



**U.S. Department of Transportation
Federal Transit Administration**

**Paul S. Sarbanes Transit in Parks Program (Transit in the Parks Program)
Planning Project - Proposal for Fiscal Year 2011 Funds**

BASIC PROJECT INFORMATION			
Project Name (Please provide a 1-2 sentence description of the project): Sedona Alternative Transportation Implementation Plan. To mitigate trailhead impacts and improve the visitor experience by providing alternative transportation to trailheads in the Sedona Red Rock Ranger District.			
Proposed Funding Recipient: Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA)			
Public land unit(s) involved: Coconino National Forest Red Rock Ranger District		<u>Location of Project</u> City: Sedona County: Yavapai and Coconino State: AZ Congressional District: 1	
Federal Land Management Agency managing the above unit(s): <input type="checkbox"/> Bureau of Land Management <input type="checkbox"/> Bureau of Reclamation <input type="checkbox"/> Fish and Wildlife Service <input checked="" type="checkbox"/> Forest Service <input type="checkbox"/> National Park Service <input type="checkbox"/> Other (e.g. Federal Trust) Describe:		Type of Project: (Implementation projects, please use the alternate form) <input checked="" type="checkbox"/> Planning	
<input checked="" type="checkbox"/> Proposal is to plan for a possible new alternative transportation system where none currently exists. <input type="checkbox"/> Proposal is to plan for a possible enhancement of an existing alternative transportation system.			
Transit in Parks Program Funding Requested during FY 2011 \$150,000		Total Cost of Planning Project at Completion (All sources) \$275,000	
Were you awarded Transit in Parks Program funds for this project in the past? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If answer "Yes," please provide amount awarded: \$			
Do you plan to request additional Transit in Parks Program funds in future years? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (Note: If you wish to compete for future Transit in Parks Program fiscal year funds you must reapply).			
If answer "Yes," please specify Transit in Parks Program proposed funding levels for out years below:			
FY 2012 \$150,000	FY 2013 \$1,500,000	FY 2014 \$1,600,000	
FY 2011 Funding Amounts from sources other than Transit in Parks Program funds? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If answer "Yes," please specify funding levels per source below:			
State \$	Local \$103,000	Federal (other than Transit in Parks Program)	Private sources

CONTACT PERSON

Name: Jeff Meilbeck

Phone: 928-220-2272

Position: General Manager

E-mail: Jmeilbeck@naipta.az.gov

Address:
3773 N Kaspar Drive; Flagstaff, AZ 86004**OTHER PROJECT SPONSORS (in addition to funding recipient)**The City of Sedona
Red Rock Ranger District
Coconino National Forest
Sedona Chamber of Commerce
Arizona Department of Transportation**REQUIREMENTS**

- If a State, Tribal, or local government entity is proposing the project, the applicant has contacted the manager of the Federal land unit(s) and has the consent of the Federal land management agency or agencies affected.
- The project is consistent with the metropolitan and statewide planning process.
- The project is consistent with agency plans.
- The planning project will analyze all reasonable alternatives, including a non-construction option.

BASIC PROJECT DATA

Number of Visitors (Annual): 3,000,000

Daily Number of Visitors (Peak season): 15,000

Average Number of Vehicles per Day at Peak Visitation: 4,500

Current Road Level of Service at Peak Visitation: F
(Please consult guidance where available on determining this variable. You may use observational accounts or pictures to provide an assessment of this datum for FY 2011 proposals).

What time of the year does your land unit experience Peak Visitation?

 Spring Summer Fall WinterCurrent Carrying Capacity of Existing Roads: 1081 (vehicles/day) *this is the parking capacity, not roads*

What percent of that capacity is the site operating at during peak periods? 200 %

Current parking shortages during peak visitation: approximately 1,000 spots

Current Number of Persons who use the alternative transportation system (if one already exists) at peak visitation:
n/a

Estimated Annual Number of Persons who will use the alternative transportation system at project completion: 720,000 (anticipated number of riders or users/annually)

Average number of auto collisions with wildlife in the area? 25 Annually

Executive Summary

The Red Rock Ranger District of the Coconino National Forest is home to one of the most iconic landscapes in the United States. As its name implies, the District boasts cliffs, mesas, and spires of the red sandstone that serves as a hallmark of the Southwest. The city of Sedona, located in the heart of the District, serves as a gateway to visitors seeking to explore the area's recreational opportunities. Myriad trails, developed campgrounds, cultural sites, and wilderness areas provide a high diversity of recreation experiences within a compact landscape.

