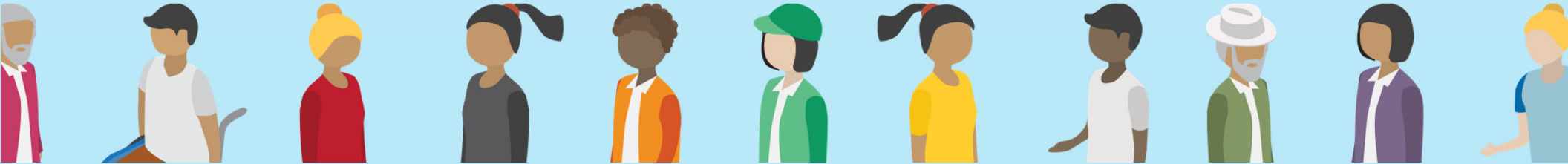




Wood County Workforce Mobility Study



Appendix E: Workplace TDM Toolkit

Leveraging Commute-
Transportation Options to Improve
Job Access + Employee Attraction &
Retention



Concept Introduction

- What is Transportation Demand Management (TDM)?
- How TDM Improves Workplace Access
- Existing Wood County Resources

What is TDM?

A suite of strategies that improve non-drive-alone access to jobs, services, and community connection, TDM:

- **Helps people access** all available transportation options, and expand these options where they can, making our transportation system more efficient.
- **Supports civic goals** to reduce congestion and increase access and mobility.
- **Helps us get the most out of existing transportation infrastructure and services** by making lower-cost, higher-efficiency transportation options accessible, comfortable and easy to use.

What is TDM?

Some example TDM strategies that have been successful in other communities include:

- Providing education, outreach, and resources to raise awareness of available drive-alone alternatives for workplace access.
- Improving transit service, including via first-/last-mile connecting services
- Helping to reduce alternative-mode costs, directly (pre-tax transit-pass purchase setups) or indirectly (subsidized transit-pass program)
- Ride-matching assistance for carpool or vanpool

How TDM Improves Workplace Access

For several decades, the region's housing and employment centers have decentralized, expanding from the historic center of Downtown Toledo. Lower housing and jobsite development costs in these outlying, lower-density areas are expected to extend this trend for the foreseeable future.

- This unavoidably **extends the distance of trips** between the typical home and workplaces.
- It also means that these trips increasingly **do not align with the “hub and spoke”** configuration of the regional transportation networks.
- This is especially true for the transit network, as most regional route options must pass through the regional center, **extending passenger travel time for operator costs** for these trips.

How TDM Improves Workplace Access

For most regional commuters, this challenge is addressed by securing a personal-vehicle that can be available for daily workplace trips.

- This is not an option, however, for those who, for any one of many reasons, are not able to drive.
- It is also a **costly option for those who can**: AAA's 2024 cost estimate for driving a new car was over \$12K/year, and \$10K being a typical cost for a highly-reliable used car. *
- As such, many Wood County commuters must **rely on less reliable personal vehicles**, resulting in periodic workplace-access disruptions if alternative travel options are not available or are unknown to the commuter.

By making drive-alone alternatives more viable for more Wood County commuters, TDM can help those who do not drive, and those who face car-ownership barriers, maintain access to more Wood County workplaces.

Existing Wood County Resources

gohio

This trip planning service rewards people for using active transportation and shared transit.

Provides wealth of information on available travel modes and programs.

Eligible for commuters from Fulton, Henry, Lucas, Monroe, Ottawa, Sandusky, Seneca, or **Wood** counties.



Existing Wood County Resources

Free Ride-matching Service

- Find partners with similar schedules.

Sign Up

Account Home Work Employer Commute Other

MY USUAL COMMUTE MODE IS

Drive Alone

To enroll in the Guaranteed/Emergency Ride Home program you must select either Carpool, Transit, Bike or Vanpool

ON THESE DAYS OF THE WEEK

SUN MON TUE WED THU FRI SAT

I START WORK AT

08:00 AM

AND END AT

04:30 PM

☐ My commute time is flexible

Existing Wood County Resources

Employer Networks

- Find partners where you work (if the employer is registered)!

