

AMERICANS IN MOTION

Greater Valley Forge Transportation Management Association

Fall 2007

Going Green

As the world continues to debate the effects of global warming, the one question that individuals, government and businesses are asking is “How can we do our part?”

GVF Transportation is ready to tackle this phenomenon and we are looking to partner with like-minded agencies who feel this is a major issue, not just for our region but for the world moving into the future. Experts theorize that going green has reached the tipping point, and it has now become a global issue on which all sectors are focusing.



One easy way to go green is carpooling. It reduces pollution, commute time, and gas expenses. Go one step further and use a car-sharing system like PhillyCarShare for commuting!

environment. A cap and trade program first sets an aggressive cap, or maximum limit, on emissions. Sources covered by the program then receive authorizations to emit in the form of

emissions allowances, with the total amount of allowances limited by the cap. Each source can design its own compliance strategy to meet the overall reduction requirement, including sale or purchase of allowances, installation of pollution controls, implementation of efficiency measures, among other options. Individual control requirements are not specified under a cap and trade program, but each emissions source must surrender allowances equal to its actual emissions in order to comply. Sources must also completely and accurately measure and report all emissions in a timely manner to

guarantee that the overall cap is achieved.”
www.epa.gov/airmarkets/cap-trade/index.html



GHG taskforce

In Montgomery County, there is a greenhouse gas task force who is looking at creating a plan to reduce greenhouse gas emissions in the county. For more information on the task force, log onto:
www.planning.montcopa.org/planning/GreenhouseGasReduction

CARBON DISCLOSURE PROJECT

Nationally, there is a project called the Carbon Disclosure Project (CDP) which is funded by investors with over \$41 trillion in managed assets. Their website is the largest repository of corporate greenhouse gas emissions data in the world and can be found at: www.cdproject.net



There is also a movement afoot in Washington D.C. to institute a national cap and trade policy. According to the EPA:

“Cap and trade is a market-based policy tool for protecting human health and the

So how can GVF Transportation help you go green? We can work with individual companies to review your current Travel Demand Management policies (TDM) and come up with a plan that works for you and your employees. We also partner with DEP, PECO, AQUA PA and others and we can help you to partner with them as you focus on going green. For those that are still wondering how this affects your business, your municipality and or your life, take a look at some of these other sites to see what business leaders, government leaders and individuals

are doing to make a change for the better.

- www.greenbiz.com
- green.yahoo.com

GreenBiz.com

YAHOO! GREEN

(Continued on page 2)

Finally, at our upcoming transportation conference on November 19, 2007, we will be focusing on greening in Pennsylvania within the transportation industry. The event will be held at the Crowne Plaza Hotel in King of Prussia, PA from 7:30 AM to 2 PM. Keynoting the event will be Barry Seymour, Executive Director of the Delaware Valley Regional Planning Commission. He will be highlighting ways in which the region can go green. For more information, log onto www.gvftma.com.

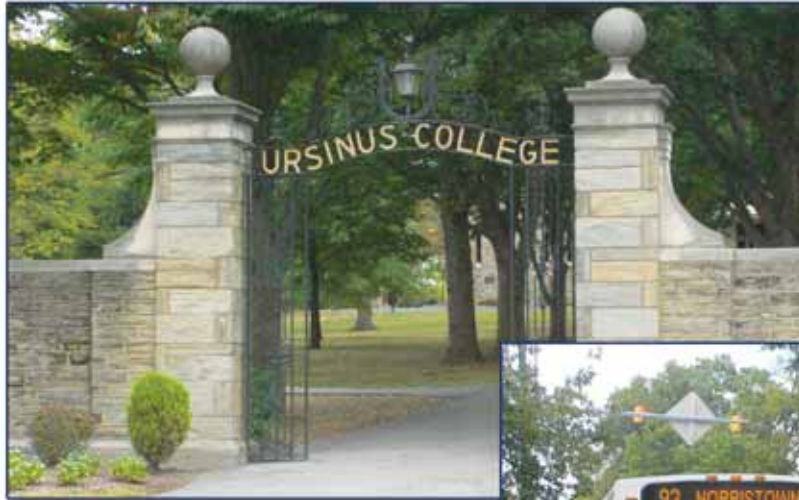
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Another easy way to go green is taking SEPTA to work or to run errands.

The Philadelphia Connection: Express to Center City

There is a new program this fall at Ursinus College, not taken for credit, and offered only on the weekends. The program is open to all students, at no extra charge. It's called the Philadelphia Connection and is a partnership between SEPTA and Ursinus College. The Philadelphia Connection provides express bus service from the Ursinus campus to the Norristown Transportation Center. The express buses run only Saturday and Sunday and provide the students with rapid transportation alternatives from campus. Currently, Ursinus is serviced by SEPTA bus route 93.



