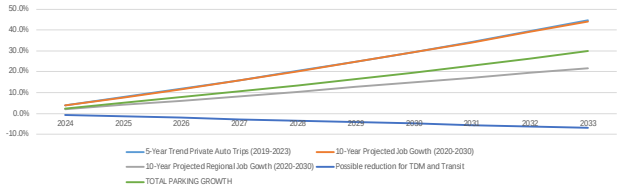
Proposed Growth Model

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%	39.3%	44.5%
ACS / US Census	10-Year Projected Job Gowth (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 Gowth (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%**



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Uptown Parking Alternatives Analysis

Task Force Meeting #3
June 22, 2023

Kimley»Horn

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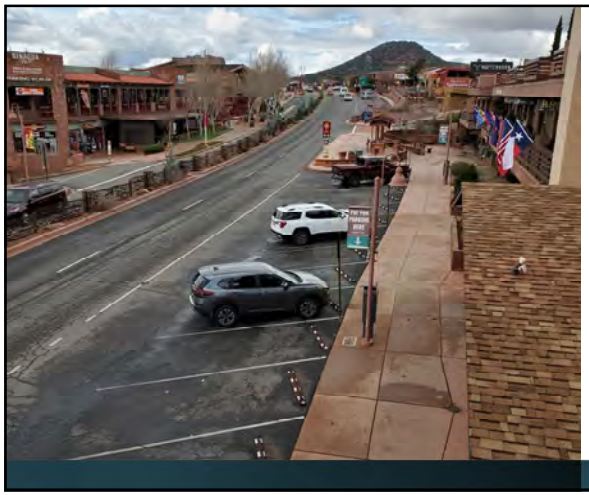

Agenda

- Introductions (5 min)
- Project Overview (10 min)
- Evaluation Matrix (10 min)
- Public Parking Sufficiency & Projections (15 min)
- Discussion (20 min)
- Policy Draft (15 min)
- Wrap-up (5 min)

2

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- Joe Zani

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- Andy Dickey, PE – Deputy City Manager
- Steve Mertes -- Director of Community Development
- Robert Weber -- Transit Administrator
- Robert Welch -- PE Associate Engineer

Consultant (Kimley-Horn):

- Andrew Baird
- Mike Griffith
- Bennett Hall
- Jeremiah Simpson (PM)

Ice Breaker

- Would you rather be able to run 100 miles per hour (mph) or fly 10 mph?

3

Project Overview

Study objectives:

1. Is a garage needed?
2. If so, is 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

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Council Workshop #1:
Wednesday August 9, 2023

4

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Project Overview

Task Force Responsibilities:

- *Draft policy statement (structured as goals, objectives, and strategies) 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*
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Objective: The plan will incorporate policy, program, and infrastructure recommendations based on the following measurable criteria:

Criteria	Metric	Weighted Priority (out of 1)
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	Highest (.20)
Improve downtown walkability, bikability, 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	High (.20)
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 "pinchpoints"	High (.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	Medium (.15)
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Right size public parking in the context of other access investments	Meet projected 5-year / 10-year needs (pending results of parking supply/demand and alternative transportation analysis to reflect reasonable projections)	Medium-Low (.10)

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Public Parking Sufficiency and Projections

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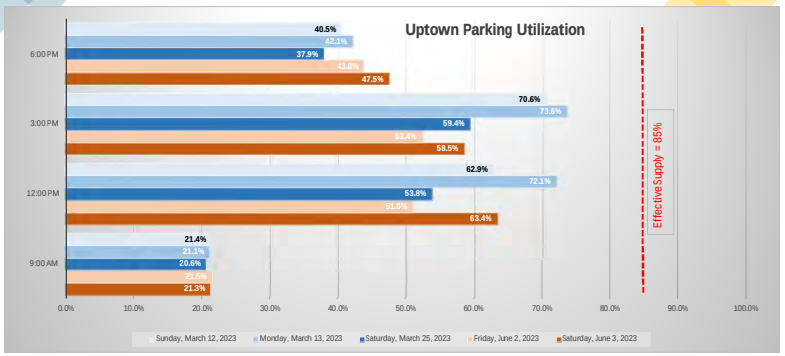

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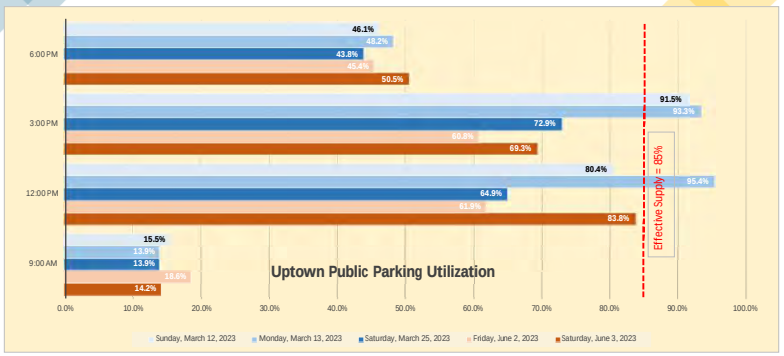

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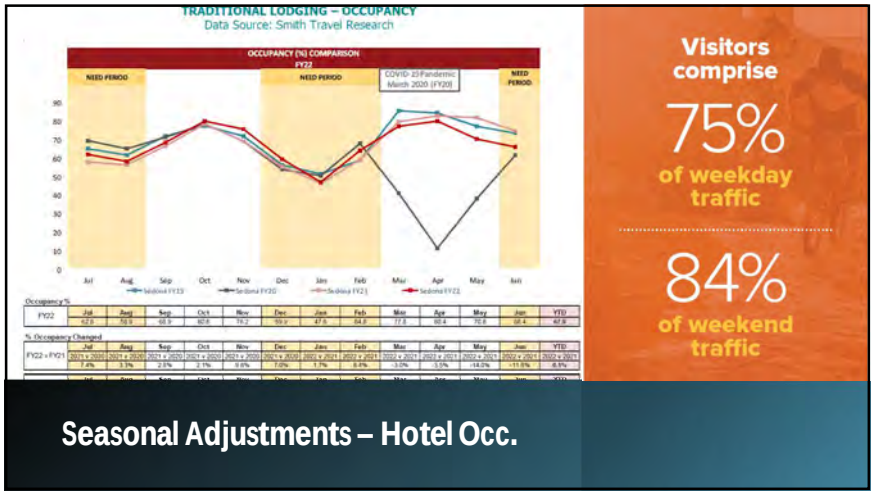

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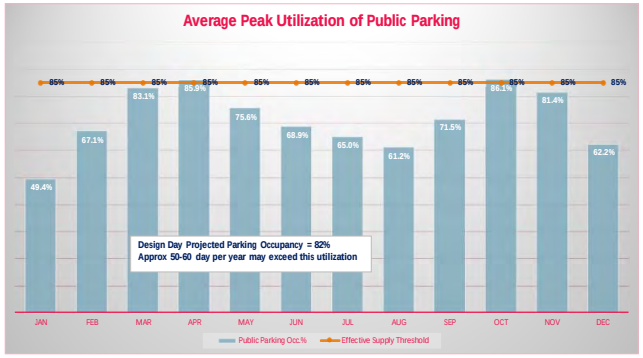
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Hotel Occ. %	***47.6%***	***64.6%***	***77.8%***	***80.4%***	***70.8%***	***66.4%***	***62.6%***	***58.9%***	***68.9%***	***80.6%***	***76.2%***	***59.9%***
Total System Occ. %	40.4%	54.8%	65.4%	67.6%	59.5%	56.3%	53.1%	49.9%	58.4%	67.7%	64.0%	50.8%
Public Parking Occ.%	49.4%	67.1%	83.1%	85.9%	75.6%	68.9%	65.0%	61.2%	71.5%	86.1%	81.4%	62.2%
Effective Supply Threshold	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%



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Projected Growth Model

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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%	39.3%	44.5%
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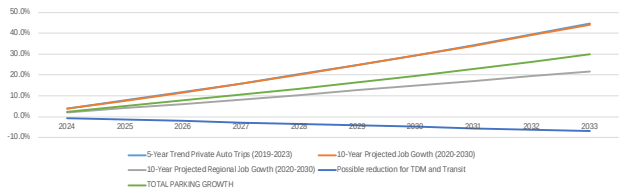
REDC	10-Year Projected Regional Job Gowth (2020-2030)	21.8%	2.0%	2.0%	4.0%	6.1%	8.2%	10.4%	12.6%	14.8%	17.1%	19.4%	21.8%
	AVERAGE		**3.2%**	**3.2%**	**6.4%**	**9.8%**	**13.3%**	**16.9%**	**20.6%**	**24.4%**	**28.4%**	**32.5%**	**36.8%**
	Possible reduction for TDM and Transit	7.0%	-0.7%	-0.7%	-1.4%	-2.1%	-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%**



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Investment in Transit / Connectivity

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Projected Parking Demand (No Supply Changes)

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)**

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)**

15

Possible Development Impacts / Discussion

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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

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Feedback / Discussion

- Options to address employee parking need
- Traffic impacts from vehicles entering Uptown from the North on 89A
- Lodging/hotel parking lots are underutilized during the daytime -- are these guests part of the traffic congestion problem?
- Jeep Tour operators load and unload passengers in Uptown -- should the City require tour operators to provide parking elsewhere?
- Under Task Force Responsibilities is the task force evaluating need for garage? What is the preliminary site selection identification task?
- Should "Right size public parking in the context of other access investments" remain as a criteria? We are considering projected growth for a 5–10-year period? What about growth over the next 20-30 years? Why should growth in demand be a consideration for building a garage in Uptown when we have a more heavily weighted criteria to reduce vehicle congestion in Uptown?
- In order to reduce vehicular congestion in Uptown, should we consider eliminating parking along Route 89A through the Uptown area?
- Data sets from the evacuation planning study recently concluded by Coconino County in Sedona should be utilized to inform this Task Force about evacuation routing, times and impediments in the Uptown area.
- Human behavior is to seek out convenient parking close to shops and business

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Thank you!

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Draft Parking Policy Recommendations

Criteria	
Reduce vehicle congestion in Uptown and Tlaquepaque	
Improve downtown walkability, bikability, and ADA access and promote transit and micro-mobility opportunities	
Prioritize safety for all modes and preserve resident and emergency vehicle access & egress	
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	

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Draft Parking Policy Recommendations

- Identify / allocate funding for parking lot resurfacing and regular maintenance

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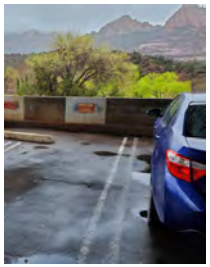
Draft Parking Policy Recommendations

- Work with asset owner of the Sinagua Plaza garage to develop capital maintenance plan
- Consider lighting upgrades for lower level and re-allocation of employee parking stalls



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Draft Parking Policy Recommendations

- Preform an ADA Audit for the downtown and work with private asset owners to meet ADAAG more consistently

23

Draft Parking Policy Recommendations

- Consider expanding pay parking to cover more public assets

24

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Draft Parking Policy Recommendations

- Re-evaluate parking guidance system for Lot 5 and consider expanding to PGS to key intersections / decision points

25

Draft Parking Policy Recommendations

- Re-visit signage placement and messaging

26

Draft Parking Policy Recommendations

- Adopt complete streets guidelines to improve pedestrian and bicycle connections, and reduce "pinch-points" along downtown adjacent streets

27

Draft Parking Policy Recommendations

- Evaluate the role and effectiveness of parking enforcement efforts on 3-hour parking limitations
- Consider formalizing downtown employee parking permit program
- Evaluate parking ambassador model and alternative departmental oversight

28

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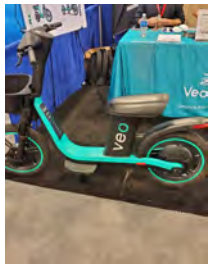
Draft Parking Policy Recommendations

- Evaluate locations for mobility hubs
- Consider pros and cons of different vehicle types for downtown Sedona (e-bike vs e-scooter vs light electric shuttle)



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Draft Parking Policy Recommendations

- Evaluate policy changes needed to better utilize park-and-ride intercept lots

30

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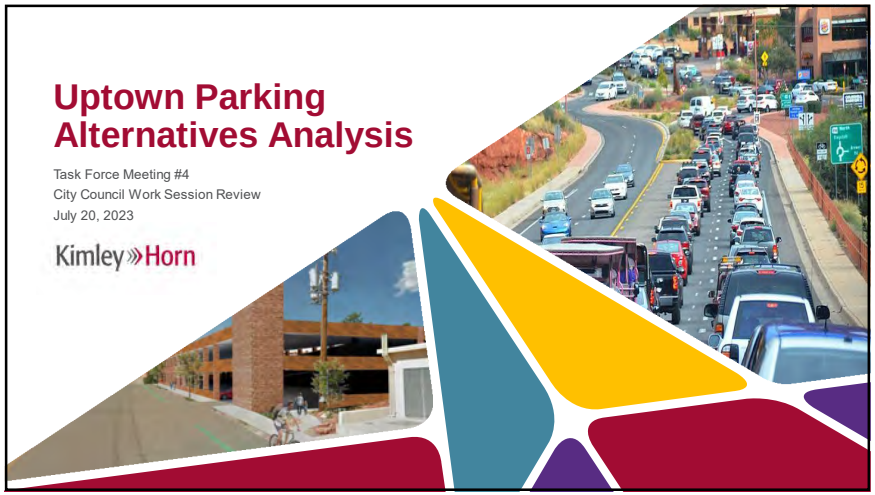
Uptown Parking Alternatives Analysis

Task Force Meeting #4
City Council Work Session Review
July 20, 2023

Kimley»Horn



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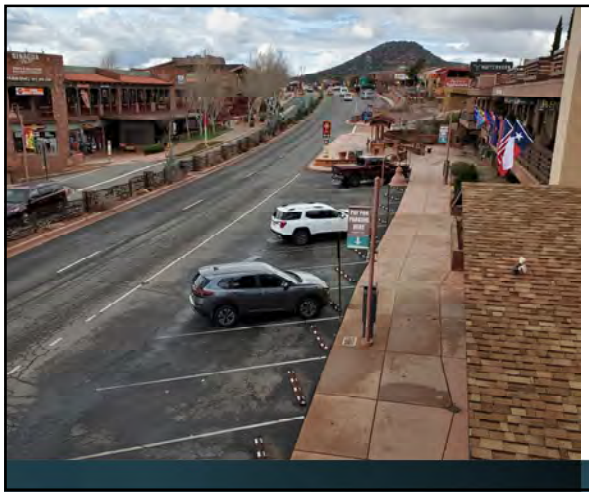


Agenda

- Introductions
- Project Overview
- Preliminary Task Force Deliverables
- Public Parking Sufficiency Projections
- Discussion
- Next Steps

2

Introductions

2023 Parking Task Force

Resident Representatives:

- Avrum Cohen
- Joe Zani

Business Representatives:

- Mike Wise
- Jesse Alexander

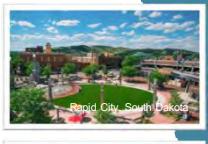
City of Sedona Staff:

- Robert Welch -- PE Associate Engineer (Project PM)
- Karen Osburn -- City Manager
- Andy Dickey, PE – 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
- Andrew Baird, P.E. – Prescott, AZ



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Project Overview

- Over the last 10+ years, tourism has been a major driver of the City's economy and has grown significantly
- November 2019 -- Sedona City Council voted to proceed with the design of a new Uptown parking garage to address parking shortages and traffic congestion
- North Forest Road site was recommended based on a 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
- More recently, residents and City Council expressed doubts concerning the Forest Road location, including the idea that a new parking garage may invite new vehicular demand rather than reducing vehicular 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
- Goal for this update is to look at the need for a parking garage in a more robust manner including more robust data collection efforts, evaluation of parking management and other solutions, and engagement with a representative "Parking Task Force"