Sedona's popularity is proportionate to its world-class scenic beauty. Whether as a stop on their way to the Grand Canyon, as a respite from the summer heat of Phoenix, or as an objective in and of itself, Sedona is one of the most popular visitor destinations in the region. Every year, an estimated 3,000,000 people visit the area – most of whom come during the peak spring and fall seasons. Visitation drops off only slightly in the hotter summer months, leaving only winter as a tourism-free season.

Only two, small highways (89A and 179) provide arterial access to Sedona and the surrounding national forest. With 95% of visitors arriving by car and with no alternative transit system (ATS) in place, these highways are routinely subject to congestion – even in the off-season – and gridlock. Despite the State's recent improvements along 179 and its intersection with 89A in the Uptown area of Sedona, bumper to bumper traffic still plagues these highways during peak seasons. Additionally, parking at forest trailheads and recreation sites is limited. As popular sites become full, people are displaced or choose to park in undesignated spots, causing resource damage and creating safety issues.

It is not only visitors who suffer the impacts of traffic and parking congestion. Residents of the local communities are also reliant on these same two highways to conduct daily business and to access the recreation opportunities that contribute greatly to their quality of life.

The development of an ATS in Sedona would benefit all multiple user groups. If visitors were able to utilize an ATS to access recreation sites, leaving their cars at their hotels, highway congestion would be alleviated for residents and others driving to/from the area. Additionally, parking congestion at recreation sites would be reduced as more people utilized the ATS. Another key benefit to an ATS is that hikers (both visitors and residents) would no longer be constrained by the need to return to their trailhead of origin; they could take advantage of the highly-developed trail network to create a wide variety of hiking experiences.

The City of Sedona has completed several transit studies over the years (see addendum), which consistently show the positive impacts an ATS would have and which identify the same routes that the District has targeted for improved recreational access. The deep interconnection between the community of Sedona and the surrounding forest means that the same ATS could serve both the needs of the forest users (visitors and local residents) and the City. This synergy is too valuable an opportunity to waste. The Northern Arizona Intergovernmental Transit Authority (NAIPTA) and the Forest Service form a natural partnership for the development of an ATS in the Sedona area. The groundwork has been laid by previous studies; all that remains is to determine the final details.

Project Description

Sedona lies just halfway between the metropolitan area of Phoenix, Arizona, and Grand Canyon National Park. It is a popular destination for Phoenix residents seeking respite from summer heat and for people seeking the contemplative beauty of the red rock landscape. It is also a popular stop for people on their way to the Grand Canyon. Tourism comprises 60% of the local economy. In 2010 the City's Transit Task Force emphasized the importance and strategic economic value in investing in tourism-related infrastructure, such as alternative transportation. It discusses the need for transit as a "value-added amenity that promote[s] differentiation from other cities [and] enhances visitor satisfaction....A tourism transit system would be a common good available to everyone and benefit not only the user but the community in which it is used." The Coconino National Forest recognizes the area's reliance on tourism and seeks to support this economic base without compromising the quality and character of the natural resources it manages. The high degree of urban interface means that the same alternative transit system (ATS) could serve both the needs of the tourism-based economy and the needs of the Forest Service to provide better access to recreation sites in the Sedona area.

Simple math and field observations by Forest Service employees reveal the recreation sites' inability to accommodate the high levels of visitation they receive. Trailheads and recreation sites on the Red Rock Ranger District provide approximately 1,080 parking spaces. During peak visitation, however, visitors bring over 2,000 cars per day to recreation sites. In addition, local residents also access trailheads by car. The high reliance on private vehicles results in traffic and parking congestion. Enlarging parking areas is not an option, as it would compromise Forest Plan direction to maintain the scenic values of the Sedona area and would encroach on the sensitive ecosystem. Therefore, some other method of improving access while mitigating resource impacts must be explored.

The City of Sedona and the Forest Service have independently identified alternative transportation as a solution. Over the years, the City has sponsored several transit and transit-related studies. These studies have consistently documented the same problems of traffic congestion and limited access, both from the City's perspective and as they relate to Forest Service recreation sites in the area. These studies established the benefits of ATS and proposed similar routes/service areas as those desired by the Forest Service for access to its sites.