Sign Up

Account Home Work Employer Commute Other

JOIN YOUR EMPLOYER NETWORK, IF AVAILABLE

Find and join networks

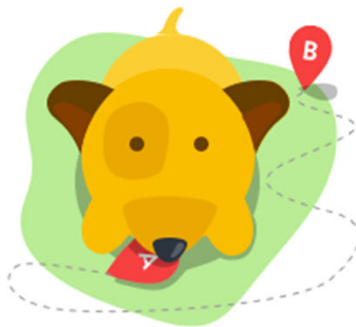
You will be joining these teams and networks upon registration:

Network Name	Remove
TMACOG	x

Existing Wood County Resources

Register Your Interest in Other Modes

And provide information that can help you make each mode work better for you.



READY TO IMPROVE YOUR COMMUTE?

Tell us about your commute, and we'll tell you about some great options!

Did you know a saved commute in your profile is required to match with others? Save a commute, see carpool matches, and let other carpoolers find you.

LET'S GO →

Schedule

☒ This is my Commute

☐ Set as a One Time Trip

I start work at

08:00 AM

and end at

04:30 PM

ON THESE DAYS OF THE WEEK

SUN MON TUE WED THU FRI SAT

☐ Flexible Hours? ⓘ

Commute Interest

☒ Carpool

Driver or Passenger

Optional details specific to this trip (e.g., preferences on driving or riding, schedule, flexibility, etc)

☐ Bikepool

Optional details specific to this trip (e.g., preferences on leading or following, schedule, flexibility, etc)

☐ Walkpool

Optional details specific to this trip (e.g., preferences on leading or following, schedule, flexibility, etc)

☐ Transitpool

Optional details specific to this trip (e.g., preferences on leading or following, schedule, flexibility, etc)

Additional Options

Share this trip with

Everyone

I prefer to commute with

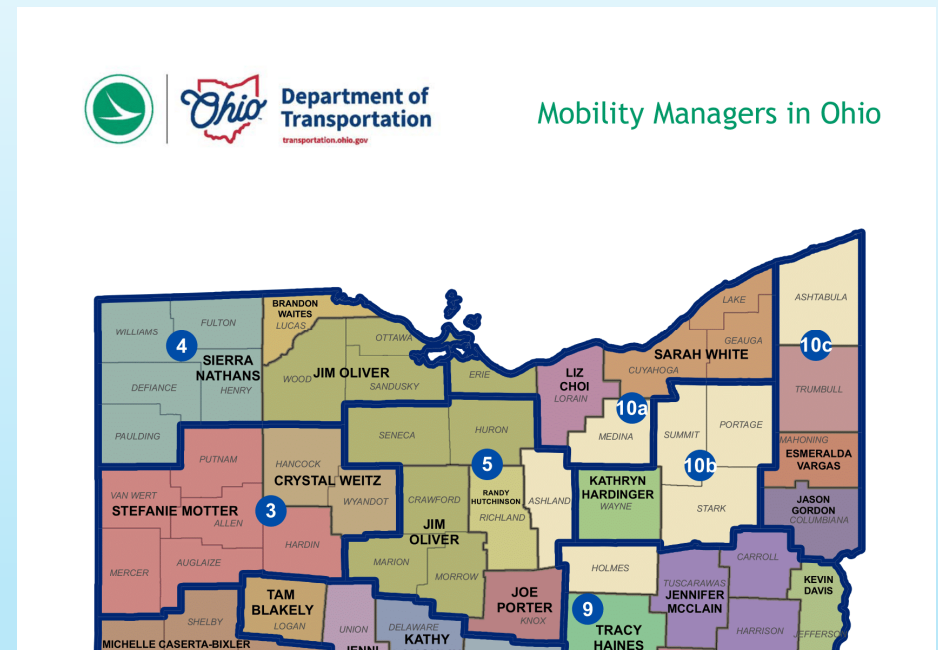
Anyone

This commute/trip will show as a potential match for all Gohio Commute users.

Existing Wood County Resources

Mobility Managers

Ohio Mobility Managers are individuals who increase access to mobility in their service areas by increasing understanding and awareness of transportation needs, promoting coordination of transportation options to meet needs, and build sustainable and healthy communities by integrating transportation into planning and programs on local, regional and state levels.