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Project Overview

Primary Questions for the study to Address:

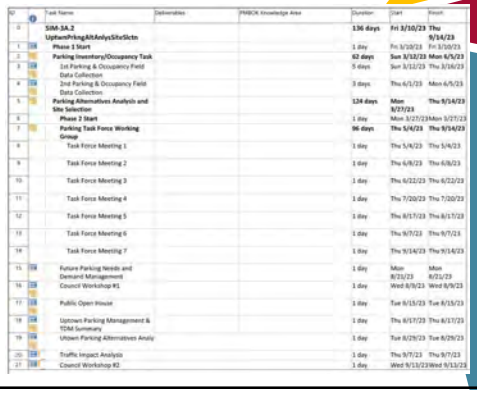
1. Is a garage needed?
2. If so, is Forest Road location still the best option?
3. How can the Uptown/Tlaquepaque public parking system (with or without the garage) best support the City's overall plan and vision

Workplan and Progress:

5

Project Overview

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



ID		Task Name	Deliverables	PMBOK Knowledge Area	Duration	Start	Finish
0		**SIM-3A.2 UptownPrkngAltAnlysSiteSlctn**			**136 days**	**Fri 3/10/23**	**Thu 9/14/23**
1		**Phase 1 Start**			1 day	Fri 3/10/23	Fri 3/10/23
2		**Parking Inventory/Occupancy Task**			**62 days**	**Sun 3/12/23**	**Mon 6/5/23**
3		1st Parking & Occupancy Field Data Collection			5 days	Sun 3/12/23	Thu 3/16/23
4		2nd Parking & Occupancy Field Data Collection			3 days	Thu 6/1/23	Mon 6/5/23
5		**Parking Alternatives Analysis and Site Selection**			**124 days**	**Mon 3/27/23**	**Thu 9/14/23**
6		**Phase 2 Start**			1 day	Mon 3/27/23	Mon 3/27/23
7		**Parking Task Force Working Group**			**96 days**	**Thu 5/4/23**	**Thu 9/14/23**
8		Task Force Meeting 1			1 day	Thu 5/4/23	Thu 5/4/23
9		Task Force Meeting 2			1 day	Thu 6/8/23	Thu 6/8/23
10		Task Force Meeting 3			1 day	Thu 6/22/23	Thu 6/22/23
11		Task Force Meeting 4			1 day	Thu 7/20/23	Thu 7/20/23
12		Task Force Meeting 5			1 day	Thu 8/17/23	Thu 8/17/23
13		Task Force Meeting 6			1 day	Thu 9/7/23	Thu 9/7/23
14		Task Force Meeting 7			1 day	Thu 9/14/23	Thu 9/14/23
15		Future Parking Needs and Demand Management			1 day	Mon 8/21/23	Mon 8/21/23
16		Council Workshop #1			1 day	Wed 8/9/23	Wed 8/9/23
17		Public Open House			1 day	Tue 8/15/23	Tue 8/15/23
18		Uptown Parking Management & TDM Summary			1 day	Thu 8/17/23	Thu 8/17/23
19		Uptown Parking Alternatives Analy			1 day	Tue 8/29/23	Tue 8/29/23
20		Traffic Impact Analysis			1 day	Thu 9/7/23	Thu 9/7/23
21		Council Workshop #2			1 day	Wed 9/13/23	Wed 9/13/23

6

Project Overview

Task Force Responsibilities:

- Draft policy statement (structured as goals, objectives, and strategies) 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
- *Upcoming Meetings:*
  - *Preliminary site selection identification (if different from prior study)*
  - *Compare alternatives against selection matrix*

Full study findings will be presented at next City Council workshop (Scheduled 09/13)

7

Preliminary Task Force Deliverables

8

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Policy Statement & Evaluation Matrix

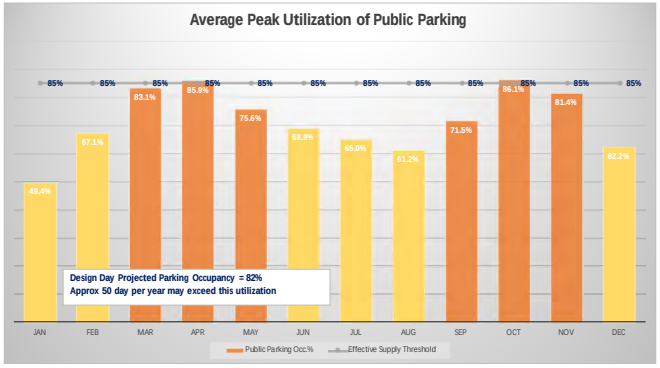
Goal: When fully implemented, the downtown parking and mobility strategy for Sedona will provide reasonable, right-sized parking access for visitors, while promoting non-SOV modes of travel, and helping to mitigate existing traffic and circulation challenges

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

Criteria	Metric	Weighted Priority (out of 1)
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	Highest (.20)
Improve downtown walkability, bikability, 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	High (.20)
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"	High (.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	Medium (.15)
Preserve the environment and the historic charm and character of Sedona	Impacts on noise and air pollution + consideration of other disruptions to environment, quality of life	Medium (.15)
Right size public parking in the context of other access investments	Meet projected 5-year / 10-year needs (pending results of parking supply/demand and alternative transportation analysis to reflect reasonable projections)	Medium-Low (.10)

9

Current Public Parking Utilization Findings



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Projected Future Parking Need

Source	Growth Metric	Compounded Total	Annual Average	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
	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%**

	2023	*2028*	*2033*
Scenario A: No Supply Changes; 2.4% Annual Growth	**29**	(72)	(186)
Scenario B: Possible Development of 401 Jordan Rd. (Lot 1)	**29**	(118)	(232)
Scenario C: Possible Development of Lot 1 + Matterhorn (Lot 4) and Sacajawea (Lot 3)	**29**	(170)	(284)
Scenario C: Possible Development of Lots 1, 3, & 4 + On-Street Changes*	**29**	(204)	(318)

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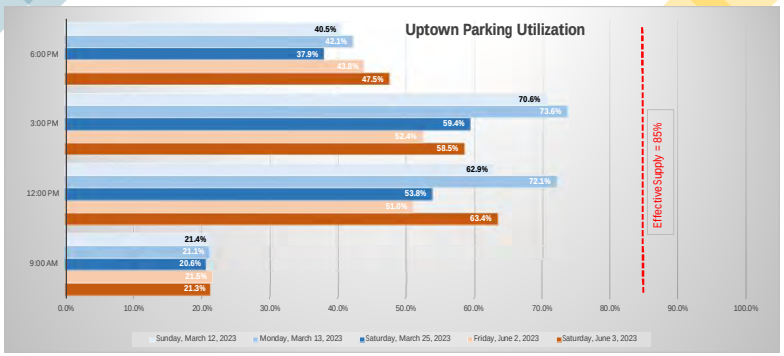

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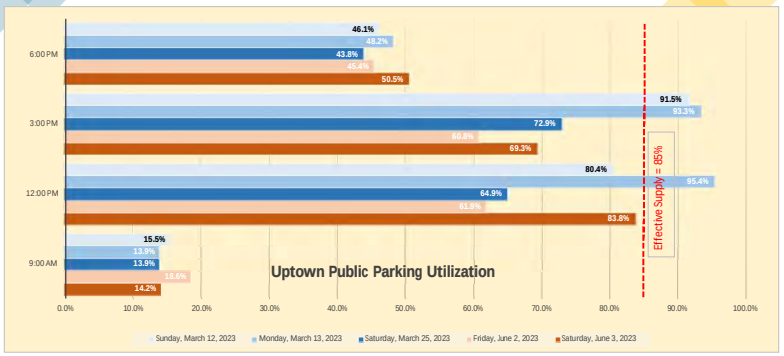

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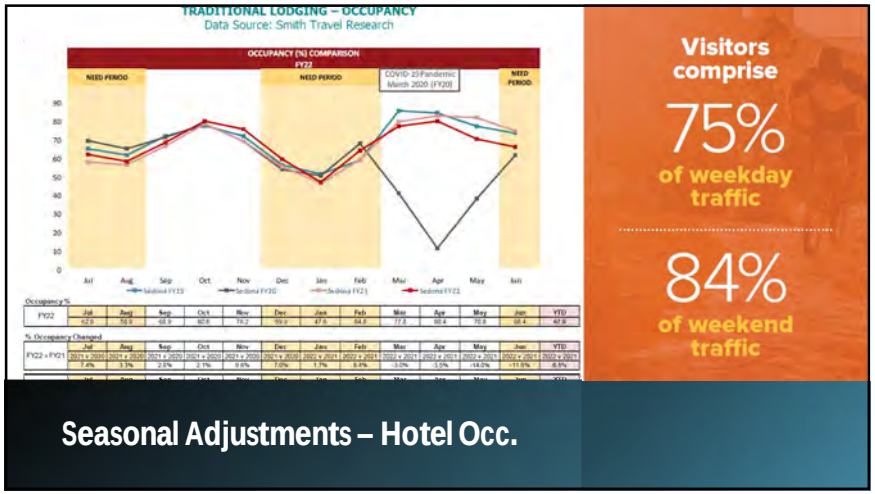

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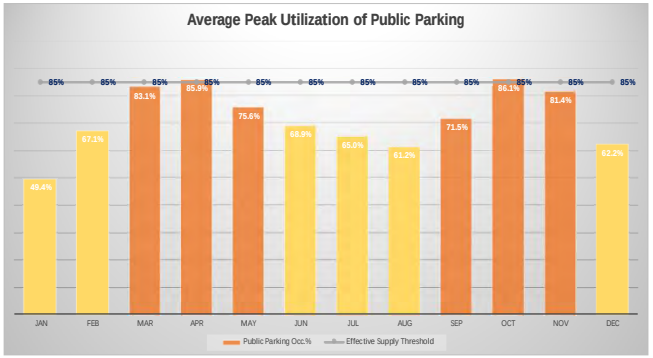

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Hotel Occ. %	***47.6%***	***64.6%***	***77.8%***	***80.4%***	***70.8%***	***66.4%***	***62.6%***	***58.9%***	***68.9%***	***80.6%***	***76.2%***	***59.9%***
Total System Occ. %	45.3%	61.4%	69.7%	72.1%	63.5%	63.1%	59.5%	56.0%	65.5%	72.2%	68.3%	57.0%
Public Parking Occ.%	49.4%	67.1%	83.1%	85.9%	75.6%	68.9%	65.0%	61.2%	71.5%	86.1%	81.4%	62.2%
Effective Supply Threshold	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%

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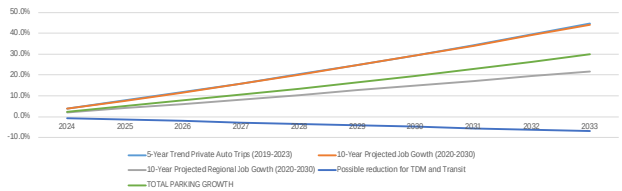
Projected Growth Model

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%	39.3%	44.5%
ACS / US Census	10-Year Projected Job Gowth (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 Gowth (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%**



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Investment in Transit / Connectivity

18

Projected Parking Demand (No Supply Changes)

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)**

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)**

19

Possible Development Impacts / Discussion

20

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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

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Thank you!

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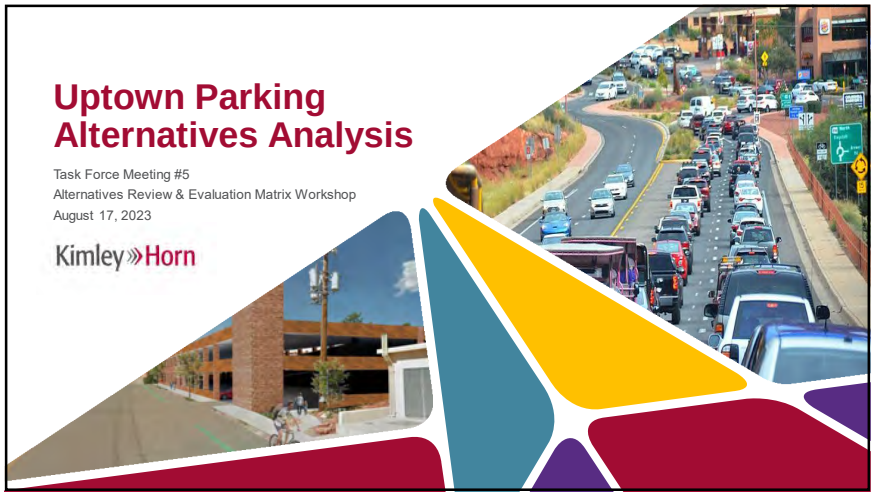
Uptown Parking Alternatives Analysis

Task Force Meeting #5
Alternatives Review & Evaluation Matrix Workshop
August 17, 2023

Kimley»Horn



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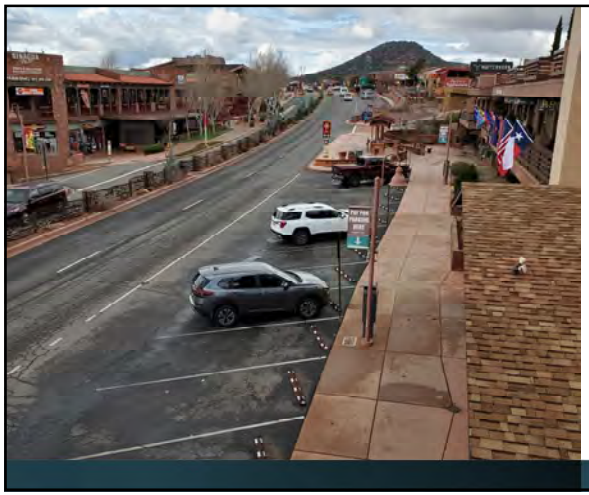


Agenda

- Schedule
- City Council Feedback
- Deficit Projections
- Alternatives
- Weighted Evaluation Matrix
- Conclusions & Next Steps

2

Schedule

Task Force Discussions (project to date):

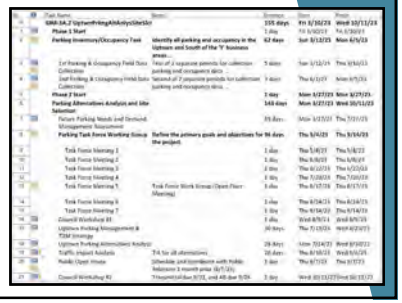
- Draft policy statement aimed to support the Uptown Master Plan, Transportation Plan, and TDM objectives
- Summary of parking and traffic survey methodologies and variables used to inform visitor growth rate projections
- Updated evaluation criteria with corresponding criteria weightings
- Preview and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



3

City Council Feedback

Discussion Topic	Resolution	
Town-hall public meeting format preferred	Hybrid meeting previously discussed w/ short presentation followed by open house engagement w/ stations	KH w/ guidance from Task Force
Expanded public meeting advertising (mailings) to reach more residents	Digital media suggested??	Karen Osburn / Andy Dickey
Need to better understand origin-destination of traffic (i.e., number of trips that are passing through vs study area destination)	Streetlight data might help to model this, though results may be several months	KH w/ guidance from Task Force
Add the municipal lot as a possible development site for future scenarios	Should we replace loss of Lots 3/4 with this scenario? Is any additional information known? Does this impact one of the public parking alternatives?	KH w/ guidance from Task Force
Are future growth rate projections reasonable given constrained housing and development opportunities	Discuss difference in parking demand forecasts and economic activity forecasts	Discuss
Compare parking 2023 parking occupancy data with projections from WPM Study	In progress	KH to provide

4

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Projected Parking Adequacy/Deficits

Kimley-Horn Scenarios	2023	2028	2033
Scenario A: No Supply Changes; 2.4% Annual Growth	29	(72)	(186)
Scenario B: Possible Development of 401 Jordan Rd. (Lot 1)	29	(118)	(232)
Scenario C: Possible Development of Lot 1 + Matterhorn (Lot 4) and Sacajawea (Lot 9)	29	(170)	(284)
Scenario C: Possible Development of Lots 1, 3, & 4 + On-Street Changes*	29	(204)	(318)

- Effective supply factor of 85% was applied
- Range of deficits of 186-318 stalls by 2033 are projected
- Deficits would occur at least 50-60 days per year
- Projections represent the 85th percentile design day for public parking demand

2019 Walter P Moore Scenarios	2019	2024	2029
Scenario A: 1% Demand Growth	307	(60)	(144)
Scenario B: 3% Demand Growth	307	(227)	(479)
Scenario C: 5% Demand Growth	307	(396)	(813)

- Effective supply factor of 85%-95% was applied, depending on the type of parking (on-street, off-street public, off-street private)
- 2019 demand adjusted +14% to account for peak season because this occupancy survey was performed off-peak
- Deficits of 144-813 stalls projected by 2029, although 1% and 5% growth scenarios were determined to be unlikely

5

How Realistic is Future Growth for Sedona?

