



# Planning & Design

## Building a Human-Centric Transit Ecosystem

Surrounded by breathtaking views, more than 1.8 million acres of national park, and 300 miles of hiking trails, it's no wonder the town of Sedona, AZ sees nearly 4 million tourists each year (and growing). The small community relies on 2 major roadways with no centralized public transit, illuminating Sedona's need for an expeditious action plan to address major traffic congestion and perilous pedestrian conditions.



CASE STUDY



SEDONA  
SHUTTLE

4

shuttle routes

5

major trailheads

3.5 M

average annual  
tourists



GET IN TOUCH  
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# TransLōc

## The Issue:

Sedona was facing some major transportation issues when they hired their first transit manager, Robert Weber. Tourism keeps the city's heart beating, but has also caused near-constant traffic jams and unsafe walking conditions around popular trailheads on 89A and 179, the major roadway arteries into and out of Sedona.

In addition to transit concerns, the surrounding city parks and trails faced ecological challenges. Sedona is one of many locations impacted by a massive increase in visitors since the start of the pandemic, and the town was obligated to help manage the impact tourism imposed on the surrounding public lands.

“Since we originally started working on this project; it's become more about access to public lands in general - safe access - than just the microtransit itself and its usual form.”

— Robert Weber, Transit Manager  
Sedona, Arizona

Seeking to make meaningful change quickly, Sedona and its new transit manager were well aware of the major hurdles ahead of them. Looking to build out a long-term plan with immediate impact, they recognized the need to partner with a team that could develop and execute a powerful solution that was both pedestrian-friendly and environmentally sound.



## CASE STUDY



SEDONA  
SHUTTLE

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**<1 month**

simulation completion

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**9 months**

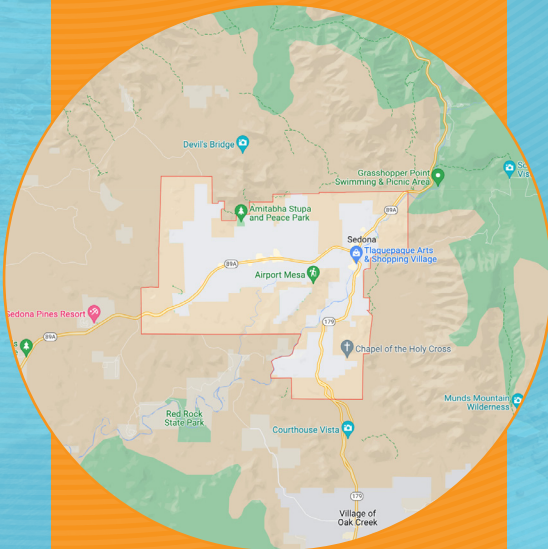
from simulation to  
implementation

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## CASE STUDY

The map below highlights the small size and limited street capacity of Sedona, boasting only 2 major roads into and out of the city.



### The Solution:

Traditional analysis of a transit system can take up to six months or longer. However, when Robert laid out Sedona's goals in early May 2021, he had less than half that time to complete the first phase of the project.

After only one month, TransLoc's AICP-certified planners delivered a comprehensive analysis, demonstrating their adaptability based on goal outcomes and urgency.

Keenly understanding the vital importance of addressing the ecological impact of the tourism boom, TransLoc Planning & Design provided a simulation and recommendations for Sedona, including multimodal micro-transit.

"We want to make it easy for you to leave your car at the hotel, jump on a microtransit vehicle, go up to the trailhead park-and-ride, and go to the trailhead you want and get there safely and get back safely instead of that absolute mayhem that's going on up there now."

— Robert Weber, Transit Manager  
Sedona, Arizona

In March 2022, less than one year after requesting a transit analysis, the city of Sedona prepares to launch Sedona Shuttle in conjunction with TransLoc Fixed Route. This service will provide four park-and-ride fixed-route trailhead shuttles which will service five major trailheads.



## The Future:

In fall of 2022, Sedona plans to launch OnDemand microtransit, which will address the first-mile, last-mile gaps and continue to alleviate travel issues for permanent residents and tourists alike.

Over the next several years, the city hopes to expand operations further as the town experiences increasing numbers of tourists. Sedona transit manager Robert plans to continue engaging with his community to determine their changing needs as he works with TransLoc's AICP-certified planners to lay the groundwork for ongoing transit improvements and land preservation.

Robert, together with TransLoc's planners, are already looking towards paratransit services, new operations facilities that support a zero-emission fleet, and goals to connect to other nearby communities in need.

We are excited to see what's next for Sedona, and to support the city and surrounding land every step of the way.



## Reimagine Fixed Route

Ready to manage and monitor your entire fixed-route operation? It might be easier than you think.

[REQUEST A DEMO](#)

## Planning & Design Services

TransLoc's Planning & Design team will partner with you to ensure your transit system achieves your goals.



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