The Toolkit

- Transportation Options
- Programs & Incentives



Transportation Options

- Transit Cost-Savings Programs
- Transit Service Improvements/Expansions
- Transit Stop Improvements
- Rideshare (Carpool & Vanpool) Support
- Bike Access Improvements
- Pedestrian Access (to transit) Improvements
- Guaranteed Ride Home



Transit Cost-Savings Programs

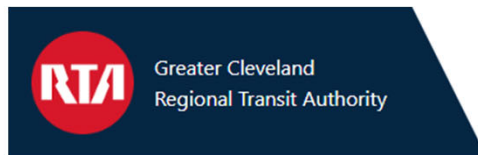
Option 1: Facilitate Cost Savings with Pre-Tax Purchase Assistance

- Employees enroll in payroll deduction plans to prepay transit fares on a pre-tax basis.
- Employees save on FICA and Federal and State payroll and income taxes on the amount established for transit fare media purchase.
- Employees save time, because the passes are delivered to the workplace.
- A no-cost benefit that makes a great perk for the Human Resources Department to offer to new and existing employees.
- Employer's payroll tax cost is reduced – **the pay that is set aside for transit purchases is reduced from the employer's payroll liability.**

Transit Cost-Savings Programs

Ohio Case Study: [GCRTA's Commuter Advantage Program](#)

- The Commuter Advantage Program helps employers facilitate pre-tax fare purchases by their employees.



**Commuter Advantage --
an added discount on
your transit fares**



Transit Cost-Savings Programs

Option 2: Directly Reduce Transit Costs

- Individual employers can offer subsidies as a commuter benefit program
- They can also coordinate with other local employees to negotiate “bulk purchase” discounts from transit providers, based on the increased ridership expected from employees offered deeply discounted or free transit as part of a formal program
- Employers can also guarantee transit providers a minimum level of revenue, in exchange for a deep discount on employee passes
- Alternatively, they can reimburse the transit agency for each ride completed using a program-issued pass, with the per-ride cost negotiated based on expected ridership levels (and renegotiated annually, based on actual pass use).

Transit Cost-Savings Programs

Ohio Case Study: COTA C-Pass

- In 2022, the Short North Alliance, a group of area business and property owners in Columbus's premier arts district, teamed with COTA to become part of its C-Pass program, which had for years provided free transit to most downtown employees, paid for by a group of downtown district organizations.
- The program allows individuals who work or live in the district to register and receive free rides on all COTA fixed-route services.
- C-Pass is currently fully funded through 2025 with the help of the three partner agencies and the Ohio Department of Transportation.
- 52% of participating companies reported in recent surveys that C-pass has boosted employee morale, 34% said it is helping recruitment and retention.



Employer Resources

- [Poster advertisements](#)
- [Flyer: How to ride with the app](#)
- [Flyer: How to ride with a photo ID card](#)
- [Account Manager Guide](#)

Transit Service Improvements/Expansions

Public Transit provides a reliable, accessible, all-weather travel option — which is especially valuable for people who cannot or choose not to drive, or who do not own a reliable car.

- However, many Wood County area employees face geographic barriers that make using these services challenging or inconvenient.
- Service improvements, particularly added service that provides first-/last-mile connections to existing transit stops, can make transit a much more viable commute option for more Wood County workers.

Transit Service Improvements/Expansions

Regional Case Study: [TARTA Flex Rides](#)

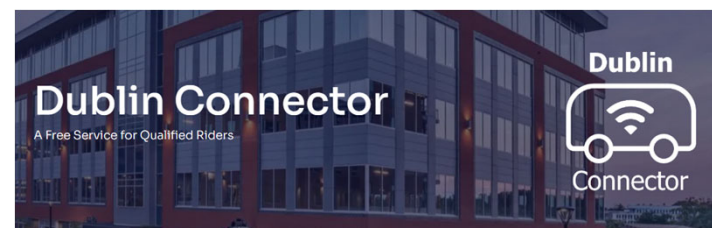
- On-demand service serving suburban and rural areas of Lucas County and Rossford.
- Customers book rides in advance, as early as the day before up to an hour before.
- Rides within a single micro-transit zone are \$3, with transfers between zones requiring another \$3 fare.
- Transfers to TARTA's fixed-route are service free of charge.