Key Drivers

- Tourism + associated employment opportunities and lodging/leisure demand
- Regional population growth

Key Pressures

- Environmental issues
- Local/regional housing costs & availability

6

How Realistic is Future Growth for Sedona?

HOTELS/LODGING INDICATORS

Pre-Pandemic

TABLE 2-2: LODGING DEMAND GROWTH BY SEASON*
SOURCE: STR GLOBAL

Season	% Increase 2013-2017
Peak Season	+11.6
Mid Season	+13.9
Off Season	+34.1
Total	+15.2

Post-Pandemic

EMPLOYMENT INDICATORS

Sedona

Source: American Community Survey 5-Year Data (2009-2021)

Region

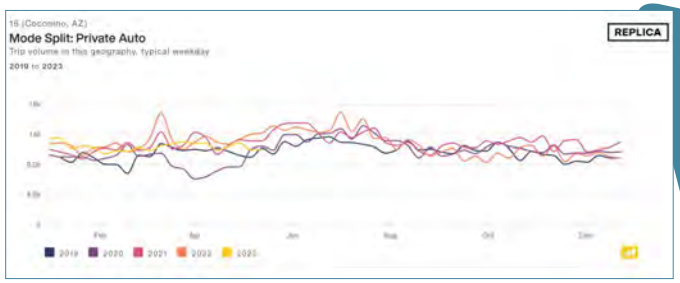
Source: Emsi Q2 2021 Data Set | Prepared by the Regional Economic Development Center at Yavapai College (Jones, K) July 2021

Sources: City of Sedona and Sedona Chamber of Commerce

7

How Realistic is Future Growth for Sedona?

AUTO TRIP INDICATORS



Source: ReplicaHQ. Retrieved 06/06/2023 (https://studio.replicahq.com/trends/dashboard/6/76358)

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How Realistic is Future Growth for Sedona?

Proposed Growth Model

Source	Growth Metric	Compounded Total	Annual Average
ReplicaHQ	5-Year Trend Private Auto Trips (2019-2023)	20.2%	3.8%
ACS / US Census	10-Year Projected Job Growth (2020-2030)	44.1%	3.7%
REDC	10-Year Projected Regional Job Growth (2020-2030)	21.8%	2.0%
	AVERAGE		**3.2%**
	Possible reduction for TDM and Transit	7.0%	-0.7%
TOTAL PARKING GROWTH			**2.4%**

9

Pros/Cons of Expanding Public Parking Supply

Cons:

- Investment of public resources
- New vehicular traffic patterns + pedestrian activity w/ potential higher volumes on certain streets
- Temporary impacts/disruptions from construction activity
- Potential to impact neighborhood character
- New parking in Uptown does not help to cap / control growth in tourism

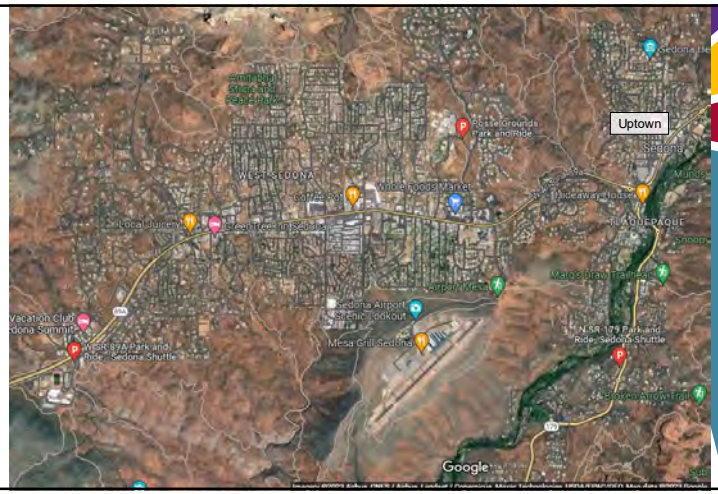
Pros:

- Opportunity to reduce vehicular circulation by consolidating public parking
- Potential benefit to Uptown businesses, tourism, and sales and commercial tax base
- May allow for new development opportunities (including housing)
- Opportunity to (re)allocate employee parking and rebalance short- and long-term parking locations
- Potential reduction in traffic along SR 89A
- Flexibility to accommodated demand in case of future growth and/or loss of existing leased lots

10

Remote/ Intercept Lot Options*

*Also serve as trailhead shuttle park & rides

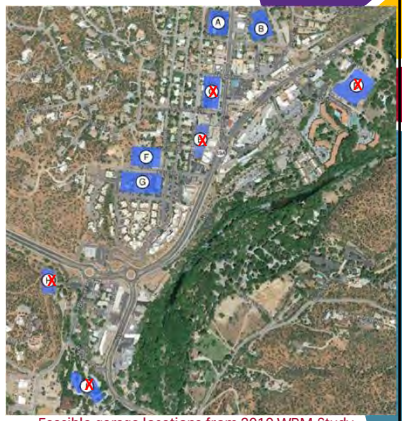


11

New Parking Alternatives

Alternative	Details
No new parking	No build 0 new spaces
New intercept parking lots	Location TBD 2-3 surface lots Unknown potential
North Forest Rd (F) structure	430-460 Forest Rd 3 decks 272-375 net new spaces
North Forest Rd (F) surface lot	430-460 Forest Rd 1 surface lot 96-124 net new spaces
Municipal Lot (B)	260 Schnebly Rd 2.5 decks 273-454 net new spaces
Jordan Lot (A)	401 Jordan Rd 3 decks 300 net new spaces

Feasible alternatives from 2019 WPM Study



Feasible garage locations from 2019 WPM Study

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Jordan (A) + Municipal Lot (B) Options

(From 2019 WPM study)

Figure 14: Jordan Lot Garage Floor Plan

Figure 15: Jordan Lot Walking Distance Map

Figure 19: Municipal Lot (Option A) Garage Floor Plan

Figure 20: Municipal Lot (Option B) Garage Floor Plan

Figure 21: Municipal Lot Walking Distance Map

Alternatives Vicinity Map

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Forest Rd (F) Options

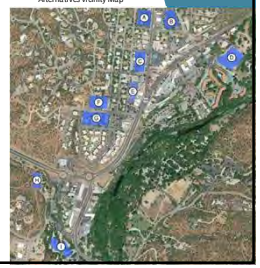
(From 2019 WPM study)

Figure 23: North Forest Lot Garage (Option A) Floor Plan

Figure 24: North Forest Lot Garage (Option B) Floor Plan

Figure 25: North Forest Lot Walking Distance Map

Alternatives Vicinity Map



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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%

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Evaluation Matrix

Rank each column 1-6

Alternative	Reduce Uptown/ Tlaquepaque vehicle congestion (Weight 0.25)	Prioritize safety and emergency vehicle access/egress (Weight 0.20)	Improve walkability, bikeability, accessibility, transit (Weight	Make public parking easy to find and navigate (Weight 0.15)	Preserve the environment and local character (Weight 0.10)	Right-size public parking with other access investments (Weight 0.10)	Weighted Average
No new parking							0.000
New intercept parking lots							0.000
North Forest Rd (F) structure							0.000
North Forest Rd (F) surface lo							0.000
Municipal Lot (B)							0.000
Jordan Lot (A)							0.000

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Thank you!

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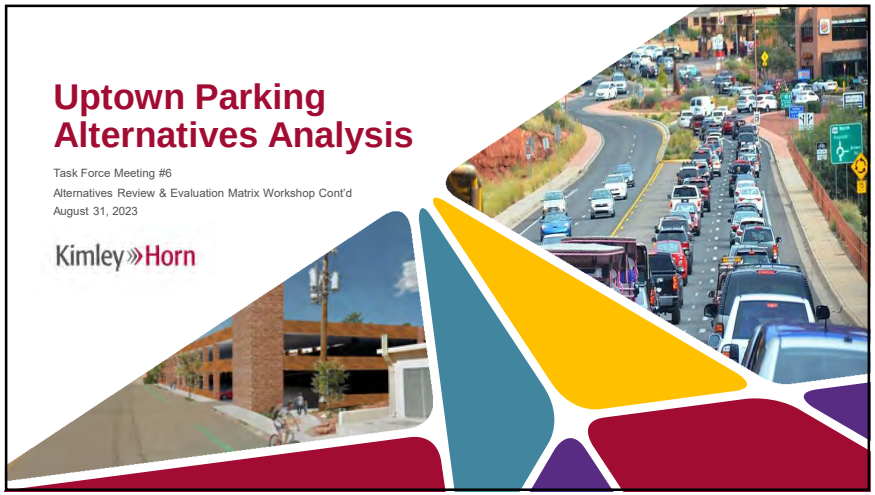
Uptown Parking Alternatives Analysis

Task Force Meeting #6
Alternatives Review & Evaluation Matrix Workshop Cont'd
August 31, 2023

Kimley»Horn



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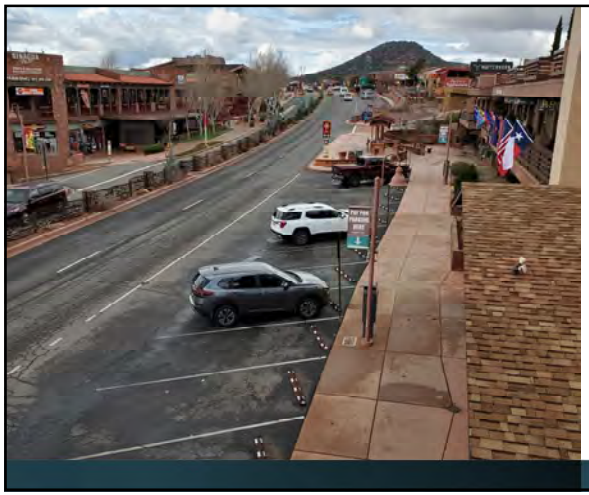

Agenda

- Schedule
- City Council Feedback
- Deficit Projections
- Options
- Weighted Evaluation Matrix
- Conclusions & Next Steps

2

Schedule

Task Force Discussions (project to date):

- Draft policy statement
- Summary of parking and traffic survey methodologies
- Visitor growth rate projections
- Evaluation criteria with weightings
- Preview Council Workshop deliverables

Task Force Next Steps

- ~~Determine parking garage need~~ Confirm parking surplus/deficit methodology
- Identify preliminary parking alternatives
- Compare options against selection matrix
- Determine parking garage need

Schedule:

- **8/31 Taskforce 6 meeting**
- 9/12 Postcards sent by this date
- 9/14 TDM strategy complete
- 9/14 Parking alternatives analysis complete
- 9/21 TIA's complete
- **9/26 Taskforce 7 meeting (1:30-3:00 pm)**
- **10/19 Public Meeting (4-6:00 pm)**
- **11/15 Council Meeting (11/2 AB's due)**

3

City Council Feedback

Discussion Topic	Resolution	
Town-hall public meeting format preferred	Hybrid meeting previously discussed w/ short presentation followed by open house engagement w/ stations	KH w/ guidance from Task Force
Expanded public meeting advertising (mailings) to reach more residents	Digital media suggested??	Karen Osburn / Andy Dickey
Need to better understand origin-destination of traffic (i.e., number of trips that are passing through vs study area destination)	Streetlight data might help to model this, though results may be several months	KH w/ guidance from Task Force
Add the municipal lot as a possible development site for future scenarios	Should we replace loss of Lots 3/4 with this scenario? Is any additional information known? Does this impact one of the public parking alternatives?	KH w/ guidance from Task Force
Are future growth rate projections reasonable given constrained housing and development opportunities	Discuss difference in parking demand forecasts and economic activity forecasts	Discuss
Compare parking 2023 parking occupancy data with projections from WPM Study	In progress	KH to provide

4

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Public Parking Projections

2019 Walter P Moore Peak Public Demand Scenarios	2019	2023 Linear Projection	2023 Actual (KH)	2023 Actual Difference from Projection	2024	2029
Scenario A: 1% Demand Growth	720	749	900	(151)	757	795
Scenario B: 3% Demand Growth	720	810	900	(90)	835	967
Scenario C: 5% Demand Growth	720	875	900	(25)	919	1,173

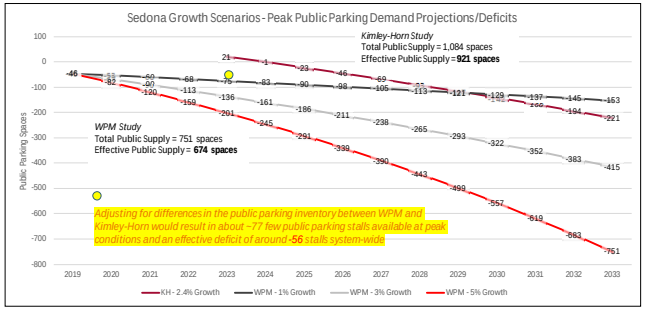
- **Effective supply factor of 85%-95% was applied, depending on the type of parking (on-street, off-street public, off-street private)**
- **2019 demand adjusted +14% to account for peak season because this occupancy survey was performed off-peak**
- **Overall public parking inventory is lower than KH's inventory**

Kimley-Horn Scenarios	2023 Occupancy	2023 Deficit/ Surplus	2028 Occupancy	2028 Deficit/ Surplus	2033 Occupancy	2033 Deficit/ Surplus
Scenario A: No Supply Changes; 2.4% Annual Growth	900	21	1014	-93	1142	-221
Scenario B: Possible Development of 401 Jordan Rd. (Lot 1)	900	21	1014	-138	1142	-266
Scenario C: Possible Development of Lot 1 + Matterhorn (Lot 4) and Sacajawea (Lot 3)	900	21	1014	-191	1142	-319
Scenario C: Possible Development of Lots 1, 3, & 4 + On-Street Changes*	900	21	1014	-225	1142	-353

- **Effective supply factor of 85% was applied**
- **Range of deficits of 186-318 stalls by 2033 are projected**
- **Deficits would occur at least 50-60 days per year**

5

Public Parking Projections



- Study areas are comparable, but WPM study appears to have categorized several hundred spaces in Uptown/Tlaquepaque as private parking instead of public parking and also excluded the Sedona Arts Center overflow lot (unpaved) from the public inventory

6

How Realistic is Future Growth for Sedona?

