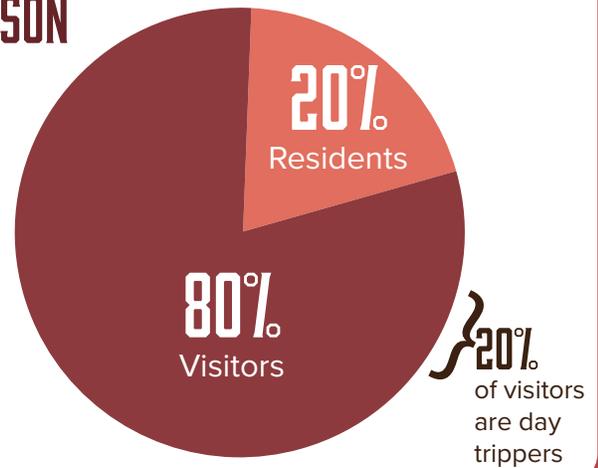




## PEAK TOURIST SEASON BY THE NUMBERS

APPROXIMATELY  
**45,000**  
PEOPLE WERE IN  
SEDONA EACH DAY  
IN MARCH 2016



## MORE ON THE NUMBERS!

These statistics of people traveling in Sedona are based on the number of people in Sedona during March 2016, with a cell phone who went somewhere either by car, bus, jeep, foot or bicycle. March was selected because of the high number of Spring Break visitors which results in the worst case traffic on both weekdays and weekends. Number of visitors and growth percentage were provided by the Sedona Chamber of Commerce.

## SEDONA POPULATION



IN A TOWN OF **10,000** RESIDENTS

**MODEST GROWTH  
IN PEOPLE,  
VISITORS AND  
VEHICLES  
2011 – 2015**



\*Average Annual Daily Traffic (AADT) on SR 179, and SR 89A as measured at ADOT count stations

## MOST VISITORS ENTERED VIA SR 179 (MARCH 2016)

visitors coming from the south on I-17 on ■ SR 89A ■ SR 179



**UP TO 46% INCREASE  
IN VEHICLES  
DURING PEAK  
SEASON**

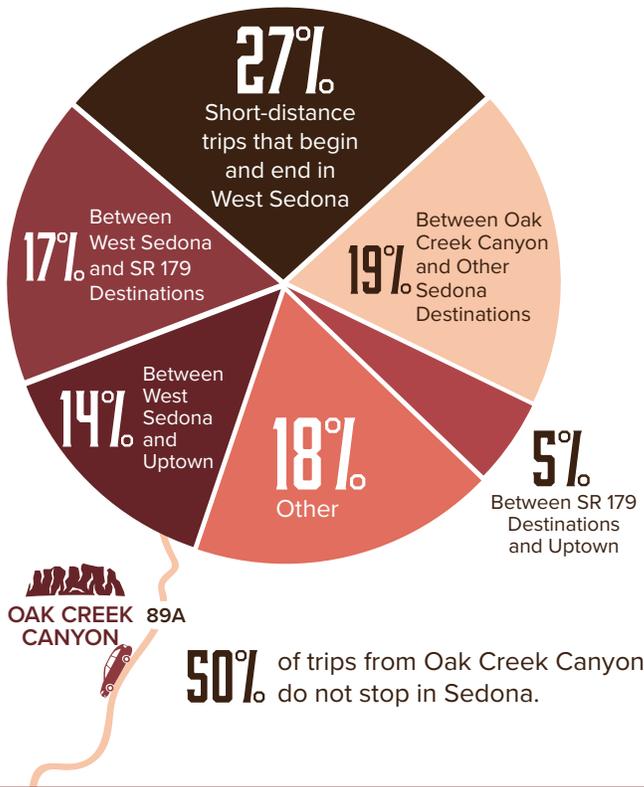
**↑ 30%**  
SR 89A,  
NEAR AIRPORT RD.

**↑ 46%**  
SR 179, SOUTH  
OF CHAPEL RD.

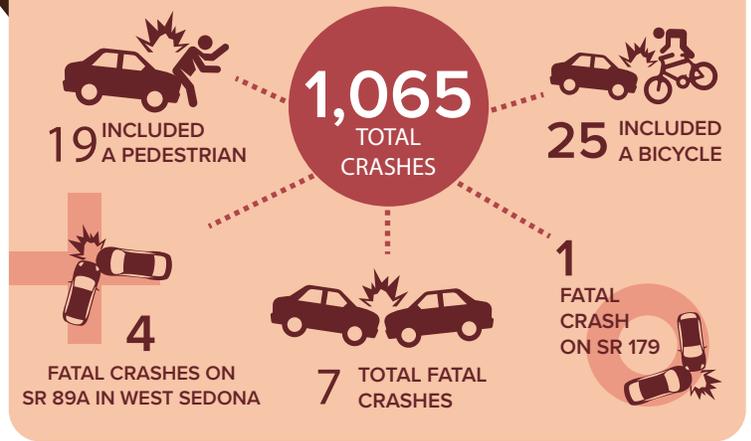
\*Vehicle numbers are from actual traffic counts conducted in April 2016, compared to low-season (January 2016) from ADOT permanent count stations.



# WHERE ARE PEOPLE GOING IN AND AROUND SEDONA?



# MORE SERIOUS INJURY AND FATAL CRASHES OCCURRED IN WEST SEDONA (BETWEEN 2011-2015)



# VERDE LYNX FY 2016 RIDERSHIP



# SEDONA TRANSPORTATION MASTER PLAN

## YOUR TURN!

What are your priorities for the ultimate transportation system in Sedona? What problems are your priorities? Which solutions are most acceptable to you?

**GET INVOLVED TODAY. PARTICIPATE ONLINE:**  
[www.SedonaAZ.gov](http://www.SedonaAZ.gov)

### DESIRED OUTCOME ESTABLISHED IN SEDONA COMMUNITY PLAN FOR 2020 AND BEYOND:

*Sedona has reduced traffic by working with developers and property owners to create mixed use walkable areas and districts, while limiting the construction of new roads. Sedona has built new sidewalks, trails, and bikeways to enhance travel options between existing neighborhoods and commercial areas, and provide cross community connections. We have a robust transit system that offers residents and visitors an alternative to driving.*

The Transportation Master Plan (TMP) is the city's long range blueprint for travel and mobility which addresses the unique transportation needs of residents, visitors and commuters.

The planning process will be guided by the Community Values and the Reduced Traffic Major Outcome identified in the Sedona Community Plan. The TMP covers all forms of personal travel - walk, bike, bus and automobile.

## NEXT STEPS

Your input will be used to develop potential **alternatives and strategies**. In Early 2017 the community will be invited to discuss the potential strategies included in the draft master plan. The TMP is expected to be completed in May 2017.

### MORE INFORMATION:

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