Transit Service Improvements/Expansions

Ohio Case Study: [Dublin Connector](#)

- The City of Dublin has contracted for on-demand services to provide rides for local senior-housing residents, workforce, and people with disabilities. The workforce service focuses on connecting between COTA stops and area employment centers. Initiated during COVID, this service became a key service for several employees to maintain their job, even during pandemic-related COTA service reductions. Maintained as part of the City's Economic Development office, ridership continues to grow each year, with over 25% consisting of workforce rides.
- This suggests opportunities to partner with TARTA, with service expansion costs covered/shared by Wood County communities and/or employer consortiums.



For Dublin's Workforce

Fare-free rides for anyone who works in Dublin.

Hours of Service Operation:

Monday through Saturday, 7 a.m. to 7 p.m.

Holiday Hours: No change for workforce service.



For Dublin's Workforce

Fare-free rides for anyone who works in Dublin.

[Sign Up to Ride](#)

Transit Stop Improvements

Bus stop improvements and amenities will make transit safer, more comfortable, and more uplifting for people who already use it, while making transit a more appealing option for potential new riders.

- Improvements can be focused on stops serving large employers or employment centers.
- Common improvements include shelters, lighting, service maps, waste receptacles, and next-bus information displays.
- Improvements can also include improved pedestrian/ADA connections to the stop, improving safety, access, and comfort for transit users.

Transit Stop Improvements

National Case Study: [GoTriangle Stop Improvement Program](#)

- GoTriangle, the public transportation provider for the Raleigh-Durham-Chapel Hill area of North Carolina, is actively improving stops in collaboration with the City of Durham to meet the City's standards for accessibility, shelter, seating, security, and lighting.
- Local funding is dedicated each year to bus stop improvements throughout the city.
- A combination of funds dedicated to transit – a half-cent sales tax, vehicle registration fees, and a vehicle rental tax – along with the City's Participatory Budgeting program will pay for the improvements.



Stop with 2024 improvements including Shelter, bench, two waste bins, and an ADA landing pad, Walltown Park, NC.

Rideshare (Carpool & Vanpool) Support

Ridesharing can be an effective complement to transit as an alternative to drive-alone commuting, especially in ex-urban and rural areas.

- Ridesharing can work especially well among commuters with consistent schedules that track closely with traditional work/shift hours, particularly among commuters with longer commute trips (greater than ten miles in each direction).
- **Carpooling** is one of the most familiar “alternative mode commute” options, and the easiest form of ridesharing to setup and maintain.
- **Vanpooling** can be effective in locations with strong carpooling potential, utilizing larger vehicles to extend the ridesharing benefits of carpooling for participants, employers and cities, with in-vehicle capacity for twelve or more people.

Rideshare (Carpool & Vanpool) Support

The most common ways to support these options include:

- Providing a ride-matching service that makes it easy to find/create compatible pools
- Offering parking benefits for participants, such as designated spaces close to building access points.

Additionally, vanpools are often arranged by employers, providing vehicles to participants directly, or through a brokerage.

- Participant fees are often subsidized, compared to the cost to the employer, including a waiving of all fees for participant drivers.
- However, in many locations, the cost savings of vanpooling are sufficient to attract participants, without any subsidy from their employers.
- By comparison, carpooling is rarely subsidized beyond discounted or free parking benefits for participants.

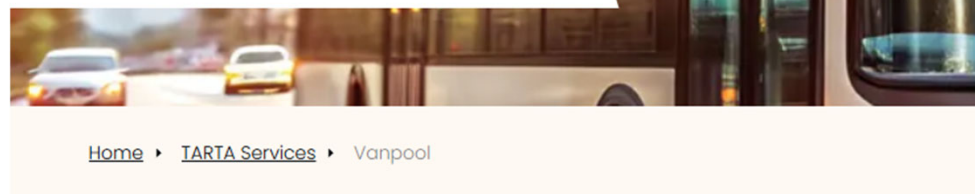
Rideshare (Carpool & Vanpool) Support

Regional Case Study: [TARTA Vanpool Program](#)

- About five years ago, TARTA initiated a vanpool program to expand options for people looking to get to work, and for the employers who depend on them.
- Employers sponsor individual vanpools for between 4 and 15 employees, which are leased from “Commute with Enterprise” to use for their daily commutes.
- Half of the lease costs (including fuel and insurance) is paid by TARTA, while the remaining cost is either paid by the employer or by the participants.