Key Drivers

- Tourism + associated employment opportunities and lodging/leisure demand
- Regional population growth

Key Pressures

- Environmental issues
- Local/regional housing costs & availability

7

How Realistic is Future Growth for Sedona?

HOTELS/LODGING INDICATORS

Pre-Pandemic

Season	% Increase 2013-2017
Peak Season	+11.6
Mid Season	+13.9
Off Season	+34.1
Total	+15.2

Post-Pandemic

Sources: City of Sedona and Sedona Chamber of Commerce

EMPLOYMENT INDICATORS

Sedona

Source: American Community Survey 5-Year Data (2009-2021)

Region

Source: Emsi Q2 2021 Data Set | Prepared by the Regional Economic Development Center at Yavapai College (Jones, K) July 2021

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Pros/Cons of Expanding Public Parking Supply

Cons:

- Significant investment of public resources
- New vehicular traffic patterns + pedestrian activity w/ potential higher volumes on certain streets
- Temporary impacts/disruptions from construction activity
- Potential to impact neighborhood character
- New parking in Uptown does not help to cap / control growth in tourism

Pros:

- Opportunity to reduce vehicular circulation by consolidating public parking
- Reduce carbon impacts (caused by vehicular circulation)
- Potential benefit to Uptown businesses, tourism, and sales and commercial tax base
- May allow for new development opportunities (including housing)
- Opportunity to (re)allocate employee parking and rebalance short- and long-term parking locations
- Potential reduction in traffic along SR 89A
- Flexibility to accommodated demand in case of future growth and/or loss of existing leased lots

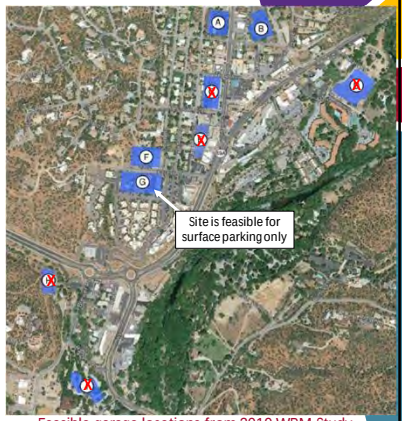
9

Options to Address Problem

Options	Details
No new parking	No build 0 new spaces
New intercept parking lots	Location TBD 1-3 surface lots Unknown potential
Surface Lot @ North Forest Rd (F)	430-460 Forest Rd 1 surface lot ~100 net new spaces
Parking Garage on North Forest Rd (F)	430-460 Forest Rd 3 decks 272-375 net new spaces
Parking Garage on Municipal Lot (B)	260 Schnebly Rd 2.5 decks 273-454 net new spaces
Consolidated Public Lots @ South Forest Rd (G) & Muni Lot(B)	Location TBD 2 surface lots Potential TBD
New garage + Consolidation of Public Lots	One garage option + Consolidation of G/B Potential TBD

Feasible alternatives from 2019 WPM Study

*Options shown would be the first phase w/ future phases to include consolidation of other lots, street changes, transit and other programs, etc.



Feasible garage locations from 2019 WPM Study

10

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 on key corridors • Opportunity to reduce trips caused by drivers searching for available parking • 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, and 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	10%

11

Evaluation Matrix

Rank each column 1-7

Instructions:
1. **Look at each column individually**
2. **Rate the options from 1-7, with 7 being the best (at accomplishing the criteria)**
3. **Try to be objective and apply the criteria as honestly as possible without looking ahead to "pick" winners**

Options	Option	Reduce Uptown/ Tlaquepaque vehicle congestion (Weight 0.25)	Prioritize safety and emergency vehicle access/egress (Weight 0.20)	Improve walkability, bikeability, accessibility, transit (Weight 0.20)	Make public parking easy to find and navigate (Weight 0.15)	Preserve the environment and local character (Weight 0.10)	Right-size public parking with other access investments (Weight 0.10)
No new parking	Option 1						1
New intercept parking lots (locations TBD)	Option 2						4
Surface Lot - North Forest Rd	Option 3						2
New Garage - North Forest Rd	Option 4						6
New Garage - Municipal Lot (B)	Option 5						5
Consolidated Public Lots - South Forest Rd (G) & Expansion of (B)	Option 6						3
Garage + Consolidation of Public Lots	Option 7						7

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Thank you!

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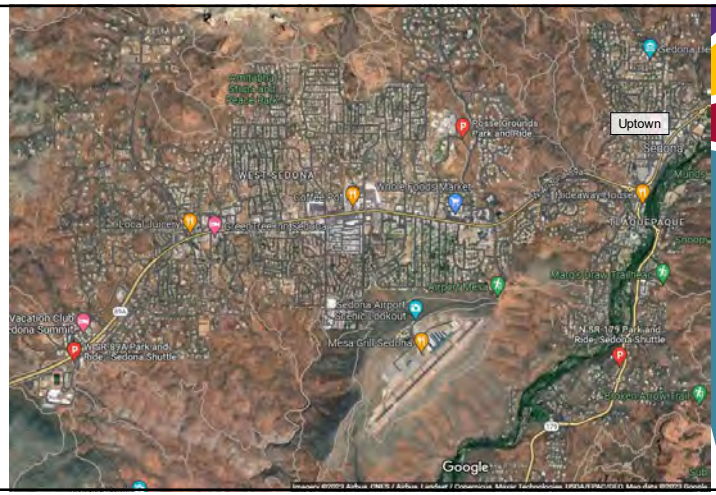
Remote/ Intercept Lot Options*

*Also serve as trailhead shuttle park & rides



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Jordan (A) + Municipal Lot (B) Options
(From 2019 WPM study)

Figure 19: Municipal Lot (Option A) Garage Floor Plan

Figure 20: Municipal Lot (Option B) Garage Floor Plan

Figure 14: Jordan Lot Garage Floor Plan

Figure 21: Municipal Lot Walking Distance Map

Figure 15: Jordan Lot Walking Distance Map

Alternatives Vicinity Map

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Forest Rd (F) Options
(From 2019 WPM study)

Figure 23: North Forest Lot Garage (Option A) Floor Plan

Figure 24: North Forest Lot Garage (Option B) Floor Plan

Figure 25: North Forest Lot Walking Distance Map

Alternatives Vicinity Map

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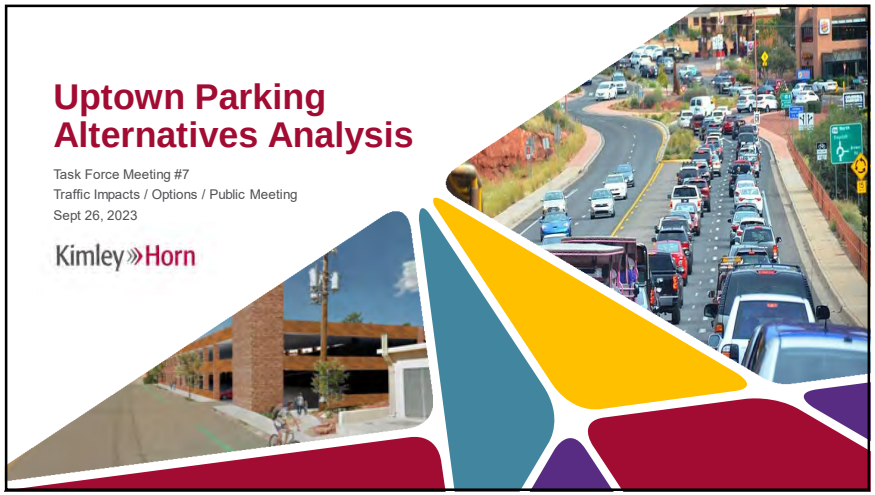
Uptown Parking Alternatives Analysis

Task Force Meeting #7
Traffic Impacts / Options / Public Meeting
Sept 26, 2023

Kimley»Horn



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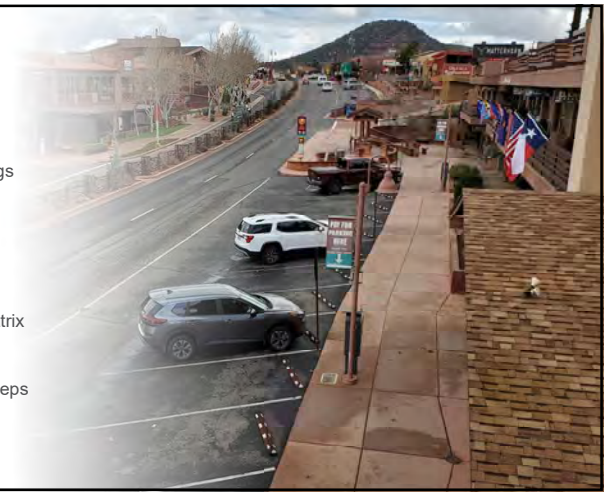
Agenda

- Schedule / Milestones
- Traffic Analysis Findings
  - Traveler Split
  - Parking Circulation
  - Walking Distances
  - Emergency Egress Discussion
- Options Evaluation Matrix
- Public Meeting
- Conclusions & Next Steps



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Schedule / Milestones

Task Force Discussions (project to date):

- Draft and finalized policy statement
- Summary of parking and traffic survey methodologies
- Visitor growth rate projections
- Evaluation criteria with weightings
- Preview Council Workshop #1 deliverables
- Confirm parking surplus/deficit methodology
- Identify preliminary parking system options
- Compare options against selection matrix (homework)

Today

- Review traffic findings
- Confirm selection matrix results

Upcoming Schedule / Milestones:

- **9/26 Taskforce 7 meeting (1:30-3:00 pm)**
- **10/19 Public Meeting (4-6:00 pm)**
- **11/15 Council Meeting (11/2 AB's due)**

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Traffic Analysis

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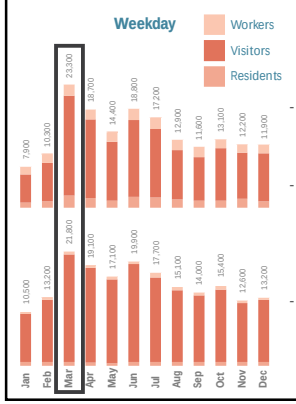
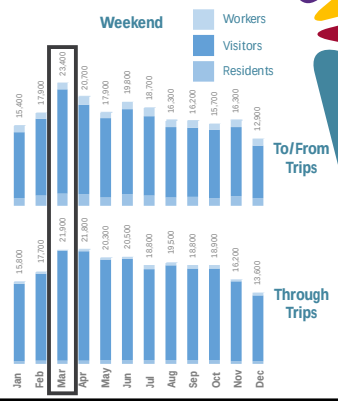
Traveler Split



- Peak month: March (45,000 vpd)
- Trips to/from Uptown generally equivalent to through trips
- To/From 75%-80% visitors; Through 90%-95% visitors



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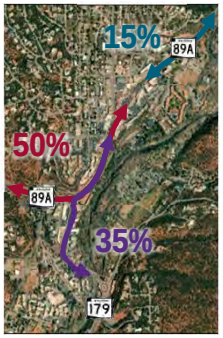
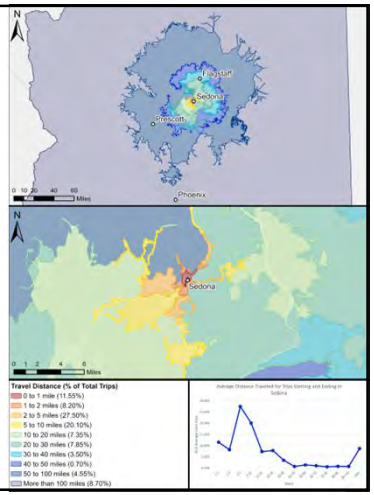
Traveler Split

- 13% 50-100+ miles away
- Only into Uptown – any trip from someone staying elsewhere in Sedona would be shorter trip





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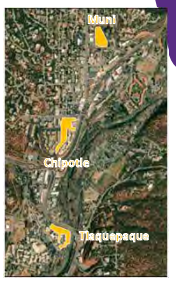
Parking Circulation

	Lot	Peak Pass-Thru Hour	Pass-Thru Volumes	Trip End Volumes	Ratio of Pass-Thru/Trip End
All Days	Chipotle	1-2 pm	288	81	3.56
	Tlaquepaque	12-1 pm	114	54	2.11
	Muni	1-2 pm	48	44	1.09
Weekend Only	Chipotle	12-1 pm	277	73	3.79
	Tlaquepaque	1-2 pm	167	58	2.88
	Muni	12-1 pm	35	58	0.60



Functional Class	Lanes	Median	LOS B	LOS C	LOS D	LOS E
Major Collector	2	Undivided	7,400	10,200	12,800	13,400
Major Collector	3	Undivided	12,100	18,300	20,800	21,900
Local	2	Undivided	1,500	2,000	2,600	2,700

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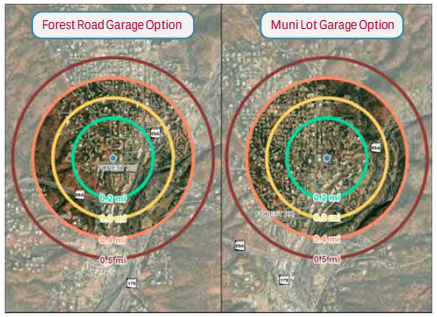
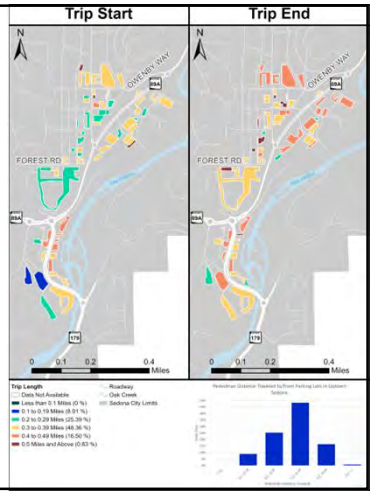
Walking Distances

Most people are willing to walk **0.3-0.4 miles** from parking





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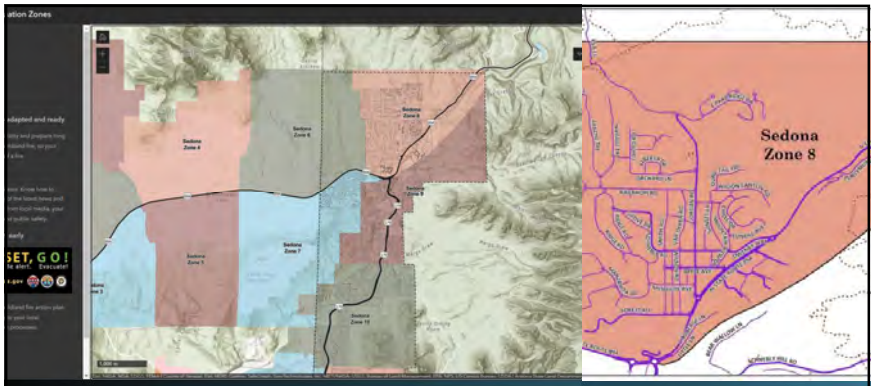

Emergency Evacuation

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Options Matrix

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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 on key corridors • Opportunity to reduce trips caused by drivers searching for available parking • 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, and 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	10%

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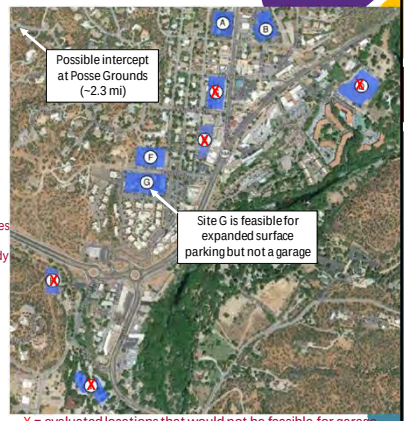
Options to Address Problem

Options	Details
No new parking	No build 0 new spaces
New intercept parking lots	Location TBD 1-3 surface lots Unknown potential
Surface Lot @ North of Forest Rd (F)	430-460 Forest Rd 1 surface lot ~100 net new spaces
Parking Garage on North of Forest Rd (F)	430-460 Forest Rd 3 decks ~272 net new spaces
Parking Garage on Municipal Lot (B)	260 Schnebly Rd 2.5 decks 273-454 net new spaces
Consolidated Public Lots @ South of Forest Rd (G) and/or Muni Lot (B)	Location TBD 1 or 2 surface lots Potential TBD
New Garage South of Forest Rd + Consolidated Public Lots (G and/or B)	Forest garage option + Consolidation of G and/or B Potential TBD

Feasible alternatives from 2019 WPM Study

*Options shown would be the first phase w/ future phases to include consolidation of other lots, street changes, transit and other programs, etc.



