

# Background

## © RoadRunner Citizen Review Commission (CRC)

- August to December 2008
- Mission: *To evaluate the performance of the Road Runner transit system, consider options for modifying the system, and make recommendations to Sedona City Council.*
- Members:
  - Marie Brown, President of the Sedona Community Center Board
  - Bill Eich, Keep Sedona Beautiful
  - Cindy Hauserman, Uptown Sedona Resident
  - Mary Ann Johnson, West Sedona Resident and Business Owner
  - Max Licher, Sedona resident, Design Group Architects
  - Wendy Lippman, General Manager, Tlaquepaque
  - Armor Todd, Transportation Business Owner, Sedona Trolley
  - John “JT” Toliver, General Manager, Best Western Inn Sedona
  - Jennifer Wesselhoff, Chamber of Commerce, President/CEO
  - Carol Wirkus, Chapel area Resident
  - Greg Zucco, West Sedona Resident



# *CRC Desired Results*

- ◎ Increase Ridership
- ◎ Serve More Groups
- ◎ Improve Financial Viability

- Finalized by CRC December, 2008
- Adopted by Council January, 2009
- Implemented Starting July 1, 2009



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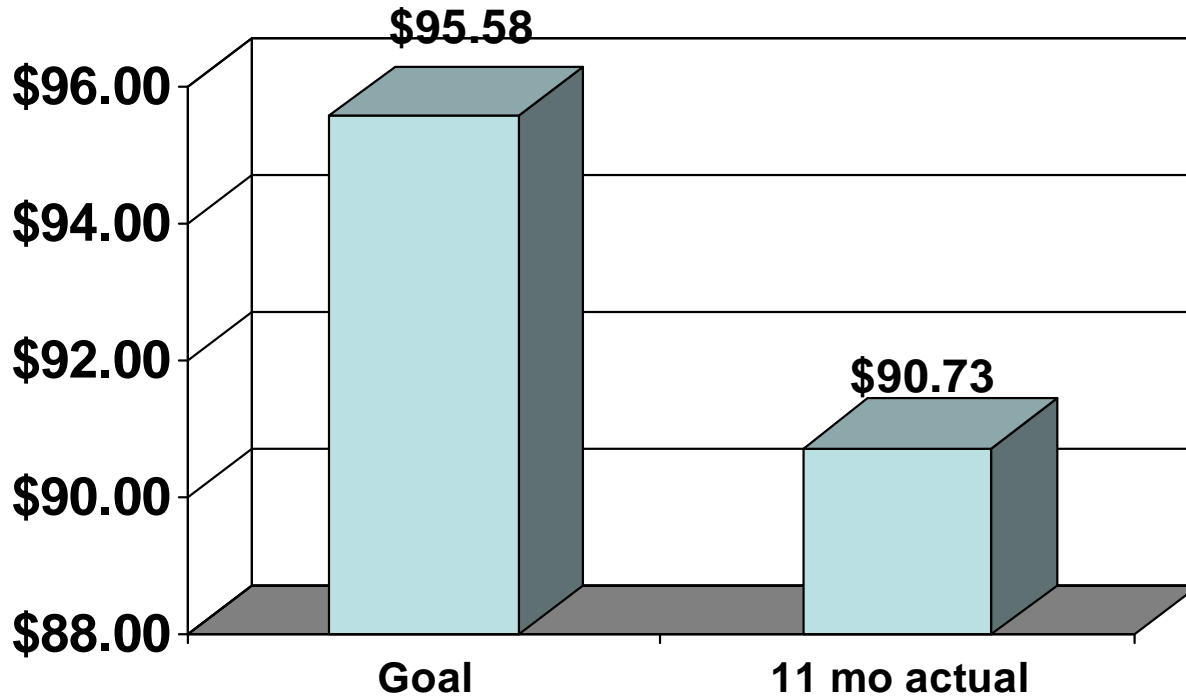
# CRC Recommendations

