



February 22, 2021

Traffic Matters, Action Committee for Oak Creek Canyon  
Marcie Ellis, Chair  
Jerry Showalter, Vice Chair  
251 Lower Indian Gardens  
Sedona, AZ 86336

Dear Committee Members and all Interested Parties,

The Sedona Chamber of Commerce & Tourism Bureau (SCC&TB) supports a capacity study of Oak Creek Canyon as sought by the Traffic Matters Action Committee. The SCC&TB is a lead agency in the fulfillment of the Sedona Sustainable Tourism Plan, which identifies four pillars of sustainability – the visitor economy, the environment, resident quality of life and the visitor experience. Increased traffic and pedestrian congestion in Oak Creek Canyon affect each of these negatively, and solutions are urgently needed. With that in mind, we agree a capacity study is an important step forward.

The Sedona Sustainable Tourism Plan was created in partnership with residents and the City of Sedona. It was adopted unanimously by the Sedona City Council in March 2019. Objective B1 in the Quality of Life Pillar is to “Implement new infrastructure and multi-modal solutions to facilitate visitor traffic flows and enhance access to key destinations.” Since the Council’s adoption, Sedona has made noticeable progress on this objective through the Sedona In Motion (SIM) plan including:

- Completion of the 89A Uptown traffic improvements
- Progress toward opening a new parking garage
- The planned Forest Rd. bypass connecting 89A in Uptown and west Sedona
- The pending Tlaquepaque pedestrian underpass

While Oak Creek Canyon is not within City of Sedona limits, it is a key access point to the City and is part of the regional tourism ecosystem. Traffic flow in the Canyon directly impacts Sedona’s integrated traffic management plans. A comprehensive traffic and pedestrian management plan for the Canyon is long overdue.

In addition, we agree with the Coconino County Sheriff, Sedona Fire Department, and the City of Sedona that traffic congestion is also a public safety issue. First responders should be able to access the canyon free of obstruction of pedestrians or vehicles. Proper planning to ensure prompt access for our public safety crews requires accurate data. A Capacity Study will provide data to inform solutions that align with the objectives of the Sustainable Tourism Plan and enhance public safety.

We fully support a capacity study in Oak Creek Canyon to inform effective long-term solutions that will create a healthier and more sustainable Sedona for all.

Sincerely,

Candace Carr Strauss  
President/CEO  
Sedona Chamber of Commerce & Tourism Bureau