X = evaluated locations that would not be feasible for garage development or surface expansion per 2019 WPM study

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Consolidated Rankings

Weighted Scores (averaged from all task force members)

	Reduce vehicle congestion...	Prioritize safety...	Improve walkability...	Make parking easy to find...	Preserve the environment...	Right-size public parking...	**Overall**
1. No new parking	1.00	1.25	1.00	1.13	1.75	1.75	1.22
2. New intercept parking lots (locations TBD)	2.50	2.38	2.13	2.63	3.25	3.75	2.62
3. Surface Lot - North Forest Rd	3.25	3.13	3.13	3.13	3.38	2.75	3.14
5. New Garage - Municipal Lot (B)	3.50	3.00	3.63	3.63	3.25	4.25	3.49
4. New Garage - North Forest Rd	4.63	4.75	5.00	4.75	4.13	5.00	4.73
6. Consolidated Public Lots @ South Forest Rd & Expansion of B	5.13	4.88	4.88	5.25	4.25	4.13	4.86
7. New Garage & Consolidation of Public Lots	6.38	6.25	6.38	6.00	5.25	6.75	6.22

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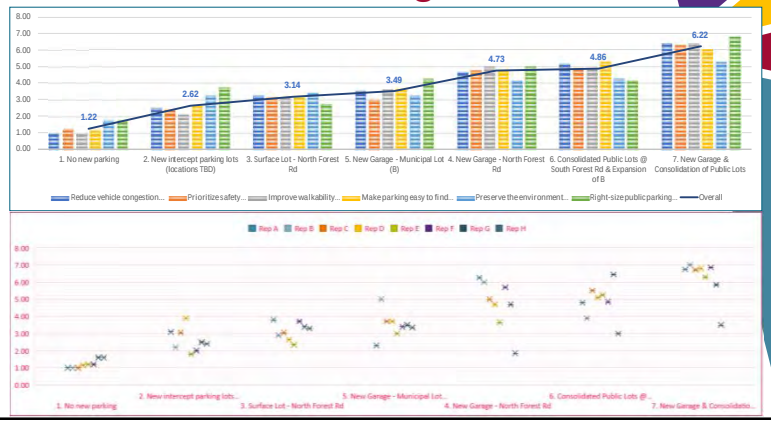
Discussion of Rankings



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Public Meeting

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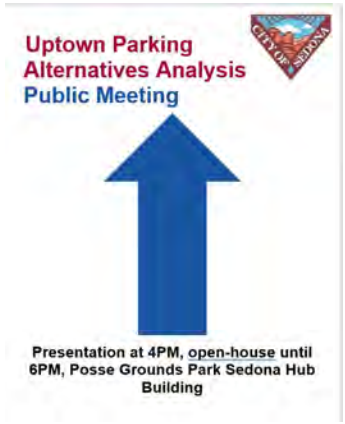
Public Meeting 10/19



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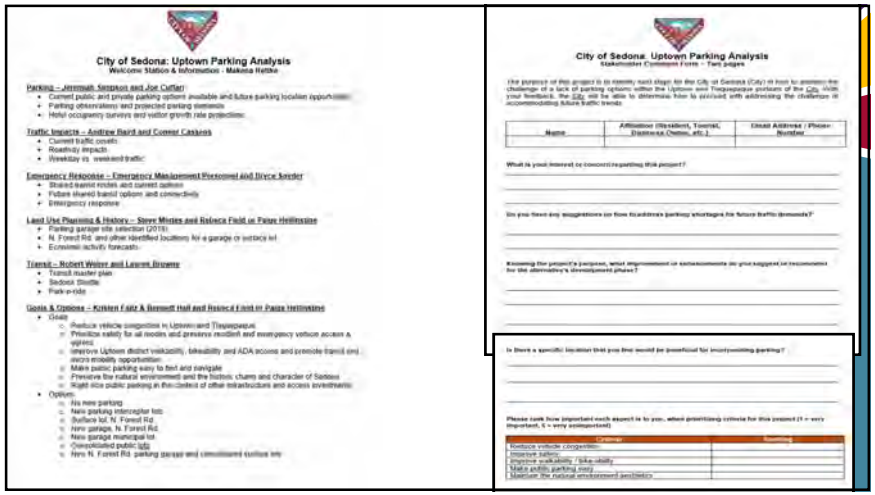

City of Sedona: Uptown Parking Analysis
Welcome Station & Information - Makena Hatke

Parking – Jeremiah Simpson and Joe Cutler
- Current public and private parking options available and future parking location opportunities
- Parking observations and projected parking demands
- Hotel occupancy surveys and visitor growth rate projections

Traffic Impacts – Andrew Baird and Connor Cassens
- Current traffic counts
- Roadway impacts
- Weekday vs. weekend traffic

Emergency Response – Emergency Management Personnel and Bryce Sorder
- Shared transit modes and current options
- Future shared transit options and connectivity
- Emergency response

Land Use Planning & History – Steve Mirsky and Rebecca Field or Paige Hellmann
- Parking garage site selection (2018)
- N. Forest Rd. and other identified locations for a garage or surface lot
- Economic activity forecasts

Transit – Robert Weiner and Lauren Browne
- Transit master plan
- Sedona Shuttle
- Park-n-ride

Goals & Options – Kristen Fair & Bennett Hall and Rebecca Field or Paige Hellmann
- Goals
  - 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 natural environment and the historic charm and character of Sedona
  - Right-size public parking in the context of other infrastructure and access investments
- Options
  - No new parking
  - New parking interceptor lots
  - Surface lot, N. Forest Rd.
  - New garage, N. Forest Rd.
  - New garage municipal lot
  - Consolidated public lots
  - New N. Forest Rd. parking garage and consolidated surface lots

City of Sedona: Uptown Parking Analysis
Stakeholder Comment Form – Two pages

The purpose of this project is to identify next steps for the City of Sedona (City) in how to address the challenge of a lack of parking options within the Uptown and Tlaquepaque portions of the City. With your feedback, the City will be able to determine how to proceed with addressing the challenge of accommodating future traffic trends.

Name	Affiliation (Resident, Tourist, Business Owner, etc.)	Email Address / Phone Number

What is your interest or concern regarding this project?

Do you have any suggestions on how to address parking shortages for future traffic demands?

Knowing the project's purpose, what improvement or enhancements do you suggest or recommend for the alternative's development phase?

Is there a specific location that you feel would be beneficial for incorporating parking?

Please rank how important each aspect is to you, when prioritizing criteria for this project (1 = very important, 5 = very unimportant)

Criteria	Ranking
Reduce vehicle congestion	
Improve safety	
Improve walkability / bike-ability	
Make public parking easy	
Maintain the natural environment aesthetics	

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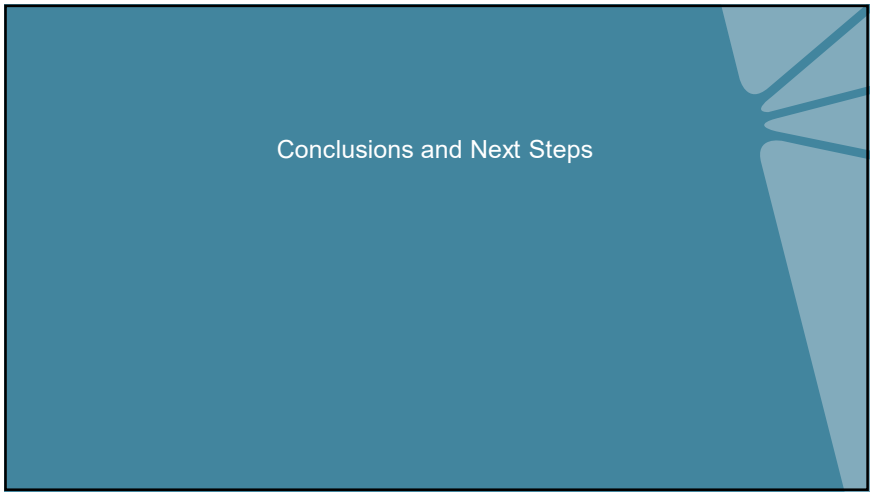

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Kimley»Horn

UPTOWN PARKING ALTERNATIVES ANALYSIS

TRAFFIC TECHNICAL MEMORANDUM

Registered Professional Engineer (Civil)
CERTIFICATE NO. 48841
ANDREW C. BAIRD
Date Signed 10/24/23
ARIZONA U.S.A.

Date: October 24, 2023

Subject: Uptown Parking Alternatives Analysis

Introduction

The City of Sedona is in the process of reviewing parking growth, limitations, and potential improvements throughout the high traffic area of Uptown. As part of this process seven options have been presented:

1. No new parking
2. New intercept parking lots
3. Surface Lot – Forest Road
4. New Garage – Forest Road
5. New Garage – Municipal Lot
6. Consolidation of Public Lots – Forest Road and Expansion
7. Garage + Consolidation of Public Lots

This memorandum is prepared as supplemental material in order to provide a wholistic analysis of the parking options.

For data collection, Kimley-Horn utilized the City's Streetlight data subscription to determine the existing traffic patterns of Uptown Sedona as they relate to parking alternatives. Streetlight uses cell phone data and connected vehicle data to provide additional traveler and trip characteristics than typical traffic counts would provide. Streetlight can summarize trip length, traveler type (visitor, resident, worker), and origin-destination volumes – all of which were used within this analysis.

Additionally, data such as traffic counts, trip generation and intersection level of service, was used from two recently completed traffic impact analysis': Forest Road Connection and the Forest Road Garage.

Purpose

The purpose of this technical memorandum is to summarize Streetlight data and document the parking alternatives analysis, which includes:

- Summarizing vehicular traffic patterns in Uptown
- Determining the distribution of trips in Uptown
- Analyzing parking circulation patterns and any effects on traffic in Uptown
- Analyzing pedestrian travel patterns in Uptown

Overview of Vehicle Traffic

Data collected from Streetlight provided an insight on vehicular traffic attributes and patterns in Uptown Sedona. Sedona is a tourist destination with a frequent high volume of vehicular and pedestrian traffic. A year's worth of data was compared by month split into weekday (Monday-Thursday) and weekend (Friday-Sunday) periods. The data was also divided between trips with an origin or destination in Uptown versus trips that only passed through Uptown. **Figure 1** provides the average daily traffic per month for a weekday identified as an origin-destination trip or a pass-through trip. **Figure 1** also provides the average daily traffic per month for a weekend identified as an origin destination trip or a pass-through trip.

Based on the data, the peak month for traffic during weekdays and weekends is March. Volumes in Uptown during a typical day in March are about 45,000 vehicles per day (vpd). The analysis of data also shows that trips ending and starting in Uptown are generally equivalent to the volume of pass-through traffic in Uptown. Average annual daily traffic in Uptown is approximately 32,000 vpd. March through July experience typical daily traffic higher than average on all days while February, August, September, and October experience typical daily traffic higher than average on weekends only. January, February, and September are the months with the highest volume discrepancy between weekdays and weekends,

Figure 1 also shows the type of traveler that makes up average daily trips for each month. The majority of trips, approximately 75-80%, to/from Uptown Sedona are made up of visitor trips. 90-95% of trips travelling through Uptown are visitors.

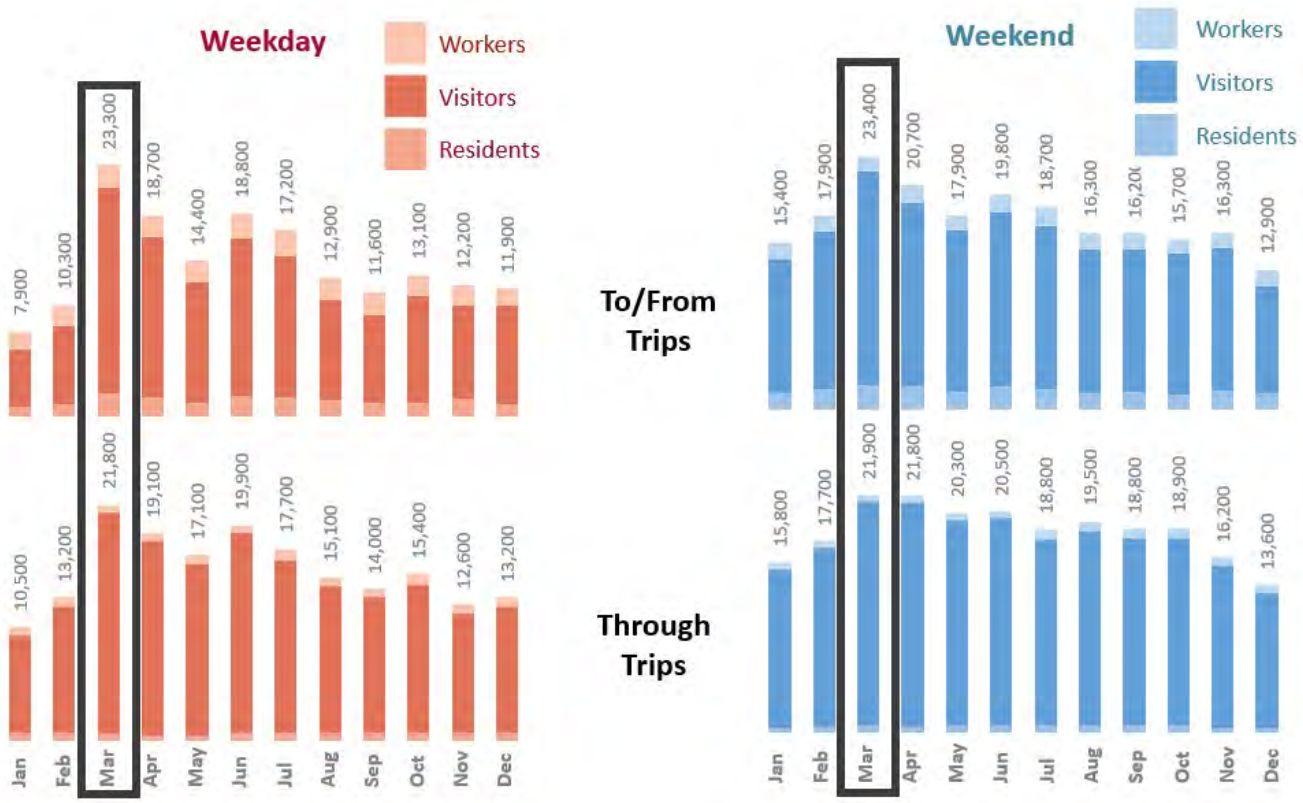


Figure 1 – Vehicle Trips in Uptown Summary

Vehicular Traffic in Uptown

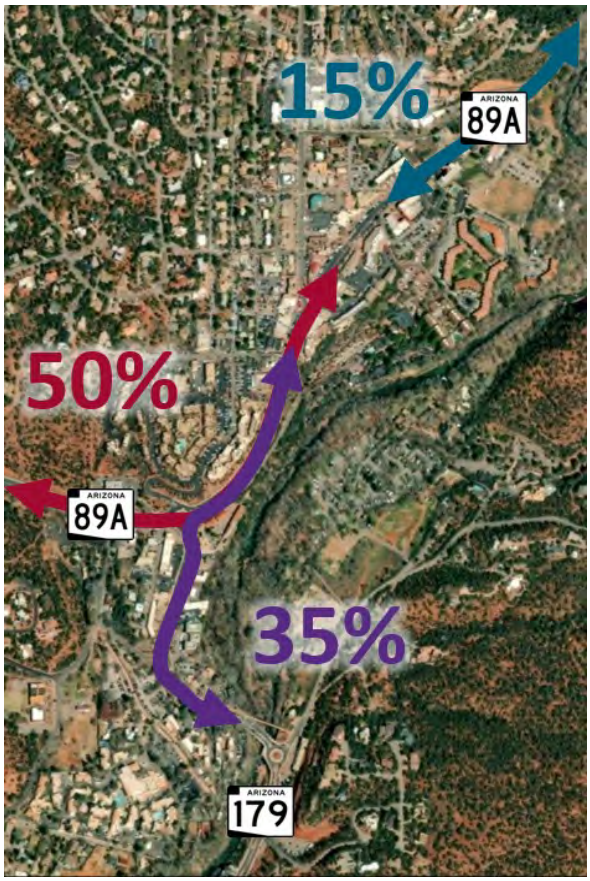


Figure 2 – Vehicle Trip Distribution

Trips by roadway segment were pulled from Streetlight data to determine the proportion of trips travelling north or south on State Route (SR) 179 into or out of Uptown, as well as east-west on SR 89A or north-south on SR 89A. As shown in **Figure 2,** 85% of trips are from the southwest, 50% on SR 89A and 35% on SR 179. The remaining 15% are travelling to/from the north on SR 89A.