Before implementation of an ATS can occur, however, one final study must be completed. This study must build upon the findings of those previous and make final determinations on:

The project effort would culminate in the creation of an implementation plan that covers:

1. Routes (with maps)
2. Schedules (days/Hours/Frequency)
3. Transfer procedures and locations (if there is more than one route)
4. Estimated annual revenue miles, revenue hours and operating costs
5. Vehicle type and capital costs
6. Fare media and categories including parking fees, walk-in fees and transit fares
7. 5 Year Operating Plan
8. 5 Year Capital Plan
9. 5 Year Revenue and Funding Plan
10. Draft Contract for a private operator (if needed)

11. Estimated Annual Ridership
12. Bus stop/amenity plan (Including real time info and key stops)
13. Park and Ride Plan/Regulations (based on general type, size and location requirements)
14. Policy plan

The goal is to design a transit system that is implementation-ready (no further study needed). A key deliverable of the implementation plan will be the development of a 5320 grant application for an FY 12 Capital project.

The Sedona Alternative Transportation Implementation Plan creates a synergy between the needs of local governments, businesses, visitors and federal land managers. Because the same two highways provide the sole access to both the urban communities and Forest Service sites, the same ATS could also serve the needs of both user groups. It would be economically efficient to have the same ATS serve both recreation sites and tourism-related businesses that lie intermingled along the same routes, rather than only one or the other. Designed properly, the overlap of routes in the Uptown shopping/gallery district will replace the award-winning but now-defunct circulator shuttle that formerly served businesses in this area. It would also allow overnight visitors to leave their vehicles at their hotels and ride the ATS to trailheads or the shopping districts, and it would allow campers in Oak Creek Canyon an easy method of coming into town to shop or have dinner without having to tear down their campsite or negotiate Uptown traffic with a larger RV. Cumulatively, these benefits reduce traffic on the roads, reduce parking congestion, and increase visitor access – all of which enhance visitor experience while protecting the natural resource.

Transit in Parks Program Planning Evaluation Criteria

Planning Justification

Your responses to these questions must total no more than eight pages.

Planning Project Evaluation Factors:

1. Demonstration of Need

a. Visitor mobility and experience:

The National Forest around Sedona has a high degree of urban interface. The communities of Sedona and Village of Oak Creek are surrounded by Forest, and many trailheads are located in residential neighborhoods. There are only two highways providing access to and within the area: 89A and 179. Currently there is no alternative transportation system. Anyone wishing to access these communities, local businesses, or recreation sites must drive his or her personal vehicle. The sheer volume of cars traveling these two highways on a daily basis results in routine congestion and delays. Because visitation to the area is high for three out of four seasons, these traffic issues are present most of the year.

In proportion to its high visitation, Sedona's transportation infrastructure – specifically its parking facilities – is disproportionately small. The 2005 Sedona Visitor Study revealed that 95% of visitors to Sedona arrive by car. With an annual visitation of 3 million, this amounts to nearly 900,000 cars each year (based on an average of 3.2 visitors per vehicle). On peak days, visitation can reach 15,000 people or approximately **4,500 cars each day**. The study also showed that nearly half (45%) of all visitors participate in outdoor recreation. This means that on peak days, over 2,000 vehicles are parked at trailheads and other recreation sites. This is approximately 200% of the existing parking capacity. Add to this the parking needs of local residents seeking recreation opportunities, and the problem increases.

This significant parking shortage and limited access routes result in substantial traffic and parking congestion. After making the 2.5 hour drive from Phoenix, visitors find themselves faced with the frustration of finding parking spaces. This often results in visitors cruising parking lots and roadways, especially in Oak Creek Canyon. Rather than enjoying the natural setting, visitors find themselves stuck in gridlocked traffic. Additionally, the lack of adequate parking causes visitors to park in undesignated spots along parking lot margins and road shoulders. This creates a public safety issue as visitors must navigate traffic to access the recreation opportunity from their unmarked parking spot. The situation reaches its zenith in Oak Creek Canyon, where on peak summer weekend's cars fill the narrow shoulders the full length of this narrow, windy, and busy road.