Vanpool



▶ **TARTA Vanpool Can Make Your Commute To Work Easier, Less Expensive**

Bike Access Improvements

Key areas for improving access to Wood County jobs by bicycle include:

- **Roadway Improvements:** Work with local and regional partners to complete bike network gaps to, from, and within employment districts, and to invest in a connected street network and roadway improvements.
- **Bike Parking:** Secure, weather-protected parking located on-site in an easily accessible location.
- **Bike Share:** Area bike share programs can provide added first-/last mile options for transit users.
- **Bike Safety Programs:** Provide information, education, and training on safe navigation of area roadways on bike.

Bike Access Improvements

Best Practice Spotlight: Paved Shoulders

- Paved shoulders can be enhanced to serve as a travel space for bicyclists.
- Appropriate on roads with moderate to high volumes and speeds and on roadways with a large amount of truck traffic.
- Can improve bicyclist comfort and safety when traveling in higher speed and/or volume situations but only when adequate width is provided.

Functional classification	Volume (AADT)	Speed (Mi/h)	Recommended Minimum Paved Shoulder Width
Minor Collector	up to 1,100	35 (55 km/h)	5 ft (1.5 m)
Major Collector	up to 2,600	45 (70 km/h)	6.5 ft (2.0 m)
Minor Arterial	up to 6,000	55 (90 km/h)	7 ft (2.1 m)
Principal Arterial	up to 8,500	65 (100 km/h)	8 ft (2.4 m)



Image & Table Source: [FHWA](#)
“Small Town and Rural Multimodal Networks”
Paved Shoulder image from D’Iberville, MS

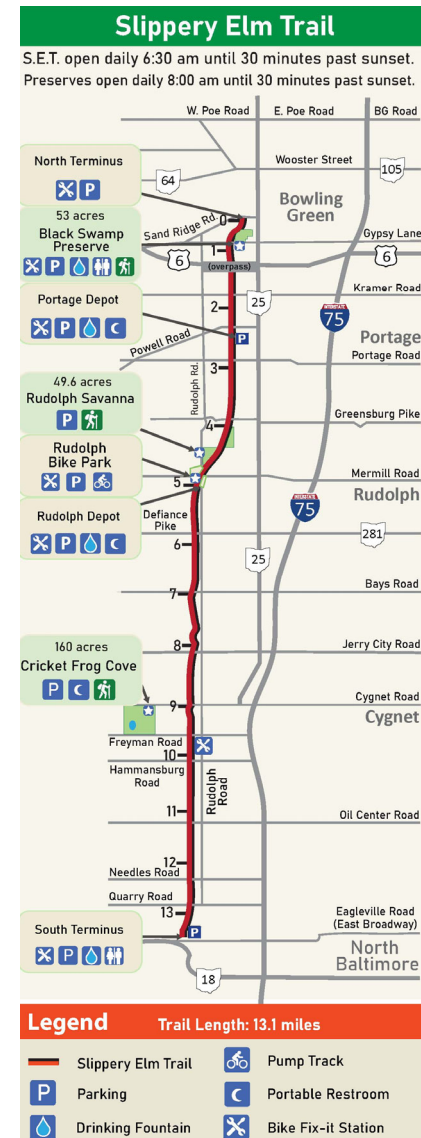
Bike Access Improvements

Regional Case Study: Slippery Elm Trail

- Rails to Trails project opened in 1995
- Connects Bowling Green to North Baltimore (13+ miles)



Images Source: trailink.com/trail/slippy-elm-trail/



Pedestrian Access Improvements

Safe Routes to Transit is an umbrella term for pedestrian access improvements surrounding transit stops that make transit use safer, more effective, and viability for those with mobility differences. The most common improvement types include:

- **Roadway Crossings:** Added or improved pedestrian crossings to/from transit stops.
- **Street and Streetscape Design:** Changes to ROW configuration and programming that reduce crossing distances and lower traffic speeds
- **Physical Buffers:** Added space and/or barriers between transit stop and moving traffic
- **ADA Access:** Ensuring compliance at stops and along key pedestrian routes to/from stops

Pedestrian Access Improvements

National Case Study: [Agreements for Bus Stop Placement; Pierce Transit in Takoma, Washington](#)

- Each jurisdiction served by the transit agency has established guidelines whereby the developer may be required to provide transit enhancements when specific criteria are met.
- The agency can recommend infrastructure changes such as sidewalks, through-streets, or other enhancements for improving pedestrian safety and access to transit when a site is developed.
- Pierce Transit has also developed a standard agreement that gives the agency the ability to locate bus stops on private roads.
 - ✓ Pierce Transit signs this agreement with the owners of private property on which they would like to locate a stop.
 - ✓ These agreements allow the agency to locate the bus stop in the most accessible location for pedestrians.