- ◎ SERVICE DESIGN Recommendations
  1. **Reduce Circulator Service Hours (From 6,516 to 3,256)**
  2. Serve Municipal Lot on all Trips.
  3. Increase Sedona Cottonwood Express Service to 8 Trips/Day
  4. Buy a Different Vehicle if Financially Viable
  5. **Establish Performance Measures**
  6. Improve Marketing Program
- ◎ FINANCIAL Recommendations
  1. Reduce Overall Program Budget
  2. Reduce Cost Per Service Hour
  3. Pursue Private Funding
  4. Pursue Collaborative Jurisdictional Funding
- ◎ Policy Recommendations (To Council)
  1. Neighborhood Electric Vehicle Feasibility Study
  2. Parking Policy
  3. Fare Policy





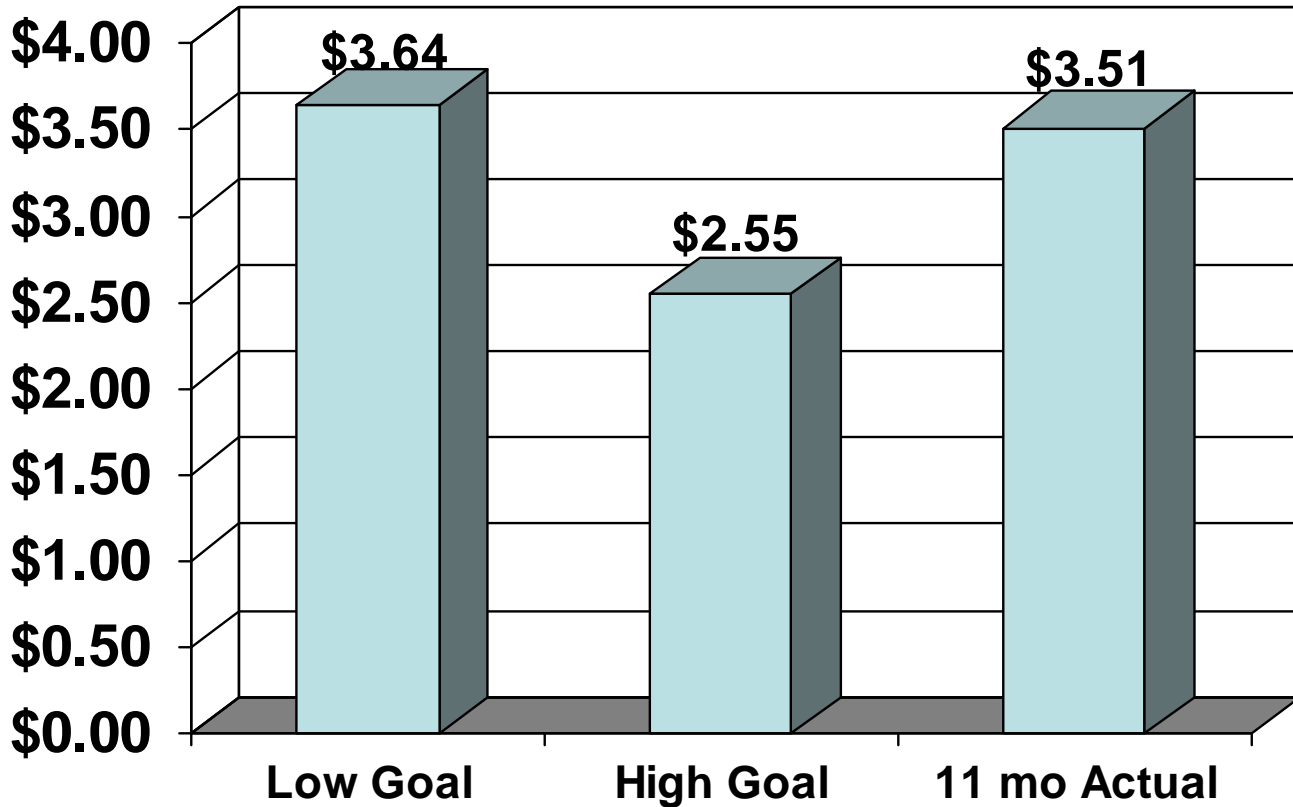
# Cost/Service Hour RoadRunner



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# Cost/Boarding RoadRunner



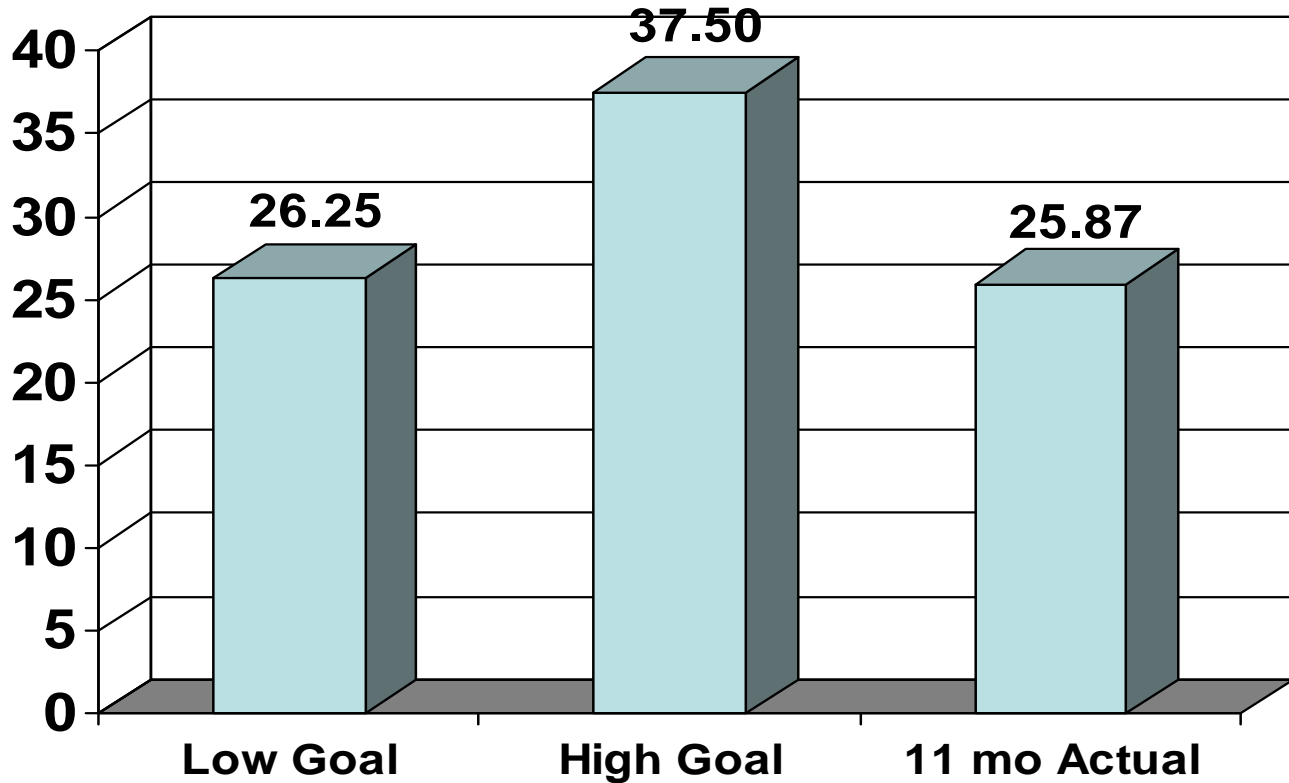
**Methodology 35% to 50% seated Capacity**