People come to Sedona to experience the contemplative beauty and peaceful quiet that the landscape is famous for, and instead they find crowded lots and bumper to bumper traffic.

b. Environmental condition as a result of the existing transportation system:

When parking areas are full, visitors begin parking in undesignated spots along the margins of the parking lot or the road shoulder - resulting in resource damage. While generally people try to park on unvegetated areas, they may unknowingly park on sensitive or erodible soils (as most soils in the Sedona area are) or vegetation. Additionally, over time, the boundaries of these seemingly hardened sites begin to “creep” and widen into surrounding vegetation.

In many of the trailhead lots along Hwy 179, this damage may be limited to the immediate parking areas, as people can still utilize the main parking lot and/or walkways to access the site once parked. However, in Oak Creek Canyon there are no such walkways, and visitors are forced to make their own trails through the vegetation. This has resulted in numerous user-created trails along the length of Oak Creek Canyon. This not only negatively affects the vegetation but also the soil and water quality: as plant cover is lost, more soil is exposed to erosion, which in turn lowers the water quality in Oak Creek.

The Forest Service anticipated the need to mitigate such impacts to the fragile Oak Creek Ecosystem. Amendment 12 to the Forest Plan (1998) provides multiple directives to protect the soil and water quality in and around Oak Creek. It specifically states management objectives to address parking and traffic management, air quality, water quality, and scenic properties in the canyon and for the core Sedona area as a whole.

Having an ATS would reduce the pressure on limited parking resources, thereby reducing the negative environmental impacts of trampling and erosion and facilitating the protection of the natural resources.

Scope of Work and Methodology

2. Methodology for Assessing - Visitor Mobility & Experience

Please describe how the planning project’s scope and methodology will assess visitor mobility & experience factors related to an alternative transportation project in the following areas:

a. Traffic congestion:

Impacts on Traffic congestion will be measured using pre and post visitor surveys. The initial plan will document visitor perceptions of congestion to form a baseline. Once service is implemented, annual visitor surveys will be conducted. Traffic counts at key locations will also be taken to establish a baseline against which we will measure the impact of transit service.

b. Visitor mobility, accessibility, and safety:

The study will incorporate the goals of improving mobility, accessibility and safety by complementing the road infrastructure that currently exists with quality transit service. For example, transit route structure will be designed to minimize transfers, bus shelters and bicycle facilities will be designed at existing transit pull-outs along highway 179 and buses will use low-floor technology to accommodate passengers

with special needs. Furthermore, NAIPTA's safety plan will be updated to prepare for accidents, natural disasters or security threats.

A survey of visitors will serve as the most accurate and cost effective method for establishing a baseline visitor experience threshold and identifying the key factors that should be a focus of any mobility/transportation improvement plan. The survey will take two forms. Some sample questions might include:

1. Self administered hotel guest survey – A one-page survey will be prepared and delivered in bulk to local hotels, The hotels will distribute them to each party (single or multiple people) as they check-in. This survey (available in several languages) can be completed by the guest and returned to the front desk of the hotel. The survey will ask visitors about:
 - a. Where they came from and where they are going next
 - b. How they arrived in the area
 - c. How many people are in their group
 - d. What activities are on their agenda
 - e. How they plan to get to the activities
 - f. Do they, or anyone in the apty, have any mobility impairments?
 - g. Their willingness to take a shuttle bus to the activities (we shold probably describe a small shuttle service in the survey)

The survey should be distributed to guests over a one week period (Sunday to Saturday) during the peak season

2. Intercept survey - A crew of data collection surveyors would approach people at key activity centers and trailheads using a one page survey (less than 2 minutes to administer). They survey would ask question related to:
 - a. How did you reach this location (walk, bike, auto),
 - b. How many people are in your group
 - c. How long does the person/party plan to be at this location today
 - d. Will the person/persons be going to other locations today
 - e. If they drove, where did they park? Where they concerned about vehicle security or their own safety depending upon where they parked.
 - f. If they drove, where they delayed by traffic/congestion?
 - g. Do they, or anyone in their party, have a mobility impairment?

Estimated cost for the two surveys...including survey design, data collection, tabulation and analysis...\$25,000

c. Visitor education, recreation, and health benefits:

Not only would an ATS reduce the aggravation of searching for parking and improve visitor access to desired recreation sites, it would also contribute to increased visitor understanding and education as well as visitor health. ATS operators could relay educational information to passengers, focusing on the natural and cultural history of the area. What would otherwise be a bumper-to-bumper drive becomes an informational scenic ride that explains the significance of the surrounding ecosystem and appropriate outdoor ethics.