Guaranteed Ride Home

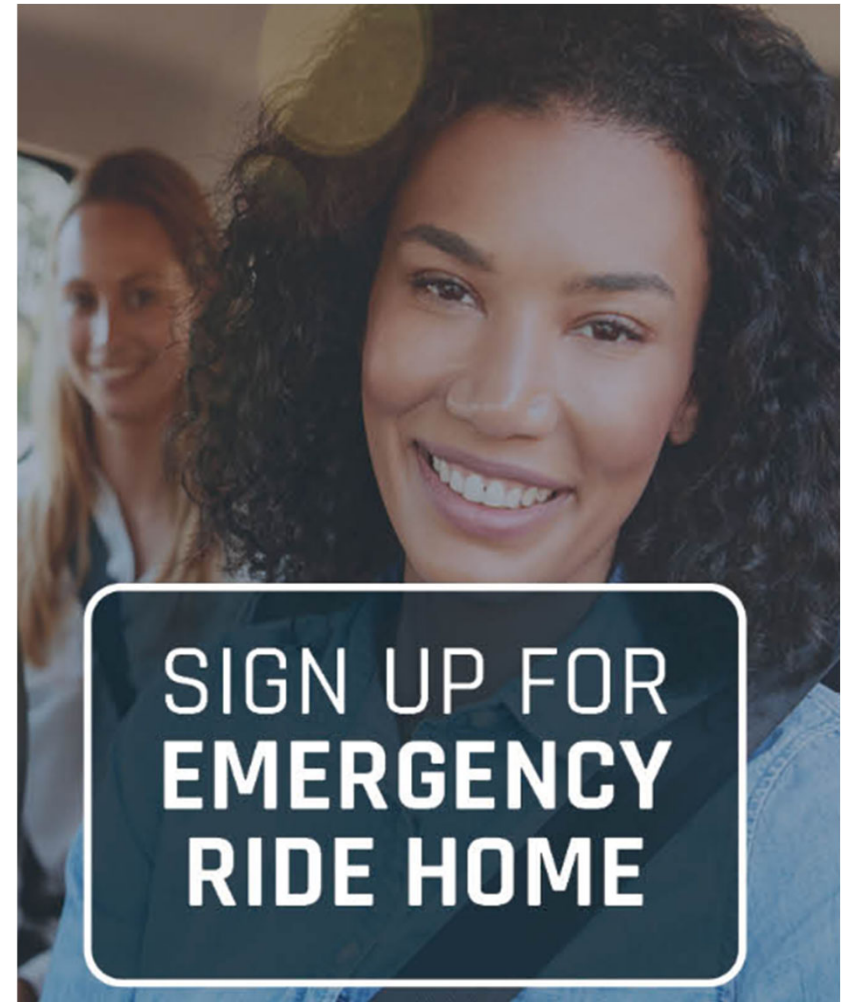
Sometimes called **Emergency Ride Home**, this type of program provides free rides home for non-driving commuters who need to leave early, or whose ride home leaves early, can provide key assurance to those considering transit or carpool.

- The programs use ride services – taxis, Lyft, Uber, etc. – to provide the rides, with the costs typically covered via reimbursements.
- Rides are typically limited to a few per year.
- The cost of offering this service tends to be low, as few participants make use of the benefit with any frequency.

Guaranteed Ride Home

Ohio Case Study: MORPC's Emergency Ride Home (ERH) Program

- MORPC's ERH program is a free service that assures alternative-mode commuters that they won't be stranded in the case of an emergency, illness, or unexpected overtime.
- Eligible commuters can pay for their ride up-front and be reimbursed through the ERH program, whether they use Uber, Lyft, Taxi Service, or any other licensed rideshare option.
- Rides, including a 20% tip, will be reimbursed up to \$200 – with submissions including receipts uploaded to gohiocommute.com for reimbursement.
- Eligible commuters can be reimbursed for up to four such rides each calendar.