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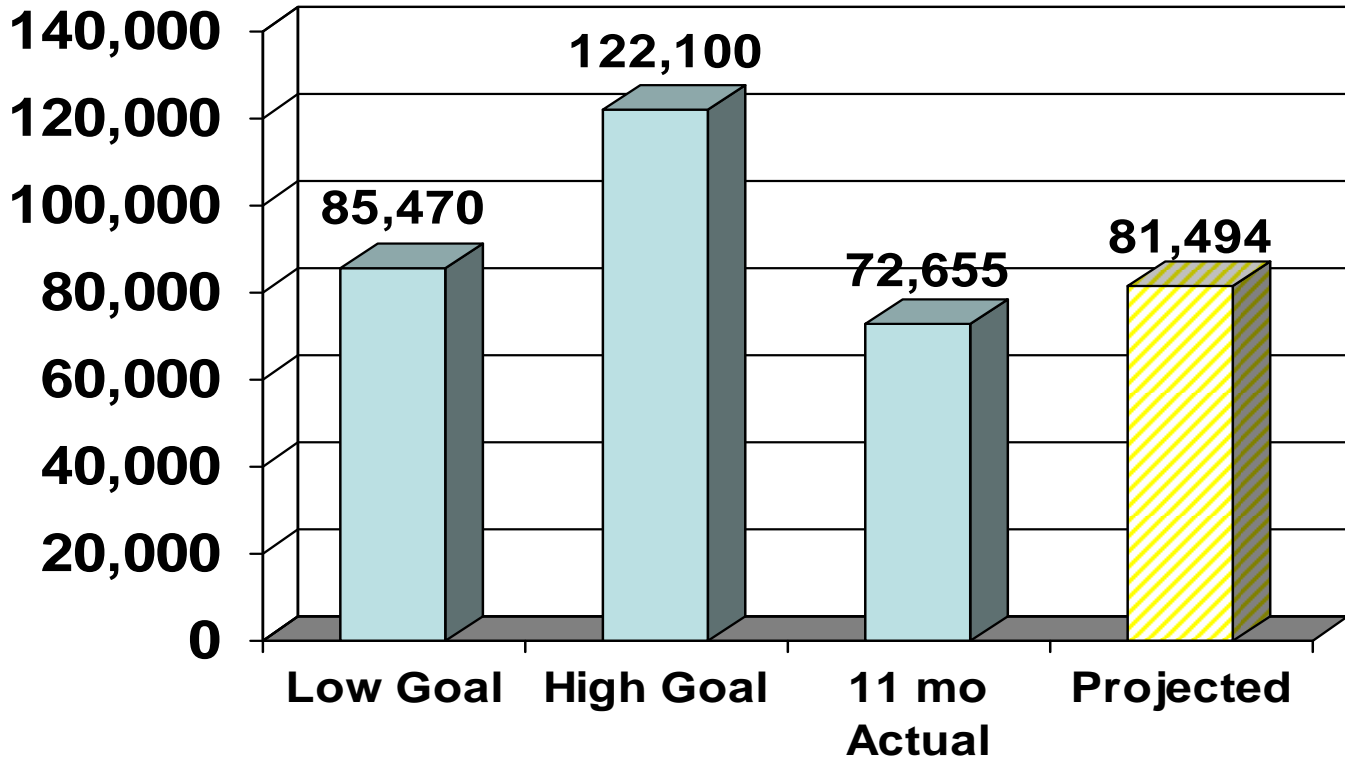
# Boardings/Hour RoadRunner



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# Total Boardings RoadRunner



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# Why a Subsidy?

- ◎ All Transportation is Subsidized
  - ◎ Paul Weyrich “Conservatives and Mass Transit: Is it Time for a New Look?”
    - 14.2 Billion to Transit
    - 74 Billion to Highways
- “The current division of market share between the automobile and mass transit is in no way the product of a free market. On the Contrary, it reflects a massive and sustained government intervention on behalf of automobiles”*



# Why Count Every Boarding?

## ⊙ Consistency with Roads

- Drive from Uptown to Hillside and park = 1 trip
- Drive to Tlaquepaque and park = 1 trip
- Drive back to Hillside and park = 1 trip

## ⊙ Consistency with Airports

- Try to make a round trip with a one way ticket

## ⊙ Consistency with Bridges and Tollways

- You are charged and counted both ways, coming and going

## ⊙ Should transit be held to a different standard and why?





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