ATS operators would also be tasked with disseminating critical health and safety information specific to the desert environment. Every year, hikers and day-users fall victim to the effects of heat and dehydration. Search and rescue organizations undertake numerous rescues

every year of people who do not bring enough water and become seriously dehydrated. An ATS would provide a venue in which trained operators could inform visitors of the need to stay hydrated and cool. By providing a reliable source of visitor safety information, an alternative transportation system could lead to an overall reduction in the number of search and rescues required every year.

The work of ATS operators would be supplemented by a repeating educational video playing within the ATS vehicles and information at the trailheads and parking intercept lots.

3. Methodology for Assessing - Environmental Benefits of Project

a. Protection of sensitive natural, cultural, and historical resources:

Numerous prior transit studies for the Sedona area have shown that the presence of an ATS would dramatically reduce traffic/parking congestion. It follows logically, then, that the environmental impacts they create would also be reduced. Fewer vehicles on the road would result in fewer traffic-related impacts on plants, soils, air and water quality, and the scenic values of the area.

Though the Forest Service, as the primary land manager in the Sedona area, has not specifically examined the effects of traffic on natural resources, Amendment 12 to the Forest Plan did recognize the need to protect the resources unique to the area. The Amendment provides several management objectives addressing the need to preserve and protect the experiences and scenic qualities that most visitors to Sedona seek and enjoy. It specifically cites ATS as a management objective.

b. Reduced pollution: This criterion includes air pollution, water pollution, noise pollution, and visual pollution.

As with impacts to natural and cultural resources, reducing the number of vehicles on the roads and at recreation sites will result in a decrease in traffic-related pollution. While an ATS would still produce emissions, the levels would be less than currently produced by the vast numbers of personal vehicles on these roads. Additionally, the study would examine and select the greenest technology possible for use in this ATS. Due to Sedona's somewhat isolated geography, the study would have to strike a balance between green energy and economically viable alternatives.

Reducing the need for parking at trailheads and other recreation sites would have a direct effect on pollution. Trampling of plants and soil erosion would be dramatically reduced, if not eliminated, which would increase water quality. Protecting water quality in Oak Creek is specifically directed in Amendment 12. Additionally, the elimination of bumper-to-bumper traffic along both 89A and 179 would improve and protect the scenic quality that draws both visitors and residents to the Sedona area.

4. Methodology for Assessing - Operational Efficiency and Financial Sustainability

Please address how the planning project's scope and methodology will assess the operational efficiency and the financial sustainability of an alternative transportation project in the following areas:

- a. **Operational efficiency:** This includes considerations of how a potential alternative system may or may not meet identified management goals and objectives for this site, including the evaluation of multiple alternatives.

Implementation of an ATS would help meet the Forest Service's management goals for the Sedona area. Amendment 12 to the Forest Plan specifically identifies development of ATS as a management objective:

The recreation experience should not be significantly affected by crowding at recreation sites or on State Highway 89A. (Replacement page 186)

Develop a strategy to minimize private vehicle traffic and reduce parking impacts, thus improving scenic quality and safety. Encourage alternative modes of transportation that reduce automobile dependency and traffic congestion. Investigate the feasibility of shuttle services for Oak Creek Canyon. (Replacement page 187)

Encourage alternative modes of transportation provided by commercial tours to help reduce the impacts of traffic and parking. (Replacement page 187-2)

Reduce the need for and impacts from parking areas and traffic on National Forest land by expanding opportunities for biking, ride sharing, and alternate types of transportation, such as shuttles or mass transit. (new page 206-23)

Facilitate alternate forms of transportation, such as shuttle buses and bicycle paths. (Replacement page 206-36)

- b. **Financial feasibility:** This includes the development of financial plans for multiple alternative transportation project alternatives and the budget for the proposed planning study.

Current and future costs and revenues for each of the identified alternatives will be evaluated by creating a set of revenue and expense assumptions and then applying various service levels. For example, a no build scenario will capture the costs traffic congestion, environmental damage, and visitor perception. The build scenarios will make assumptions about service levels, vehicle types, fuel costs, ridership levels and revenue sources. Each build scenario will have different costs and benefits which will be measured against a baseline of cost-effectiveness measures (please see item c below).

