



NACOG Verde Valley Master Transportation Plan

NEWSLETTER

February 2026

What is the Verde Valley Master Transportation Plan?

Building a Safer, More Connected Future for Our Communities

The Verde Valley is growing—and so are the needs of the people who live, work, and visit here. To help shape the region's future, Northern Arizona Council of Governments (NACOG) is updating the Verde Valley Master Transportation Plan (VVMTP) from 2016, along with a new Supplemental Safety Action Plan (SSAP) supported by federal Safe Streets for All funding.

Together, these plans will guide transportation improvements over the next 25 years, focusing on safety, mobility, and access for all.

Why This Matters

The Verde Valley's unique geography and limited roadway connections mean that even small disruptions like traffic incidents or road closures can create major travel delays. At the same time, increased tourism and population growth are placing new demands on our roadways, pedestrian/bicycle facilities, and transit systems.

This transportation plan will help the region identify opportunities to:



- Improve travel reliability.
- Reduce serious injuries and fatalities on local roads.
- Expand safe walking and biking options.
- Identify opportunities for transit improvements.
- Strengthen connections between communities.
- Plan for future growth and funding opportunities.

Project Elements Completed

Fall 2025 Community Outreach

NACOG and regional partners conducted a wide-reaching public engagement effort to ensure that community voices shape the future of transportation in the Verde Valley. The goal was to gather meaningful input from residents, businesses, Tribal communities, and visitors to help guide both the VVMTP and SSAP.

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What We Heard: Key Themes

Community feedback revealed several consistent themes across the region:



- Most respondents identified themselves as motorists.
- There is strong support for improving walking and biking options.
- Many residents reported speeding and distracted driving as major concerns.
- There is notable interest in increased traffic law enforcement.

Existing Conditions Memo

The Existing Conditions Memo provides a comprehensive snapshot of current transportation needs and challenges across the Verde Valley. The memo establishes a baseline for planning future investments aimed at enhancing safety, mobility, and connectivity for residents, visitors, and businesses throughout the Verde Valley. It highlights steady regional growth, varied land uses, and increasing travel demand on key corridors such as I-17, SR 260, SR 89A, and SR 179. While major highways in the Verde Valley are in good condition, many local streets require reinvestment. Walking, biking, and transit networks are growing but remain limited or disconnected in many areas, with notable gaps in multimodal infrastructure.

In-Progress Project Elements

Supplemental Safety Action Plan

The SSAP provides a strategic framework for improving roadway safety across the Verde Valley. Its purpose is to help the region identify where fatal and serious injury crashes are happening, understand the factors that contribute to them, and guide future investments that make travel safer for everyone, whether walking, biking, taking public transportation, driving, or operating commercial vehicles.

Why It Matters

By establishing a unified safety strategy, the SSAP strengthens the Verde Valley's ability to pursue future funding and implement meaningful, long-lasting, and holistic roadway safety improvements and help inform the overall Verde Valley Master Transportation Plan. It represents a major step in the region's commitment to creating safer roads for all who live in, work in, or visit the Verde Valley.

Community-Identified Safety & Mobility Priorities Across the Verde Valley

As part of the transportation and safety planning process, local jurisdictions identified priority locations where targeted improvements can enhance safety, reduce crashes, and improve mobility for all roadway users. Below is a high-level summary of the recommended improvements by community.

Key Themes Across All Communities

- Add crosswalks, sidewalks, bike lanes, and shared-use paths to improve safe travel options.
- Install raised medians, rumble strips, improved signage, and speed-feedback signs to reduce crashes.
- Enhance lighting, visibility, and access management at major corridors and intersections.
- Improve signal timing and pedestrian crossings, including new pedestrian crossings where needed.
- Address local concerns through maintenance, striping, and sight-distance improvements.

SSAP Top Prioritized Projects

The SSAP identified multiple potential safety project solutions across each community within the Verde Valley. The following table illustrates the top prioritized projects within each jurisdiction.

Community Priorities	Roadway Ownership	Project Location	Recommendation
Camp Verde	ADOT	SR 260 from Verde Lakes Dr to FR 618	1. Install raised median to address head-on collisions leading to the intersections of Verde Lakes Dr, Aspen Pass Way. Add centerline rumble strips where raised median ends 2. Reduce speed limit on Hwy 260 from west of Verde Lakes Dr to south of E Canyon Dr from 55 mph to 45 mph 3. Add "Intersection ahead" warning signs with retroreflective plates and driver speed feedback signs 4. Add left turn lanes on Hwy 260 towards Aspen Pass Way delineated with raised medians 5. Improve line of sight at T-intersections by landscaping and add flashing beacons for stop signs 6. Stripe separate bike lanes using the existing shoulders
Clarkdale	Local	Cement Plant Road: Hawk Hollow Way to SR 89A	1. Install safety edge pavement - curb and gutter, ADOT standard shoulders all along Cement Plant Rd 2. Install Warning signs for school zone and radar and driver feedback speed signs 3. Install separate bike lanes and sidewalks from SR 89A to Hawk Hollow Way 4. Install crossing at Main St across Cement Plant Rd

