

CONNECTION TO MUSEUM OF ART AND ZOO

Current Conditions

The Toledo Museum of Art on Monroe Street is approximately 1.3 miles from downtown. Annual visitation is approximately 450,000 and in a typical month there are 30,000 visitors. The Museum of Art is served by TARTA routes 2M and 30 that operate every 30 minutes on weekdays and every 70 minutes on weekday evenings, weekends and holidays (route 30 has no weekend/holiday service). The Museum is approximately 15 minutes from downtown by bus.

The Toledo Zoo is located approximately 3.3 miles from downtown Toledo via Broadway. The Zoo hosts approximately 1 million visitors annually and 175,000 on a peak summer day. The Zoo is currently served by TARTA routes 29 and 31 G/H operating every 30 minutes during weekdays and every 70 minutes at other times (route 29 has no weekend/holiday service). Travel time by bus between downtown and the Zoo is approximately 15 - 20 minutes.

Problem Statement

- Transit service limited and visitors uncertain of which routes to use
- Museum of Art and Zoo not considered “downtown” attractions

Alternatives Considered

1. Do Nothing (Status Quo)
2. Improved TARTA Connection
3. Dedicated Shuttle or Streetcar Service

Initial Findings

The downtown is not a major generator of trips to either the Museum of Art or Zoo. The anticipated low generation of trips would make dedicated service, either by bus or streetcar, cost-prohibitive. Modifying the TARTA operation by interlining (connecting) routes that serve these attractions and branding vehicles on the route (for example the A to Z Bus with animals on one side and the Mona Lisa on the other) would make it clear to downtown visitors what bus serves these attractions. As activity in the corridors serving these attractions increases, the feasibility of dedicated service could be restudied.



Description of Alternatives

1. **Do Nothing (Status Quo).** Does not address any of the issues in the problem statement.
2. **Improved TARTA Connection.** Connect the 2M and 29 routes and paint/vinyl wrap the buses serving this route (estimated to be 8 including spares) to brand the route with an “A to Z” (Museum of Art to Zoo) image. Estimated cost (assumes use of existing vehicles and does not include cost of developing the image) is less than \$60,000.
3. **Dedicated Shuttle or Streetcar Service.** It would take three vehicles to provide service every 30 minutes through downtown between these two attractions. At \$300,000 per vehicle, the capital cost is \$900,000 and the annual operating cost would be at least \$500,000. This service would be a duplication of existing TARTA service. The capital cost is much greater for the streetcar. Using an average of \$10 million per mile for comparison purposes, the Zoo route would cost at least \$30 million.

Evaluation Matrix – Connection to Museum of Art and Zoo

Goal	Objective	Improved TARTA Connection	Dedicated Shuttle or Streetcar
Comfort	Be a walkable downtown	○	+
	Provide modes that reflect changing weather conditions		
	Provide information so pedestrians and motorists can navigate downtown		
	Provide aesthetically pleasing surroundings		
	Provide a safe place to work, live and visit		
Accessibility	Improve access to local businesses	○	+
	Provide information so pedestrians and motorists can navigate downtown		
	Provide fluid traffic flow		
Mobility	Provide “park-once” system	○	+
	Provide mobility choices		
	Provide convenient transit stops		
Identity	Capitalize on distinct characteristics of downtown Toledo – key ones being the river, historic areas, special events	+	++
	Improve gateway image		
	Ensure modes are family-friendly		
	Make transit mode an attraction unto itself		
Connectivity	Provide improved connections between special visitor attractions; between places to work and restaurant/shopping opportunities; to the zoo; to the Museum of Art; for downtown residential areas and between downtown and nearby residential areas	○	○
	Flexibility in routing		
Environment	Provide environmentally-friendly vehicles	○	○/-
	Protect sight lines to river		
	Minimize noise and visual impacts		
	Minimize community impacts		
Cost	Initial investment - capital cost	○	-/--
Sustainability	Recurring investment - annual operating cost	○	-/--
Economic Development	Encourage economic development and support local plans/policies	○	+

++ very positive, best
+ positive

○ no major difference/change

- negative
-- poor, worst