- c. **Cost effectiveness:** This includes the development of a cost effectiveness analysis for multiple project alternatives.

The relative cost effectiveness of the identified alternatives will be evaluated against the following performance measures: cost per service hour, cost per boarding, average fare revenue, boarding's per hour, annual ridership, percentage impact on traffic congestion, and customer satisfaction. Performance measures will be developed for each alternative so that an informed decision about appropriate service levels as related to funding capacity can be made.

The project effort would culminate in the creation of an implementation plan that covers:

d. Partnerships and funding from other sources:

At least three alternatives will be developed with budgets, performance measures and economic impacts associated with each: 1) USFS centric with a focus on the needs of land-managers and visitors, 2) Local-government centric with a focus on residents, congestion mitigation and economic development, and 3) Collaborative with a focus on the shared benefits of a joint effort funded by State, Federal, and Local governments and enhanced by partnerships with the private sector. Combined, the three alternatives will paint a clear picture of the financial, ridership, resource protection and economic development opportunities that exist when all partners work together on a comprehensive alternative transportation system. Similarly, the alternatives will provide distinct choices so that all partners can make informed choices as to their level of commitment based on realistic performance measure expectations.



TRANSIT IN PARKS GRANT PROPOSAL RED ROCK RANGER DISTRICT COCONINO NATIONAL FOREST

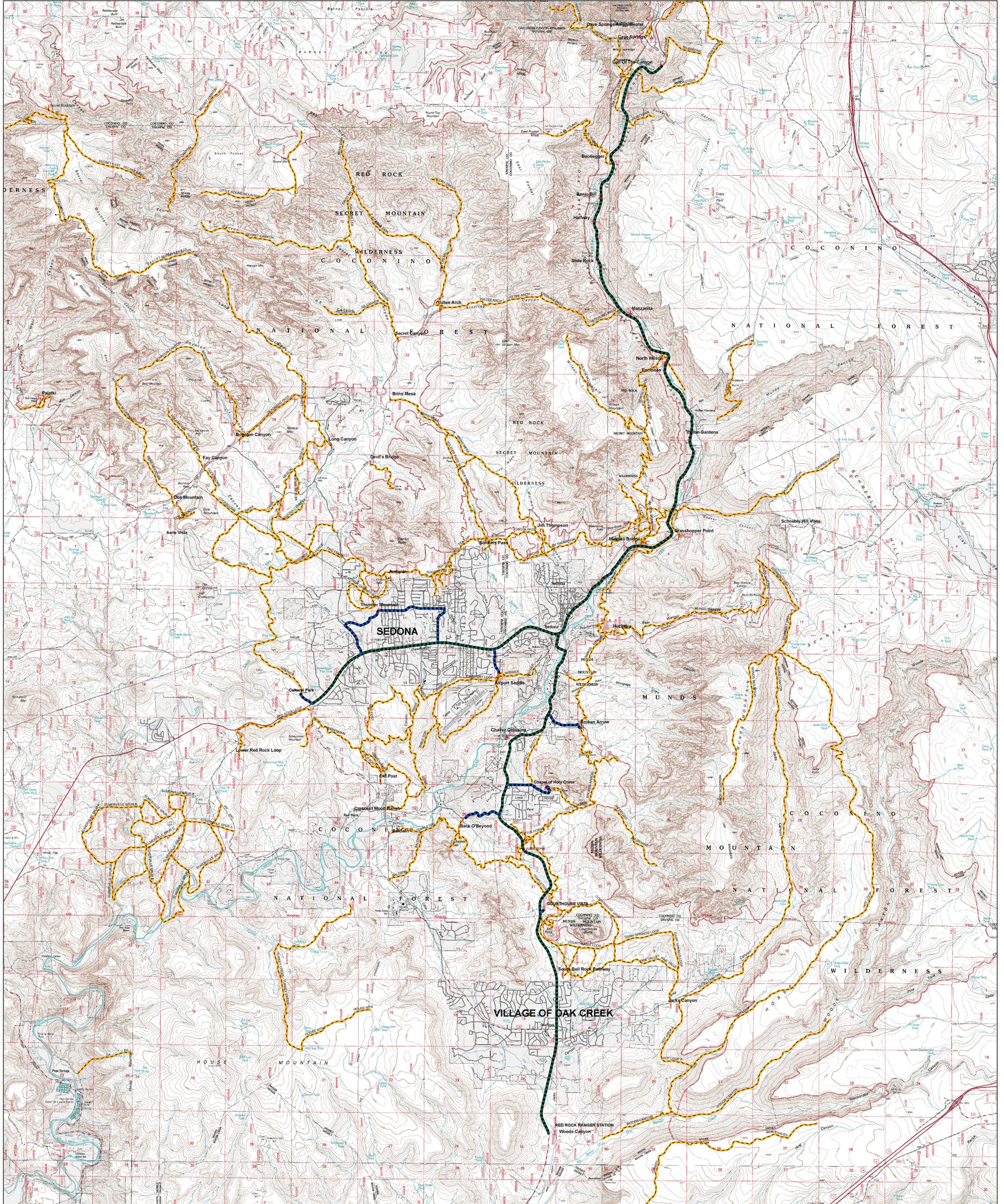


- LEGEND**
- POTENTIAL TRANSIT ROUTES
 - POTENTIAL TRANSIT SPURS
 - FOREST TRAILS
 - RECREATION SITES



DISCLAIMER STATEMENT
 The USDA Forest Service uses the most current and complete data available. GIS data and product accuracy may vary. Using GIS products for purposes other than those for which they were intended may yield inaccurate or misleading results. The USDA Forest Service reserves the right to correct, update, modify, or replace GIS products without notification. This map is not a legal land line or ownership document. Public lands are subject to change and leasing, and may have access restrictions; check with local offices. Obtain permission before entering private land.

Map Prepared: March, 2011





Arizona Department of Transportation
Multimodal Planning Division

206 South Seventeenth Avenue Phoenix, Arizona 85007-3213

Janice K. Brewer