The City is currently pursuing an extension of Forest Road that would connect west of the SR 179 intersection, alleviating some of that traffic within the "Y" roundabout at the intersection of SR 89A and SR 179. If parking is developed or expanded at the south or west end of Uptown it would capture a higher percentage of vehicular traffic as that is where most trips are originating from. Parking further north in Uptown only captures 15% of traffic that has not already traveled through Uptown.

As stated in the previous section, visitor trips account for approximately 75% to 80% of trips start and end in Uptown and 90-95% of the pass-through trips. Of the 32,000 average annual vpd within Uptown Sedona approximately 26,000 vehicles are visitors.

As shown on **Figure 3,** about 13% of the trips are from areas 50-100+ miles away. As this data is only into and out of Uptown, it is assumed that a portion of the 47% of trips travelling from less than 5 miles away are visitors whose original trip was much further but are staying in Sedona outside of Uptown.

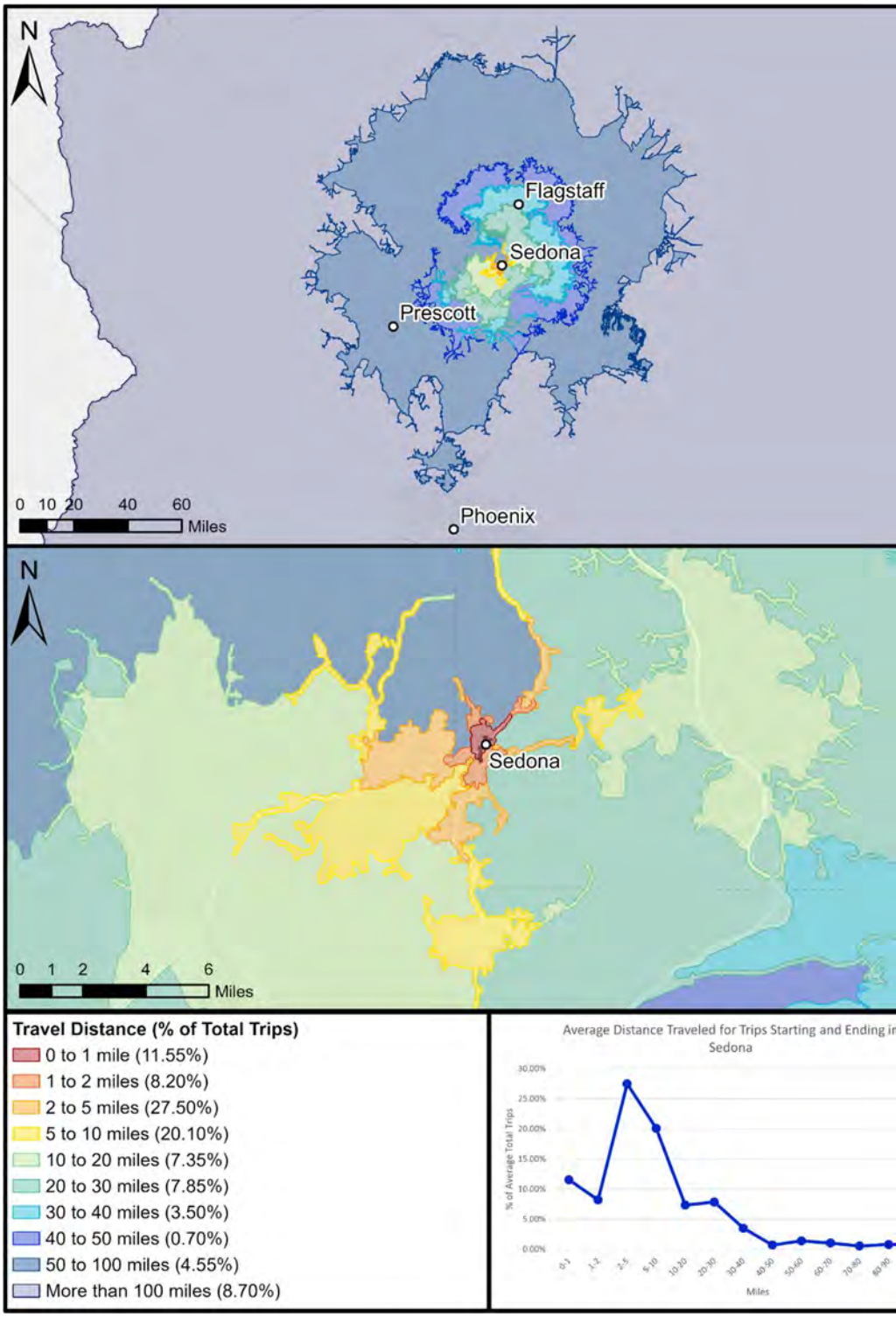


Figure 3 – Visitor Trip Distance

Parking Circulation Patterns

Individual parking lots were configured as zones in Streetlight to analyze peak times hourly and determine how many trips were ending in the lots and how many trips were passing through. For this analysis three specific lots were chosen to analyze:

1. **Chipotle** – the large lot that serves Chipotle and other business south of Forest Road
2. **Tlaquepaque** – Tlaquepaque on the south end of the study area on SR 179
3. **Muni** – Municipal Lot 5 towards the north end of the study area

The Chipotle lot was chosen as it is often congested and experiences high turnover throughout the day. It's anticipated to be a good example of smaller commercial lots serving specific commercial hubs. Tlaquepaque was chosen both because of its location on the south end of the study area but also because it is anticipated to represent a well-known lot with limited parking – similar to many of the public lots further north in the study area. The Municipal lot was selected because it is at the northern end of Uptown and is anticipated to have lower turnover than either the Chipotle or Tlaquepaque lots.

Table 1 summarizes the pass-through volumes for the peak hour in each of the analysis lots as well as the trip end volumes. Streetlight classifies a trip end as a trip that enters the zone and then stops moving for at least five minutes. A pass-through trip is classified as a vehicle that enters the zone but does not stop moving or only stops for less than five minutes. For this analysis (*March 2023 data*) it is assumed that trip end volumes are vehicles that are able to enter the lot and park while pass-through trips are circulating cars that do not park.

Table 1 – Peak Hour Parking Lot Pass-Through and Trip End

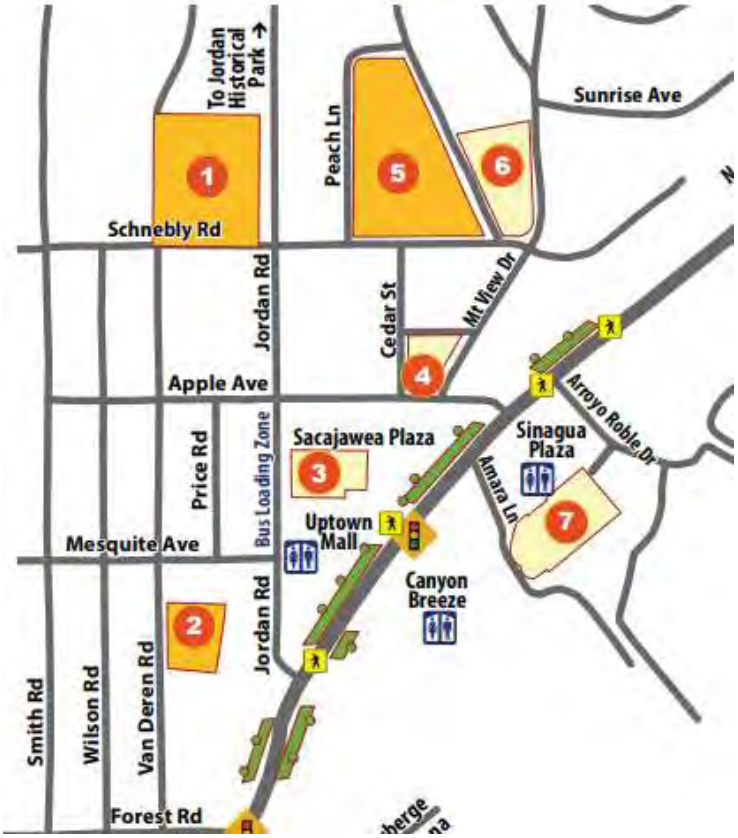
	Lot	Inventory	Peak Pass-Through Hour	Pass-Through Volume	Trip End Volumes	Ratio of Pass Through/ Trip End
All Days	Chipotle	187	1-2 pm	288	81	**3.56**
	Tlaquepaque	110	12-1 pm	114	54	**2.11**
	Muni	138	1-2 pm	48	44	**1.09**
Weekend	Chipotle	187	12-1 pm	277	73	**3.79**
	Tlaquepaque	110	1-2 pm	167	58	**2.88**
	Muni	138	12-1 pm	35	58	**0.60**

All peak hours of the three chosen lots are between 12pm-2pm which matches the results of the parking occupancy data collection. The Chipotle lot has over 3.5 times more trips passing through than parking in the peak hour both on all days and weekend only. Tlaquepaque has between 2-3 times more trips passing through than parking in the peak hour. The Municipal Lot has half as many trips circulating on the weekends during a peak hour and 100% of trips parking that are circulating during the peak hour during the week.

Application of Data

The low end 1:1 ratio of pass-through trips for the Municipal lot was averaged across all days to determine the number of vehicles circulating due to lack of available parking. The Chipotle lot results were deemed too high based on high turnover in this lot and because the lot contains access points to other parking locations. The Tlaquepaque lot turnover may be more likely to occur during extreme peak occupancy however is not used for this analysis.

To calculate vehicles parking in the peak hour we took the trip end volume and compared that to the inventory of the lot. On average, 40% of the lot inventory becomes available during a peak hour (*trip end volumes/inventory when the lot is full*). With an overall public lot inventory of 978 spaces and total parking inventory of 2,761 spaces it is estimated that 390 vehicles are parking in public spaces and 1,100 vehicles are parking through Uptown overall in a given peak hour. Using the 1:1 ratio of pass-through trips yields a total of 1,100 vehicles circulating in Uptown until a parking space is found.



Data shows there is an overabundance of vehicle traffic circulating Uptown seeking parking. Based on the occupancy study, the peak parking period that requires additional circulation to find a space is anticipated to last between 11am and 4pm – a five-hour window. This leads to 1950 vpd recirculating vehicles from public lots and 5,500 vpd overall. More specifically, there are 507 public spaces in Sedona Public Lots 1 thru 7 (Figure to right).

*Applying the same methodology, this equates to approximately **1000 vpd**, circulating on local roads to find a parking space during peak periods.*

Table 2 summarizes the Maricopa County Department of Transportation (MCDOT) Level of Service (LOS) thresholds for various roadway facilities based on vehicles per day. Removing 1,000 or more vehicles from a local road would improve LOS by almost two levels, whereas adding this additional circulating traffic to a collector road (such as Jordan Road or the future Forest Road Connection), would not degrade the LOS by the same magnitude.

Table 2 – MCDOT Segment Level of Service

Functional Class	Lanes	Median	LOS B	LOS C	LOS D	LOS E
Major Collector	2	Undivided	7,400	10,200	12,800	13,400
Major Collector	3	Undivided	12,100	18,300	20,800	21,900
Local	2	Undivided	1,500	2,000	2,600	2,700

Pedestrian Travel Patterns

By using the lots within Uptown as zones, Streetlight can determine how far the pedestrian trips to and from that lot are. **Figure 4** shows that the average pedestrian in Uptown is willing to walk 1,500 -2,000 feet (0.3-0.4 miles) to their ultimate destination. This supports that consolidation of parking within Uptown is a viable solution.

Figure 5 and **Figure 6** show the locations of two potential locations for consolidation and/or a parking garage as part of the options evaluated and how far typical Sedona visitors are willing to walk from each location. The Forest Road garage would capture a larger portion of Uptown within a 0.4-mile buffer, though the Municipal Lot to the north also covers more than half of Uptown.