Community Priorities	Roadway Ownership	Project Location	Recommendation
Cottonwood	ADOT	Hwy 260:SR 89-A and Western Drive; SR 89A and Camino Real Road	1. Fix manhole covers that need maintenance 2. Build a shared-use path on Hwy 260 from SR 89A to Western Dr, and on Fir St from Mingus Union High School to Hwy 260 3. Add crosswalks at Rio Mesa Trail across Hwy 260, with an upgraded/safer crossing treatment 4. Add edgeline rumble strips on Hwy 260 from Fir St to Western Dr 5. Add a raised median on Hwy 260, south of SR 89A, allowing left turns only from the Home Depot driveway, while changing other driveways to right-in/right-out only. Adjust signal timing at Hwy 260/SR 89A and Hwy 260/Fir St for U-turns, and study protected left turns from Fir St to Hwy 260 6. Build a raised median from west of Camino Real to east of Hwy 260. On SR 89A, west of Hwy 260, close the Giant gas station and Best Western driveways and redirect access to Cove Pkwy. Limit the UPS Store driveway to the Vietti Village main entrance
Jerome	Local	Hampshire Ave: Douglas Rd to Lazono Ln	1. Install “Reduced Speed – Hill/Curve Ahead” signs at approach curves. 2. Speed feedback signs (“Your Speed”) on downhill segments—effective for steep or curved approaches. Pavement stencils (“Slow” / “Watch For Turning Vehicles”) on downhill grades. 3. Re-stripe centerline and edge lines with retroreflective beads. Add raised pavement markers 4. Install dynamic signage at multiple locations 5. Surface rehabilitation on Holly Ave and improve intersection line of sight 6. Maintain landscaping at Holly Ave intersection and add flashing beacons to the Stop sign for better visibility
Sedona	Local	Bristlecone Pines Road: SR 89A to end of roadway	Pave shoulders on existing edges from SR 89A to end of roadway and install pavement markings to separate bike traffic
Yavapai County	Local	East Cornville Road: 89A to Mountain View Rd	1. Install raised medians leading to the intersections of Amante Dr, Verde Santa Fe Pkwy, Tissaw Rd 2. Mark separate bike lanes by SR 89A to Mountain View Rd. Use existing shoulder to stripe bike lanes. 3. Add intersection lights for better visibility, multiple dark condition crashes 4. Extend shoulders from Solair to Beaverhead Flats Rd 5. Install centerline and edge rumble strips from Desert Holly Trail to north of I-17 to prevent runoffs and head-on crashes

Multimodal Mobility Working Paper

The Multimodal Mobility Working Paper provides a comprehensive assessment of how people walk, bike, and move throughout the region today—and identifies where improvements are needed to support safer, more connected travel options for all users. This working paper serves as a foundation for developing future transportation recommendations by closely examining current conditions, identifying gaps, and outlining opportunities to enhance multimodal mobility. The working paper is currently under development and will be completed in the spring.

Regional Traffic Model Development

The existing travel demand model has been developed in Fall - Winter 2025. A traffic modeling workshop was hosted in December confirming preliminary modeling results for both existing and future model projections. The project team is currently developing future build modeling scenarios to support project prioritization.

Upcoming Project Elements

March Transportation Charrette

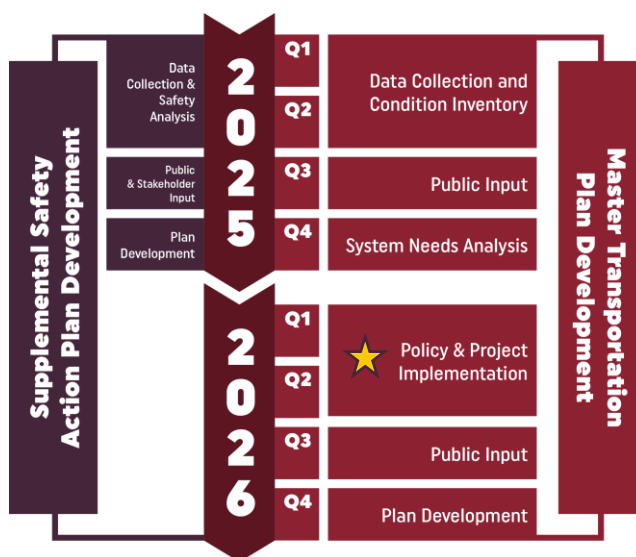
NACOG will host a Transportation Charrette to gather guidance from the Verde Valley Technical Advisory, Safety and Responders, and Stakeholder Committees on future transportation priorities. The interactive charrette will explore different investment scenarios and help identify the right balance between roadway capacity, maintenance needs, and multimodal improvements.

Input will directly shape:



- The recommended investment scenario for the region.
- Inform future project prioritization.
- How priorities and tradeoffs are addressed in future transportation decisions.

Project Schedule



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