Governor

John S. Halikowski
Director

Jennifer Toth
Division Director

May 4, 2011

Office of the Project Manager
Federal Transit Administration
1200 New Jersey Ave. SE F44-417
Washington, DC 20590

RE: Northern Arizona Intergovernmental Public Transportation (NAIPTA) grant application
for the Paul S. Sarbanes Transit in Parks Program.

The Arizona Department of Transportation (ADOT) is pleased to support NAIPTAs' grant application
for the Paul S. Sarbanes Transit in Parks Program.

ADOT is very interested in, and supportive of, multimodal / transit solutions for the Sedona/Village of
Oak Creek/Oak Creek Canyon and Fossil Creek areas. ADOT has, in the past, worked closely with
NAIPTA to provide transit service in the Sedona area within the FTA Section 5311 rural transit grant
program.

These feasibility studies are needed in order to find better alternatives for the movement of people (both
visitors and residents) and address the current transportation and environmental issues in these areas
which include:

- Congestion/ reduced access to sites by visitors and emergency vehicles
- Resource damage (when people park in undesignated historic spaces and potential road sediment
damage endangering fish populations)
- Safety Issues (resulting from precarious parking along narrow roadway shoulders)

By copy of this letter ADOT submits agency support for this grant application.

Sincerely,


For Jennifer Toth

Cc: Scott Omer
Mike Normand



March 18, 2011

Julie Rowe
Natural Resource Planner, Outfitter/Guide Program
Red Rock Ranger District
P.O. Box 20429
Sedona, AZ 86341-0429

RE: Support for forest service transit proposal

To Whom It May Concern:

Please allow this letter to serve as support from the Sedona Chamber of Commerce for the USFS Red Rock Ranger District's request for funding from the Paul Sarbanes Transit in Parks grant program.

While the primary purpose of the conceptual transit study is to serve recreation, the close connection of the city and the Forest means that the same system will serve the community's needs as well. It is especially relevant now due to the recent cancellation of the RoadRunner Circulator public transportation system in Sedona's Uptown Gallery District. The business community was extremely disappointed that the City of Sedona removed the funding for this valuable transit system. The members of the Chamber of Commerce will to benefit from this proposal, as the resulting transit system could serve to replace the defunct Road Runner circulator. It would also provide increased access to the uptown/gallery districts for visitors staying in VOC or Oak Creek Canyon.