The Philadelphia Connection is administered on campus by Apryl Martin, of Ursinus College. Apryl, in partnership with GVF Transportation, is working to encourage students to use transit while traveling to Philadelphia. Most students use a private automobile for trips into the city. The largest hurdle that the program strives to overcome is the student body's uncertainty of the ease and safety of transit. The college is currently subsidizing the express buses, with

hopes that the ridership numbers can support express buses on a permanent basis.

The Philadelphia Connection works with the faculty in promoting the use of SEPTA as well. In the past, when a class-related trip to the city was planned, a bus was chartered to take the students and faculty to the inner city destination. A grant through the Carnegie Mellon Foundation provides Ursinus with funds that can be used for transit, provided the purpose is educational. The Philadelphia Connection aims to utilize this



grant more frequently, and it will work with faculty who are planning class-related outings in order to facilitate easy use of SEPTA for these trips.

GVF Transportation recognizes the challenge Ursinus College is facing, and looks forward to growing the partnership and expanding student use of transit.

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Partner in the Spotlight:

Realen Properties



Realen Properties, a real estate developer based out of Berwyn, PA, prides itself on providing “Real Places for Real People.” For nearly 40 years, Realen has built quality properties for homeowners, apartment residents, office workers, and shoppers, receiving many awards along the way, including National Builder of the Year and Builder 100. It has fully embraced the notions of smart growth sustainability and subsequently employs these principles in mixed-use developments throughout the Delaware Valley.

This August, Realen broke ground on the Village at Valley Forge, a mixed-use development in King of Prussia. Scheduled to

be completed in 2009, the Village at Valley Forge will encompass a wide array of desirable features, including the following:

- Residential dwellings in a variety of styles and sizes
- New and exciting retail shops
- A wide variety of signature restaurants
- An entertainment complex
- A four-star hotel and conference center
- An amphitheatre
- Aesthetically pleasing scenery including waterways, lakes, ponds, and flora

The proximity of each aspect of the Village at Valley Forge to one another makes it a completely walkable community. It also enjoys close proximity to major transportation corridors in the region – 202, 76, 276, and 422 are all easily accessible.

Additionally, Realen has two more developments in the works – Waterford, in Manayunk, and Edgewater, in Center City Philadelphia. For more information about Realen Properties, go www.realen.com **AIM**

Revitalization Progress in the Spotlight:

Municipality of Norristown

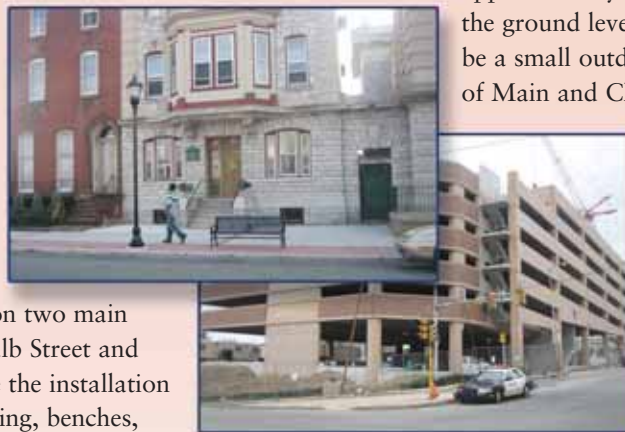
The Municipality of Norristown has long had a special vision of an ever stronger, more vibrant community. Norristown took the first step in achieving that goal in 2000, implementing a municipality-wide revitalization plan and program that features multiple initiatives and partnerships.

These projects are collectively providing a catalyst for revitalization in the county seat of Montgomery County.

To create an inviting atmosphere for pedestrians, Norristown is currently working on two streetscape projects. These projects focus on appearance improvements on two main thoroughfares in Norristown – DeKalb Street and Main Street. The streetscapes involve the installation of new brick sidewalks, historic lighting, benches, trash receptacles, trees, and safe crosswalks.

To create a more accessible downtown area for drivers, two new parking facilities are going up. A new SEPTA garage, located at the intersection of Lafayette Street and DeKalb Street, will be part of the existing Norristown Transportation Center. The new garage will be fully automated and includes 500 parking spaces and an intermodal bus terminal. The

Montgomery County Redevelopment Authority is working on the second garage, which is located at the intersection of Main and Cherry. The garage, which broke ground on July 2 of this year, will house 450 parking spaces on the upper levels and approximately 7,000 square feet of retail space on the ground level. As part of this project, there will be a small outdoor plaza with seating at the corner of Main and Cherry.



Another project to promote outdoor activity in Norristown Municipality involves the construction of two new regulation-size ASA softball fields for men and women near the Elmwood Park Zoo. The project is currently under construction on Harding Boulevard. This project also includes walking trails

through the surrounding forest area with connections to the Norristown Farm Park and the zoo.

Next time you find yourself in Norristown, take a look around – it’s bound to look different each and every visit. With the development and implementation of these projects, revitalization is highly visible throughout the area. **AIM**

Landscapes 2 Continues in Chester County

Housing. Agriculture. Transportation. These issues affect our region as a whole, and Chester County has taken the lead in addressing them. *Landscapes 2*, the county's comprehensive policy plan, brings together developers, municipalities, preservationists, and, perhaps most importantly, residents in determining how Chester County grows.