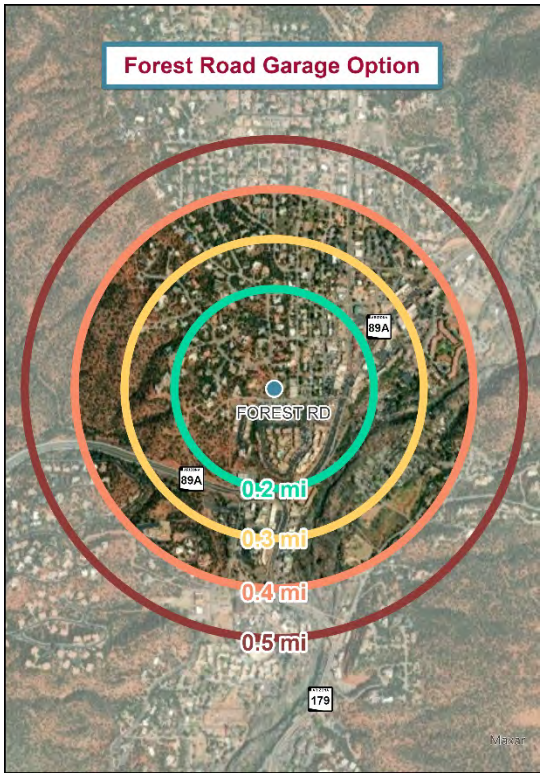


Figure 5 – Pedestrian Distance from Forest Garage

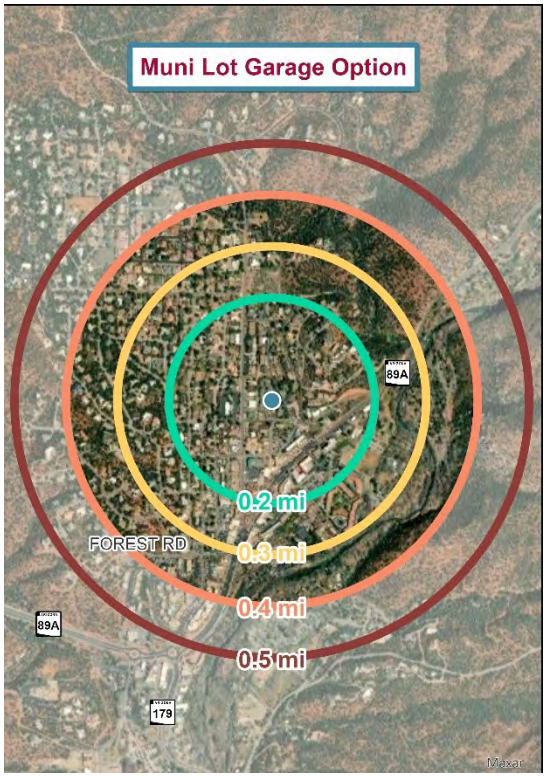


Figure 6 – Pedestrian Distance from Muni Garage

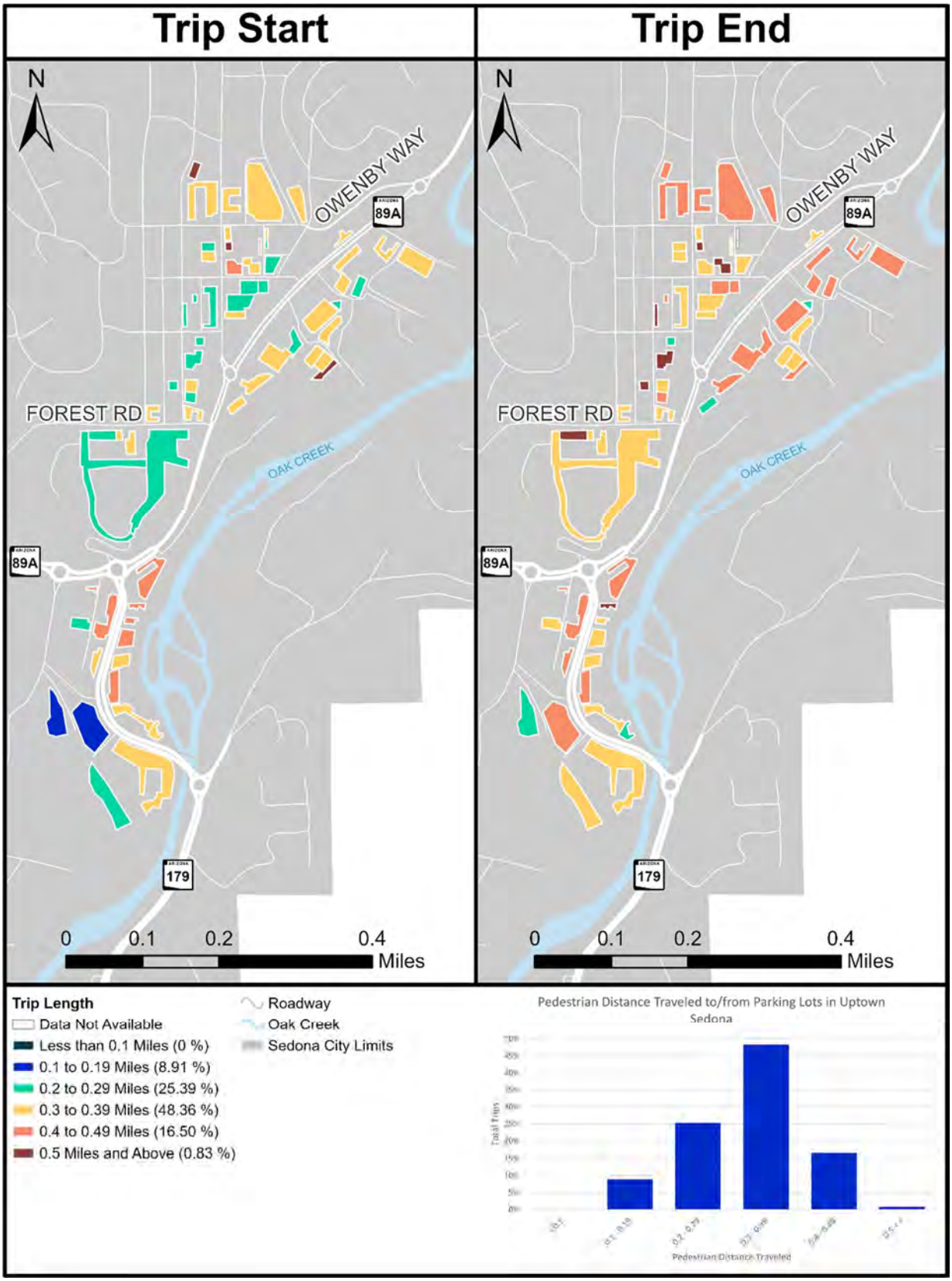


Figure 4 – Pedestrian Trip Distance

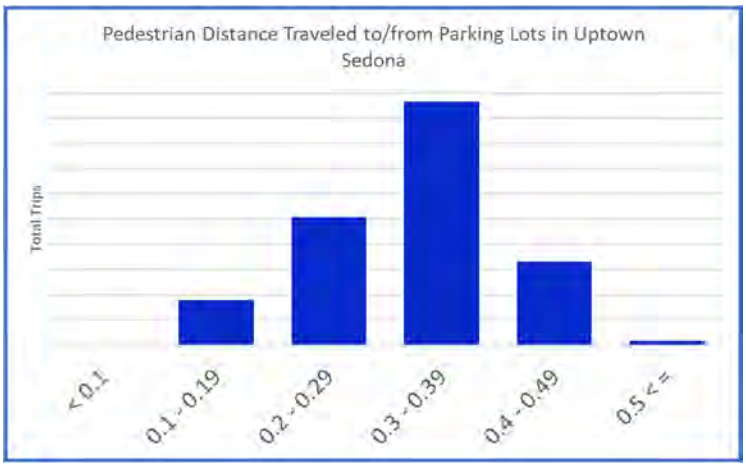


Figure 5 – Pedestrian Distance Traveled

Summary

This technical memorandum documents the traffic analysis findings for Uptown Sedona These findings are summarized below:

- Uptown Sedona experiences 32,000 vpd annual average with a peak in March of 45,000 vpd.
- Approximately 50% trips into Uptown are pass through.
- Of these vehicle trips 75%-80% of trips to and from Uptown are visitors.
- 50% of trips to and from Sedona are from the west on SR 89A, 35% of trips are from the south on SR 179, and the remaining 15% are from the north on 89A.
- 13% of all trips are 50-100+ miles away.
- Circulating vehicles unable to find parking is estimated to contribute 5,500 additional vpd on adjacent roadways.
- Pedestrian trip attributes indicate that within Uptown the average pedestrian is willing to walk between 0.3 and 0.4 miles (1,500-2,000 feet) from their parked car to their destination.

Conclusion

- Parking consolidation, preferably adjacent to a collector road, would alleviate traffic congestion on local and other Uptown roadways.
- The location of the parking consolidation should be placed on the southwest end of Uptown due to 85% of the trips originating from the west and south.
- Consolidated lots should be located within 0.4 miles of the end destination to improve walkability and bikeability in the Uptown area.

Kimley»Horn

Registered Professional Engineer (Civil) CERTIFICATE NO. 48841 ANDREW C. BAIRD Date Signed 10/24/23 ARIZONA U.S.A.

UPTOWN PARKING ALTERNATIVES ANALYSIS

EVACUATION TECHNICAL MEMORANDUM

Date: October 24, 2023

Subject: Uptown Parking Alternatives Analysis - Evacuation

Introduction

The City of Sedona is in the process of reviewing parking growth, limitations, and potential improvements throughout the high traffic area of Uptown. As part of this process seven options have been presented:

1. No new parking
2. New intercept parking lots
3. Surface Lot –Forest Road
4. New Garage –Forest Road
5. New Garage – Municipal Lot
6. Consolidation of Public Lots –Forest Road and Expansion
7. Garage + Consolidation of Public Lots

This memorandum is prepared as supplemental material to evaluate potential impacts of a garage on Forest Road for two emergency evacuation scenarios. It should be noted an overall evacuation strategy for Sedona is currently underway as a different project with a different consultant team running a different type of VISSIM model.

The model used for this evaluation is a modification of a six-hour static VISSIM traffic model (10 AM to 4 PM) the design team has used for various traffic simulations for the Sedona in Motion (SIM) Program. To simulate a potential evacuation volume of traffic, the design team doubled a known peak hour volume and routed traffic as noted in the Evaluation Criteria section. Two future roadway improvements are also included in the model: Forest Road Connection (under construction) and Uptown Northbound Improvements (advertised for Construction).

Evaluation Criteria

In a September 21, 2023, meeting with Sedona Police and Fire along with Coconino County, the design team discussed modeling two evacuation scenarios:

1. Threat from the North resulting in the need to evacuate traffic to the South and West
2. Threat from the West resulting in need to evacuate traffic East and South

Additionally discussed in the meeting with Police and Fire were general best practices for emergency evacuation including: Traffic Splits at the roundabouts, 2 hour window for evacuating a parking garage, free flow movements from connector roads to highways when the lane capacity is available. For safety and security purposes, the full evacuation strategy,

including staging, staffing and sequenced traffic control, was not disclosed to the design team.

With the information provided at the September 21st meeting, the team set the following parameters for each scenario:

Threat from North (Evacuation to West)

- Double the hourly volume
- No vehicles run north on SR 89A
- All NB SR 179 vehicles are rerouted south at the Schnebly Roundabout
    - Creekside Plaza is the exception
- All Forest Road vehicles routed west
- Pedestrian activities remain
- Forest Road Connection (future project) is a SB free flow right turn
- WB 89A merges to one lane west of Brewer Roundabout
- 100% of Jordan Road SB traffic remains on Jordan Road
- 200 vehicles added to WB Forest Road to represent neighborhood utilizing local roads west of Jordan
- Garage evacuates in 2 hours (272 vehicles)

Threat from the West (Evacuation North and South)

This scenario is more challenging to model as there are alternatives routes that may be utilized be emergency responders. Additionally, two lanes of SR 89A traffic is routed to one lane on NB SR 89A and one lane of SB SR 179.

- EB SR 89A traffic splits
    - 10% SB at Brewer Roundabout
    - 50% SB at SR 179
    - 40% NB SR 89A
- All Forest Road vehicles are routed East
    - 60% NB SR 89A
    - 40% SB SR 89A
- Brewer NB traffic routed to Ranger Road then SB 179
- Pedestrian activity for first 30 minutes (assume key roadway corridors are cleared of pedestrian conflict to allow for full vehicular access for the last 30 minutes)
- Garage evacuates in 2 hours (272 vehicles)
    - Forest Road EB split
        - 60% NB SR 89A
        - 40% SB SR 89A
- Consolidate parking
    - Remove 272 vehicles from side streets
    - Simulate consolidation of parking into garage

Lastly, the group discussed the benefits of consolidated parking when it comes to traffic management during an event or emergency. The benefits include but are not limited to:

1. Improved parking access and wayfinding. In an emergency, proper wayfinding to consolidated lots allows for more efficient movement of pedestrians when compared to smaller, more spread-out lots.
2. Less personnel required to provide needed traffic control in an emergency evacuation.
3. Less vehicles on local streets which leads to less congestion/conflicting traffic movements during evacuation.
4. Ability to stage personnel and equipment at a proximate facility or consolidated lot.

Results

Below are the results of the two evacuation scenarios, modeled in VISSM, with or without a garage on Forest Road. Both results yield a 0% increase in overall system delay. However, as mentioned above, several benefits would be gained for emergency management, in relation to evacuation of Uptown, if a garage were located on Forest Road.

It should be noted the results below are an average vehicle delay for a car within the modeled traffic network when compared to a free flow scenario (ie: 0 second delay). For example, in the VISSIM model, it takes a vehicle 62 seconds to exit the bounded traffic network. A vehicle evacuating from the Hyatt would take less time to exit west while a vehicle evacuating from north of Uptown would take longer than the average time.

Threat from West

Evac To North/East Vehicle Delay (seconds)	Without Garage	With Garage	Increase %
System wide Average Delay	59	59	0%

Threat from North

Evac To West Vehicle Delay (seconds)	Without Garage	With Garage	Increase %
System wide Average Delay	62	62	0%

Figures 1 – 4 on the following pages are screen shots from the VISSIM Model.

Kimley»Horn

Evac to West

Base

Garage

Figure 1 - Evacuation to West at 12:15 PM (VISSIM Model)

Evac to West

Base

Garage

Figure 2 - Evacuation to West at 12:25 PM (VISSIM Model)

Evac to East

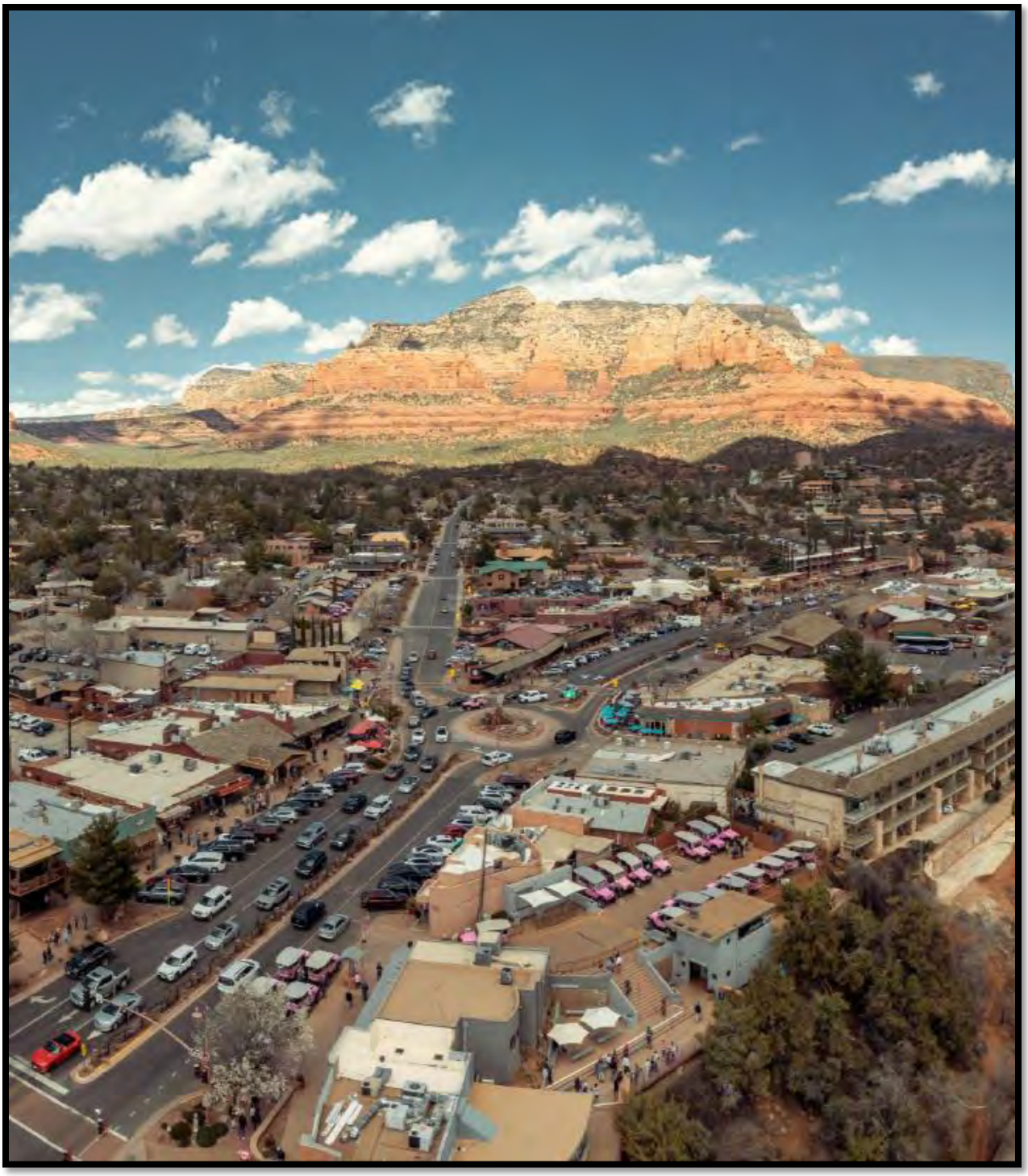
Figure 3 - Evacuation to East at 12:15 PM (VISSIM Model)

Evac to East

Base

Garage

Figure 4 - Evacuation to East at 12:25 PM (VISSIM Model)



City of Sedona: Uptown Parking Analysis

October 19, 2023 Public Meeting: Public Engagement Summary

Prepared by: Kimley-Horn

Project Description and History

• 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 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 Team

City of Sedona

Project Manager(s)

Karen Osborn, City Manager
Andy Dickey, Deputy City Manager

Kimley-Horn and Associates

Manager(s)

Jermiah.Simpson@kimley-horn.com
Andrew.Baird@kimley-horn.com

Public Involvement

Kimley-Horn
Beta PR, sub-consultant

October 19, 2023, Public Meeting Summary

A public meeting was held at The Hub, Posse Ground Park located at 525 Posse Ground Rd, and ran from 3:30 p.m. to 7:00 p.m. The meeting was staffed by the City of Sedona, Kimley-Horn, and Beta PR employees (staff, collectively). Staff provided a brief presentation of the history of the project and the goals of the public meeting. Once the presentation was complete, the forum changed into an open-house meet and greet style with individual stations set up.