Promotions & Communications

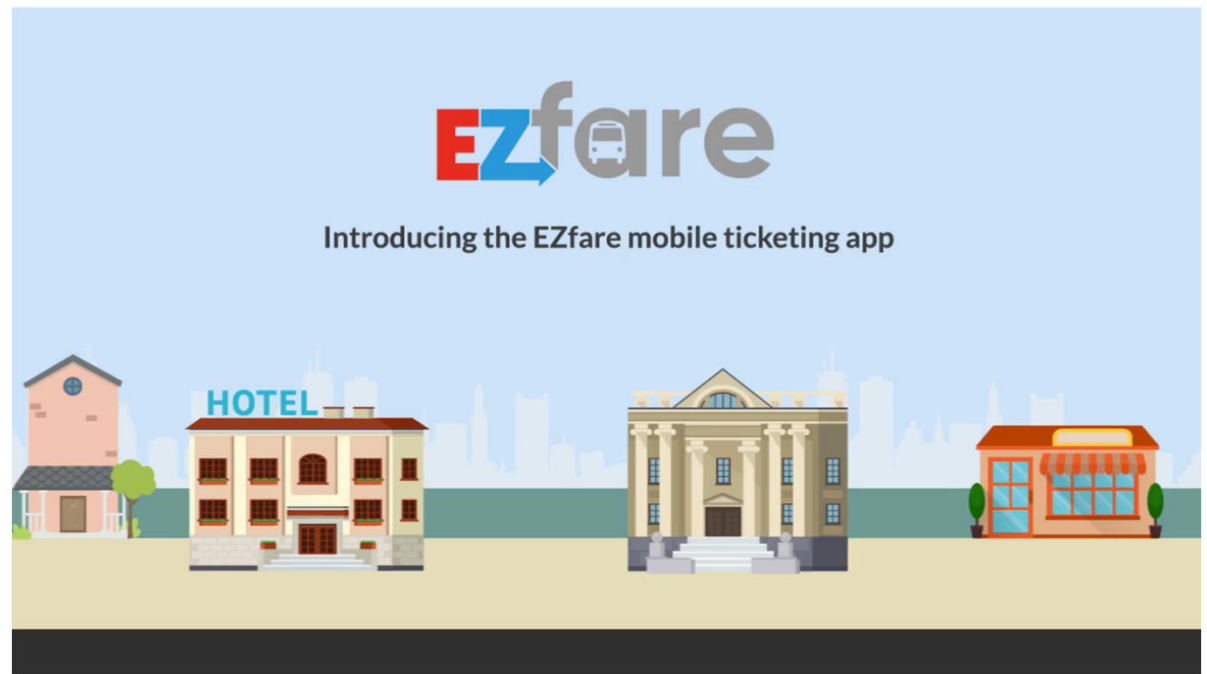
- Promoting Transportation Options
- Travel Training
- Commute Information & Planning Platform



Promoting Available Transportation Options

Reduce information barriers by ensuring employees know their options, and how to use them.

- Transit Options
- Ways to purchase/use fares
- Trip planning
- How to ride
- Etc.

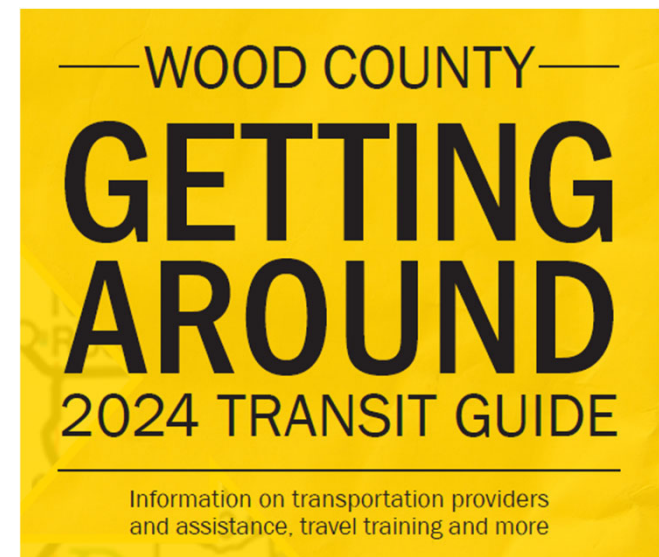


Promoting Available Transportation Options

Promotional campaign with comprehensive information on all non-drive-alone travel options.

