

worklink

Wood County Workforce Mobility Study

Wood County, Ohio is a large county with diverse transportation needs. While a large part of the county is rural with small towns and village centers, the northern part of the county is an emerging industrial employment center, drawing employees from Wood and Lucas counties. Bowling Green sits in the center of Wood County, providing regional services in terms of jobs, education and medical facilities.

Transportation remains a critical challenge for people traveling in Wood County, including people looking for ways to access the growing job market. Currently, most transit services are limited to Wood County's cities, which offer on-demand microtransit services (BG Transit, Perrysburg Transit and Rossford's TARTA Flex). TARTA provides a fixed-route service to the City of Rossford, but the region lacks a network of services that can support its growing needs. In particular, the SR 795 Corridor and the I-75 Corridor have significant workforce development potential but lack transit service to support employers and job seekers.

The Wood County Workforce Mobility Study, also known as WorkLink, is designed to address these challenges. The project is supported by the Ohio Workforce Mobility Program (OWMP) initiative, which emphasizes collaboration among regional governments, transit agencies, private employers and community groups to design flexible, workforce-focused transit solutions.

***The study began in May 2025
and will be completed in May 2026.***



**For more information, visit
woodcountyworklink.com**

STUDY GOALS

Enhance Workforce Mobility

Assessing the transit needs of major employment corridors and underserved job sites

Establish Multimodal Connections

Identifying and designing virtual and physical transit hubs

Encourage Regional Collaboration

Leveraging partnerships to create shared transit resources

Support Economic Growth

Ensuring transit solutions attract and retain employees



Department of
Transportation



Lake Erie West
REGIONAL COUNCIL



Great Lakes
COMMUNITY ACTION
PARTNERSHIP

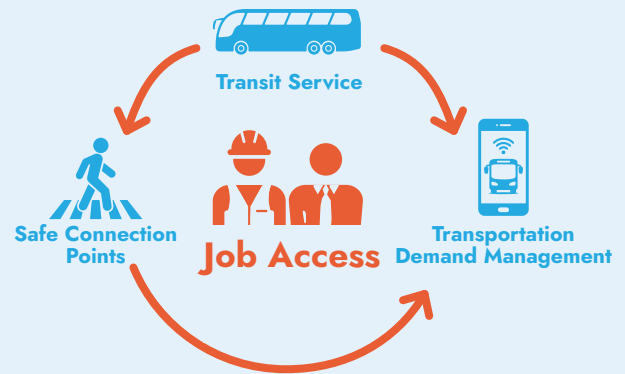
Project Outcomes

Public transportation can play a critical role in connecting employees to jobs, especially for those without access to a private vehicle. However, this connection depends on safe access to transit stops and an awareness of available transit options. WorkLink's outcomes address these foundational needs through strategies organized into three categories:

Transit Service. Five transit service strategies were developed, each meeting different employer needs within various geographic markets (urban, suburban, regional and rural).

Safe Connection Points. These are sites where passengers transfer between transit providers. WorkLink identified strategies to connect existing services and prioritized more than 20 urban and rural Wood County locations for future planning and development.

Transportation Demand Management. A Toolkit provides a complementary suite of best-practice strategies for supporting non-drive-alone workplace access – including added/improved mobility options, commute-planning tools, cost incentives, and informational/promotional programs – to increase awareness and reduce barriers to use of transit and related services. WorkLink analyzed and prioritized a core set of Toolkit strategies for short-term implementation to aid in the future development of workforce mobility.



Governance Options

Governance includes both the service owner and the service operator, which may be the same organization or separate entities. Service may be operated directly by the owner or contracted to a transportation provider. Four possible service owner models were identified for Wood County. WorkLink rated these options for suitability in overseeing the establishment of the five workforce transit service strategies in Wood County. They include:

Local Government
Regional Transit Authority (RTA)
Transportation Management Assn. (TMA)
Nonprofit

Next Steps

WorkLink's final report on Wood County workforce mobility feasibility will be available in May 2026. Project and regional partners are expected to utilize this report to inform discussions on workforce transit service formation, governance models and funding options. For suggestions on near-term and long-term next steps, see the final report at woodcountyworklink.com.

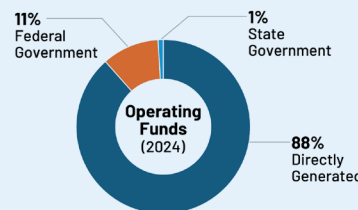
“We have a lot of employee turnover because of transportation challenges.”

Wood County
Human Resources Professional

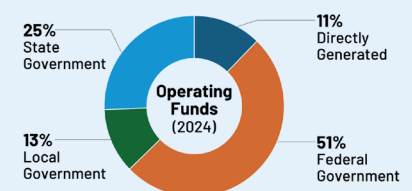
Funding Options

Existing transit services rely on a variety of funding sources, including federal, state and locally-generated funds. This graphic demonstrates the range of funding models often implemented in urban services (like TARTA) and rural services (like BG Transit).

Toledo Area Regional Transit Authority (TARTA)



B.G. Transit



Feedback from WorkLink Steering Committee members found that employer or property owner contributions may be the most likely revenue source for funding new service in northern Wood County's urbanized areas. There is also potential to pool resources to draw down more federally-matched transit funds to expand service to southern non-urbanized areas.