Presentation stations were set up with display boards regarding a variety of topics including:

- Parking
- Traffic Impacts
- Emergency/Evacuation Response
- Forest Road Garage
- Parking Study History
- Transit
- Goals
- Options
- Evaluation

The meeting was open to any member of the public regardless of if they were area residents or tourists. The meeting allowed people the opportunity to meet with staff to discuss or review topics relevant to them. Comment forms were made available for those that chose to provide more in-depth answers to questions that staff was interested in knowing.

- 68 persons signed the sign-in sheet and were in attendance. A list of attendees is attached as **Appendix A: Sign-In Sheets**.
- 8 comment forms were filled out and handed back to staff for review. Comment forms are attached as **Appendix B: Comment Forms**.
- Pictures of the event were taken by staff and are attached as **Appendix C: Pictures**.

Questions and Comments from Staff

A variety of staff solicited and spoke with those in attendance regarding their individual station subjects, future ideas of transit and parking options, or more in-general topics regarding the City of Sedona. A summary of questions and comments from staff are below.

Questions

- How do consultants know the number of vehicle trips?
    - Streetlight Data is the vendor we use to provide origin-destination data which is based on both cell phone and car GPS data. The board shown is vehicle trips in and out of Uptown Sedona business district.
- Will the Forest Road Connection alleviate some of the traffic in Uptown?
    - Yes, especially knowing 50% of the trips are coming from the west. Those trips would likely use Forest Rd., especially if there is a consolidated lot or garage west of Uptown. This traffic would then no longer travel through the Forest Rd. signal. Reduction in trips improves operations and level of service.
- With traffic increase projections, will the Forest signal ultimately degrade?
    - It is possible, however providing additional routes to a destination (ie: Forest Connection) will reduce traffic at existing intersections. Over time, as traffic grows, existing intersections will see the same or more traffic degrading the level of service.
- If Forest Road is constructed with no garage, will that not just create more traffic bypassing the Y to travel through neighborhoods to get to Uptown or Oak Creek Canyon?
    - There are currently SIM projects that will address highway congestion which would in turn prevent drivers attempting to bypass congestion. Drivers want to stay on the highway.
- Do we know how many cars are circling uptown trying to find parking and ultimately leave?
    - We do not have that information for the study.
- What other features will be associated with the garage? Will sidewalks be installed?
    - Yes, sidewalk will run along the north side of the road and connect into Uptown. Shared use path runs along Forest Rd. on the south side, then terminates and crosses Forest Road A future shuttle stop is yet to be finalized.

- Is there any consideration to one-way streets?
    - There was a study completed 4-5 years ago for Smith, Wilson and Van Deren to potentially convert to one way street for better traffic flow and possibly the addition of a shared use path.

Statements / Comments

- An individual watched the evacuation videos and did not agree that the garage would not impact evacuation.
    - The traffic model was condensed to one hour to determine the impacts with or without the garage. Garage evacuation is two hours. The attendee noted it would be impossible to evacuate in one hour. There will be a separate project completed by the county with support from City and another consultant. PD/Fire have a full evacuation strategy. The current model shown is based on several assumptions along with input from PD/Fire to determine the garage impacts. The attendee seemed more focused on the overall evacuation and not the garage comparison and moved on to a few different questions.
- An individual talked about how parking on 89A is terrible and creates a significant amount of congestion.
    - The north bound (NB) direction of travel and parking is congested because there is only one lane. The NB side between Jordan and Forest will be eliminated with the new NB improvement project. That should significantly help with flow of traffic. The 2nd south bound lane adds extra roadway capacity but also allows for through traffic to move to the inside lane if a car is waiting for a car to pull out of the on street parking. The attendee tended to agree with that and asked why that parking would not just be eliminated and just add a wider sidewalk, etc. There is revenue in those paid space that help fund improvements.
- There was an assumption in the traffic split that 50% of the traffic from the west would be a lower percentage of visitors.
    - That could not be determined currently, but the board was visitor splits for all directions of traffic into Uptown.
- Individuals asked for better wayfinding and parking management.
    - That is in the long-term plan but not immediately for this study. There would have to be awareness of questions from the public on sign pollution when looking at wayfinding alternatives.
- Sedona has tried offering transit back in the day and it didn't work. People don't want to park their car and all their gear, children, etc. and then get on a bus. In the same breath, a man was in favor of having intercept lots on the outskirts of Sedona instead of a garage.
- An individual, who was against offering additional parking, wanted all Uptown parking to go away so that tourists will stop coming to Sedona. She wanted to know what other cities that have faced the same issue have done.

Potential Questions and Answers

Staff developed some potential questions and answers that may have been asked by the public. This helped the technical experts and facilitators of each station to be prepared for any conversation. A summary of potential questions and comments are below.

Parking

- Why not a comprehensive City wide parking master plan instead of just focusing on Uptown?
    - The focus for this study is Uptown, based on pausing the design of the garage to determine if needed and if other factors (transit, multimodal, etc) may effect ultimately how parking is managed. There will certainly be elements of this study that can be incorporated into a city wide plan. We also believe we have adequate information to support the conclusions of this re-evaluation.
- Will a garage just ultimately lead to "induced" demand? (ie: if you build it they will come)?
    - The garage is not the destination and therefore not a trip generator. People will always come to Sedona (as evident by our ongoing Visitor Study) but the analysis and option selected by the task force shows that proximal and consolidated parking will improve congestion and access to better accommodate the likely increased annual visitors with or without a garage.
- The growth projections do not appear accurate. The City is very limited in available land for development/redevelopment and not primed for increased jobs/commerce.
    - Growth projections are not just based on growth within City and verde valley, but with annual visitors approaching 3M, increased growth in major Cities around the SW will lead to increased traffic/visitors in Sedona.
- We are just designing this for 40-50 days of the year. All other days parking is not an issue.
    - Parking professionals design off of a design day which is typically 50 days of the year. So we are not designing for Easter Sunday but rather the 85 percentile +/- which is generally accepted practice, which we are following here.
- Instead of adding more parking, utilize the private lots that are underutilized.
    - The design team also completed an inventory of existing private parking and found issues with ADA access, maintenance. It is not in the City's best interest (nor the publics) to enter into shared parking agreements when the private lots are not always up to standard, not in locations conducive to supporting transit, most are not easy to way find or access, nor have safe or convenient pedestrian access to Main Street and other Uptown destinations.
- I don’t think there is a parking problem, why can’t things stay the way they are?
    - What we have today, with parking scattered across Uptown, is a perfect example of “induced congestion” . Leaving things status quo means leaving traffic inefficient with thousands of vehicles passing through narrow local streets, and congested areas, creating unnecessary carbon emissions.

- One of the considerations for citing a garage in close proximity to Uptown is to capture pass through traffic. Why doesn't on-street, along SR 89A, parking accommodate this?
    - If you consider northbound traffic there will only be 2 handicap spaces remaining along this frontage after our Northbound Uptown improvements are complete, this is obviously not enough parking, and we do not want traffic circulating throughout Uptown looking for parking.

Land Use-History

- Why not just place intercept lots at the ends of town to keep all traffic out of Sedona?
    - Several issues: 1- Study shows that proximal and consolidation is the key to successful parking strategies in Uptown. 2 - Intercept lots will not work with transit based on past case studies. " misplaced intercept lots that are too distant from the final destination do not work with transit." 3- There is still at least 50% of the traffic through uptown that is pass through. 4 - People are unwilling to leave their car an extended distance from the destination.
- Why is the Forest Rd site the best location to consolidate parking, and build a garage?
    - It will help improve traffic. It is proximate to Uptown. This is close enough that we believe it will be effective at capturing vehicles, reducing circulation, promoting walkability/bikeability. Also, far enough away, at the perimeter of Uptown, outside the area of high congestion where we're trying to reduce trips.
    - Again, it will help improve traffic. It's along the new Forest Rd Extension, in the perfect location to capture vehicles headed northbound on SR 89A and northbound on SR 179, allowing a bypass of the Y Roundabout (with the new Ranger Road extension or Use of Brewer Rd). Reducing this traffic, out of the Y, improves traffic in the entire traffic network, as this is the center of congestion.
    - It helps transit operation. Having consolidated parking at the perimeter of Uptown helps transit operation by consolidating pickup locations to one location that's accessible and easy to connect to the remainder of the city.
    - It will help with evacuation operations - see environmental section below.
    - Environmental – see environmental section below.
    - The study area is almost built out, few available parcels remain that could accommodate a parking structure. Numerous sites were evaluated in 2019 and every other site was ruled out for lack of feasibility for one thing or another. None of those site conditions have changed. What is a suggested alternative location inside the study area?
    - It has minimal impact on viewshed due to being constructed into a hillside - something highly sensitive for the Sedona community.
- What is the City of Sedona's vision for the future Uptown tourist area? Lacking a vision, how do we implement a parking solution that will be appropriate for our community?
    - Per the Uptown CFA planning effort, it envisions Uptown being more walkable and bikeable and being more efficiently connected to transit. Our taskforce also generated a set of criteria to evaluate improvement options against, that criteria

is in-line with the vision established by the CFA, and the criteria is what the taskforce felt was appropriate for Uptown.

- Wouldn't it be a good idea to wait to decide what to do with a garage until the community plan update is complete?
    - We have completed enough of the update effort to know there are no outcomes that would not support the garage moving forward.

Emergency/Evacuation

- I do not believe the garage will not have a significant impact on Evacuation.
    - In two evacuation scenarios discussed with Sedona PD and Fire; it was determined that the garage will not have an adverse impact on evacuation. Again, this is based on consolidation of parking leads to improved emergency management.
    - Per the discussion with emergency personnel, and as stated on the Emergency/Evacuation Board, in an emergency, proper wayfinding to consolidated lots allows for more efficient movement of pedestrians when compared to smaller, more spread-out lots. This requires less personnel to provide traffic control for an evacuation. This removes vehicles from the local streets, allowing those areas to evacuate more efficiently. Having a sub-station at this location allows personnel and equipment to be staged in an area, a location that's key to the evacuation of Uptown.
- In the evac memo, how is Forest Road clogging up accounted for?
    - The simulated model shows vehicles entering Forest Rd from the neighborhoods and from the garage. You can see the road has adequate capacity to handle the traffic at the rate it's expected to evacuate.
    - Traffic
- How does consolidated parking help improve traffic flow and reduce congestion?
    - By consolidating parking, circulating trips are removed from traffic flow, which would otherwise be moving through parking lots looking for parking throughout the dispersed parking throughout Uptown.
- How will pedestrians traveling between the garage and Uptown impact traffic?
    - The project is expected to include sidewalk and shared use path improvements, which will allow multi-modal travel off the roadway. There are also street improvements expected to help improve safety at crossings.
    - Transit
- How does the parking/garage work with the ultimate transit fixed route system?
    - Having the parking consolidated helps to reduce the number of stops the transit system will need to accommodate.
    - It is anticipated that an eventual transit connection would be made between the garage and the other areas of the city. This will include micro-transit, and possibly a fixed route line, depending on the level of demand for this connection (this is not known yet). In addition, a circulator system could be added, if the

demand supports it. While this is also not known, we anticipate this will be supported by demand.
    - Having parking at the fringe of Uptown helps reduce trips and traffic throughout Uptown, this also supports use of transit as most visitors (not all) will not want to walk the full distance into Uptown and back to the garage.
- Are transit plans and parking plans fully integrated into this new evaluation?
    - All previous studies have been considered in this re-evaluation.
- How do you proceed with an $18M garage without first completing an overall parking/transit master plan?
    - We believe we have adequate information to support the conclusions of this re-evaluation.
- How does building a garage help transit operations?
    - Robert - Transit can be as effective as land use decisions allow it to be. The current decentralized parking condition in uptown does not support the deployment of a localized circular fixed route bus service. While the planned Microtransit shared ride on- demand service may help to reduce the number of vehicles entering uptown, the service will not yield much effect in improving overall circulation throughout that district.
    - Alternatively, transit can be more effective in improving circulation within congested areas that have adopted a consolidated parking model, which has been recommended by this task force. A typical transit model of this type includes transit fixed route circulars serving nearby consolidated parking locations to move passengers in and out of congested areas. Assuming the city moves to a consolidated parking model, this type of transit deployment could become an effective tool to help mitigate vehicle congestion and improve circulation throughout uptown.

Goals and Options

- Why were other options not considered for parking? Why just the 7?
    - Options were determined by the task force and also pulled from the WPM Study.
- How can a garage reduce environmental impact?
    - By consolidating parking, circulating trips are removed from traffic flow, which would otherwise be moving through parking lots looking for parking throughout the dispersed parking throughout Uptown.
    - Surface parking lots do not include air filter systems like garages do.
    - To get the same amount of parking via surface lots would require many additional acres of asphalt in an already high land cost/limited land area and an inefficient use of land. In fact, the area currently designated for the garage is about 1.25 acres (the garage doesn't use this entire site but does most of it). The equivalent area needed for surface lots is estimated to be more than 3X this, or close to 4 acres, of mostly asphalt.

- Why don't you just build a garage on the south side of Forest Rd, where the fire station is expected to be vacated?
    - This site, and many others were evaluated in the Walter P Moore Study, when the north side of Forest Rd site was selected.
    - While we have identified this area as a priority for gaining additional parking, it does not allow a sufficient area for building a garage. We expect to only gain a relatively small number of spaces in this area.
    - The fire station property is significantly encumbered by the radio/cell tower, and the access to it.
- Why not just develop more public/private partnerships for public use of private parking?
    - We've been developing these partnerships since 2012, at this point, all reasonable and viable options have been pursued.