Getting Around Wood County Guide

- Comprehensive List of County-Serving Providers
- Guide to the Basics of Public Transportation
- Travel Training
- Transportation Providers in Wood County
- Transportation Assistance in Wood County
- Bicycling and Walking



Travel Training

TARTA

TARTA's Travel Training Program helps to increase the confidence of potential, interested transit users, reducing a common barrier to adopting transit as a commute option. In addition to building essential rider skills, the program highlights the benefits of being able to confidently use TARTA transit services, including:

- Greater independence
- Travel cost savings
- Increased sense of self-reliance
- Increase community involvement

Travel Training helps individuals with essential travel skills like:

- Reading bus schedules
- Learning routes training
- Planning trips
- Boarding and exiting buses
- Paying the fare
- Using a wheelchair lift
- Changing to another route
- Signaling the driver to stop or for assistance
- Knowing how to handle travel disruptions
- Learning about personal safety and stranger awareness
- Acquiring emergency skills



Travel Training



Commute Information & Planning Platform

gohio

Comprehensive Trip Planning Service:

- Free of charge for commuters from Fulton, Henry, Lucas, Monroe, Ottawa, Sandusky, Seneca, or **Wood** counties.
- Provides wealth of information on available travel options and programs.
- Rewards people for using transit, active transportation, and other driving alternatives.
- Managed in Wood County by TMACOG



Schedule

☒ This is my Commute ☐ Set as a One Time Trip

I start work at and end at

ON THESE DAYS OF THE WEEK ☒ SUN ☒ MON ☒ TUE ☒ WED ☒ THU ☒ FRI ☒ SAT

☐ Flexible Hours? ⓘ

Commute Interest

☒ Carpool

☐ Bikepool

☐ Walkpool

☐ Transitpool

Additional Options

Share this trip with

I prefer to commute with

This commute/trip will show as a potential match for all Gohio Commute users.

TDM Toolkit and Implementation Status (Fall 2025)

Tools		Implementation Status	Critical Needs	Implementation Lead	Key Champion/s	Funding Sources
Transit	Pre-Tax Transit Fare Purchase Assistance	Most pieces are in place for TARTA to set this up.	Address platform/portal software limitations	TARTA		
			Better Promotion of benefits relative to cost	TMACOG	Jobs Ohio	
	Transit Pass Program	None	Successful implementation of Pre-Tax benefit program	TARTA	Employers, Employment Districts	
	Transit Service Improvements/Expansions	TARTA has flex service in Lucas County + Rossford?	TBD from WorkLink Study	TBD from WorkLink Study	TBD from WorkLink Study	TBD from WorkLink Study
	Transit Stop Improvements	TARTA has program in Rossford	Local municipal support, funding	TARTA	Jobs Ohio, Wood County	Municipal budgets, FTA
HOV	Carpool	Key gOhio component	Raise awareness of ease of use. Employer registrations/promotion	TMACOG	Jobs Ohio, GLCAP	
	Vanpool	TARTA has a program linked to Lucas County/Rossford	Third party promoters/funders to expand this into Wood County	TARTA, Jobs Ohio, Employers	TMACOG	
Active	Bike Access Improvements	No formal program	Close gaps in regional trail/path/lane networks	ODOT, Wood County DOT, local municipalities	Jobs Ohio, GLCAP	ODOT, FTA, Municipal budgets
	Pedestrian Access Improvements	No formal program	Develop funding for Safe Routes to Transit study/program	ODOT, Wood County DOT, local municipalities	Transit Providers	ODOT, FTA, Municipal budgets
Programs	Promoting Transportation Options	gOhio platform	Ensure coordination with GLCAP for synergies between online platform, print/downloaded materials and marketing content, and outreach to Wood County employers to get this information out to commuters.	TMACOG, GLCAP	Transit Providers	Current Sources
		Mobility Management programs/materials			Jobs Ohio, Wood County	
	Commute Information & Planning Platform	gOhio platform	Successful launch of renewed platform	Lake Erie West	Transit Providers, GLCAP, Employers	Current Sources
	Guaranteed Ride Home	TARTA has a program for Vanpools	Expand to include transit riders and carpoolers, and to cover all of Wood County	TARTA, TMACOG	GLCAP/Mobility Manager, Employers	CMAQ, Employers

Most promising tools for Wood County