

Uptown Sedona Resident & Business Parking



Public Outreach & Feedback

Who is conducting this questionnaire?

The City of Sedona has engaged Athena Partners Strategy Group, a strategic consulting firm, to support the evaluation and improvement of parking, mobility, and enforcement operations in Uptown Sedona. This outreach is intended for residents, business owners and workers in the Uptown Sedona area. It is for City use only, completely anonymous, and does not collect any personal or identifying information unless you choose to share it.

Why is this outreach being conducted?

The effort is part of a larger parking study to inform decisions about:

- Developing a residential permit parking program
- Addressing parking challenges on residential streets
- Creating an integrated enforcement and permit system

The City Council directed these actions to be taken in advance, and accurate data from Uptown residents, business owners and workers is essential to ensure that any changes to parking policies reflect the community's actual needs.

Who should provide input?

This questionnaire is designed for residents, business owners and workers in Uptown Sedona. Your input helps ensure that future parking solutions reflect your lived experience.

How will my responses be used?

Questionnaire responses will:

- Inform the design of a potential residential parking permit system
- Help determine where special considerations are needed for the business community
- Guide enforcement strategies and permit eligibility
- Contribute to the financial and operational planning for the broader Uptown parking system

All responses will be aggregated and analyzed by Athena to develop community-informed recommendations. Individual responses will remain confidential.

Will I be able to view the results?

Yes. A summary report of the findings will be made publicly available. It will be shared during stakeholder workshops and posted on the City's Sedona in Motion (SIM) webpage. www.sedonaaz.gov/SIMparking.

How can I stay involved in the parking planning process?

We encourage you to:

- Attend future community meetings
- Sign up for city newsletters or updates related to parking and mobility
- Share the questionnaire with neighbors to ensure a strong response rate
- Contact the project manager, Amber Wagner, Transit Administrator, at awagner@sedonaaz.gov with questions and for project updates.