While the purpose of the proposal is to facilitate access to Forest Service recreation sites, the Core Area system could also serve the needs of business community. It could be designed to:

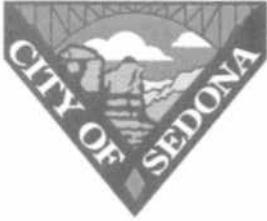
- allow visitors to park at their hotels and ride to trailheads or to the shopping/gallery districts
- provide circulator service within the shopping/gallery districts
- facilitate campers in Oak Creek Canyon coming in to town for shopping or dining

The Sedona Chamber of Commerce represents nearly 1000 businesses in the greater Sedona area and we request that you consider funding this study to develop a plan for transit in our area. The transit system will benefit the entire business community by alleviating traffic, by helping Oak Creek campers get into town to spend money, and lastly by serving as visitor transit among hotels/businesses.

Please feel free to contact me with any questions or concerns. Thank you for considering funding for this very valuable program.

Sincerely,

Jennifer Wesselhoff
President/CEO
Sedona Chamber of Commerce
928-204-1123, ext 111
jwess@sedonachamber.com



102 Roadrunner Drive
Sedona, Arizona 86336
TDD (928) 204-7102
www.SedonaAZ.gov

April 13, 2011

Julie Rowe
Natural Resource Planner, Outfitter/Guide Program
Red Rock Ranger District
P.O. Box 20429
Sedona, AZ 86341-0429

RE: Support for Forest Service transit proposal

Dear Ms. Rowe:

The City of Sedona supports the USFS Red Rock Ranger District's request for funding from the Paul Sarbanes Transit in Parks grant program. The primary purpose of the transit study is to serve recreation. The close connection between the City of Sedona and the Forest Service means that the same system may serve the community's needs as well. It could be designed to:

- Allow visitors to park at their hotels and ride to trailheads or to the shopping/gallery districts of Sedona
- Provide increased access between Sedona and the Village of Oak Creek
- Facilitate Oak Creek Canyon campers to travel in to the City for shopping or dining.

Additionally, such a system may benefit the community at large by reducing traffic and by reducing parking at popular trailheads.

There have been many transit studies for the Sedona area in the past. This one proposes to take the findings of those studies and turn them into a transit system design that is ready to implement. Thank you for considering funding for this program.

Sincerely,

A handwritten signature in black ink, appearing to read "Rob Adams".

Rob Adams
Mayor



United States
Department of
Agriculture

Forest
Service

Coconino
National Forest,
Supervisor's Office

1824 S. Thompson Street
Flagstaff, AZ 86001-2529
Phone: (928) 527-3600
Fax: (928) 527-3620

File Code: 2300

Date: May 6, 2011

Office of Program Management
Federal Transit Administration
1200 New Jersey Ave. SE
E44-417
Washington, DC 20590

To Whom it Concerns:

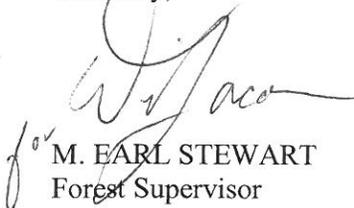
The Coconino National Forest supports the Paul S. Sarbanes Transit in Parks applications submitted by the Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA). These applications are for two alternative transportation projects – the Fossil Creek Alternative Transportation Feasibility Study and the Sedona Alternative Transportation Implementation Plan.

Both projects are located on the Red Rock Ranger District of the Coconino National Forest. This District has some of the highest visitation levels in the agency, and it has long recognized the need for alternative transportation to its recreation sites. As the local transit authority, NAIPTA is a logical partner to help us accomplish these projects. They possess the transit-related knowledge required for these studies and are well-versed in administering FTA funds. The District staff has worked closely with NAIPTA to develop these proposals, and we intend to continue this partnership when these projects are funded.

Though they are submitted as two separate proposals, there is a clear cost benefit to funding both projects together. Each project requires that NAIPTA hire a temporary transportation planner to oversee the project and manage it. Conducting both studies simultaneously means this same person could oversee both, thereby reducing the cost of each project individually. Additionally, the timing is ripe for both projects: the City of Sedona formed a Transit Task Force in 2010 to address transit as a solution to issues; and the Fossil Creek Wild and Scenic River Management Plan is currently in progress. NAIPTA's proposals dovetail perfectly with these other planning efforts.

If, however, only one project is selected, the Sedona Alternative Transportation Implementation Plan would be the higher priority for the Forest.

Sincerely,


for M. EARL STEWART
Forest Supervisor























BLAZER
LS

188 XWZ

VENTURE