Since *Landscapes*' original creation in 1996, Chester County has been transformed from a so-called "bedroom community" of adjacent counties into a lively hub of regional employment. Transformations in the county have run the gamut from demographic and economic changes to new environmental and infrastructure challenges. By encouraging all stakeholders to work together, the County hopes to mitigate the effects of these challenges, thus encouraging sustainable growth.

Landscapes 2 is a living document, one that requires constant input. Currently in Phase Two of its development, various focus groups and a steering committee have been meeting to



update the draft plan. The steering committee, consisting of the nine members of the Chester County Planning Commission and twenty-eight individuals from around the county, has met three times and they expect that this phase of the process will take about nine more months to complete. Phase Three will begin in summer 2008, and public meetings will be held throughout the county to gather community input on the document.

Transportation is a major concern facing Chester County. Over the past decade, construction costs have doubled, tempering the effect of an increased construction budget. Add to this that the focus is now on improvements to existing roadways instead of building new infrastructure, and Chester County demonstrates an overall need of supplying transit alternatives to those who are either unable to or simply prefer not to drive.

To learn more about *Landscapes 2*, please visit its official website at <http://www.landscapes2.org>.

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GVF Transportation Featured Website www.smtcoalition.com

The Southeastern Montgomery County Transportation Coalition has updated its website. The coalition has a new logo as well as a section on the website that highlights transportation related projects underway within the service area. Access to the schedules for SEPTA bus and regional rail routes which service each municipality is also available through the website. Additionally, members can see the coalition matrix displaying each municipality's projects. Log on to www.smtcoalition.com to see the changes.



The coalition services the townships of Cheltenham, Springfield, Upper Dublin, and Whitmarsh. The mission of the Southeastern Montgomery County Transportation Coalition is to provide a medium under which municipal, county, and state officials, as well as the business community, can discuss and resolve transportation related issues. It works to enhance mobility and safety throughout the region by reducing congestion and pollution as well as promoting orderly growth to ensure continued economic vitality. To receive more information about the coalition, contact Cristina Ferrell at cferrell@gvftma.com.

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For your convenience, AIM (Americans In Motion) is also available online. Simply visit www.gvftma.com and click on "Newsletters."

AIM (Americans in Motion) is the official newsletter of GVFTMA.

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GVF Transportation Welcomes Our Newest Partners

Bryn Mawr Hospital

A member of the Main Line Health System, Bryn Mawr Hospital has been serving the western Philadelphia suburbs for over 100 years. It houses a nationally ranked orthopedics department, along with state-of-the-art services for cancer treatment, cardiac procedures, neonatal intensive care, reproductive medicine, endoscopy, diabetes



management, nutrition, sleep medicine, pulmonary wellness, and much more. Currently, the hospital is undergoing a major expansion and renovation project in order to better serve its patients and the Main Line community. The Bryn Mawr Hospital enjoys close proximity to several modes of transportation – the R5 Paoli line and the Route 100 trolley line both have stations in Bryn Mawr within two blocks of the hospital, and its location on Route 30 makes it easily accessible by bus and car. To learn more about Bryn Mawr Hospital and its programs, visit www.mainlinehealth.com/bm/

Dick Corporation

A prominent contractor, construction manager, and design-builder, the Dick Corporation provides nationally recognized services for regional and national clients. Based out of Pittsburgh, this family owned and operated business has a nearby office in King of Prussia. With its building, heavy/industrial, construction management, and environmental services divisions, the Dick Corporation has the capabilities to complete projects independently, relying on its extensive realm of skill and expertise. It is known for leadership and emphasizing teamwork in all projects, ensuring that owners, architects, contractors, and suppliers share a strong partnership. With experience in nearly every field, the Dick Corporation has worked on projects for the following client categories:



- Airports
- Interstate highway systems
- Office facilities
- Military headquarters
- Resorts
- Athletic arenas
- Retail complexes
- Condominium complexes
- Power facilities
- Manufacturing plants

To learn more about the Dick Corporation and its projects, log onto www.dickcorp.com

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GVF Transportation Introduces New Employees



Mike Thompson

GVF Transportation is pleased to announce the recent hiring of two new employees, Mike Thompson and Shayne Trimbell. Mike arrived at the TMA in August 2007. He is a graduate of Albright College in Reading, where he was an Economics and Political Science major. Among other duties, he is working closely with municipalities and businesses in Chester County as the Route 422 Corridor Coalition co-manager. He also serves as the manager of the Suburban Link shuttle service.



Shayne Trimbell

Mike is working out of the TMA office in Pottstown. Shayne started in September 2007 and is a graduate of Westfield State College in Massachusetts with a degree in Regional Planning. Shayne is co-managing the 422 Corridor Coalition and working with the Montgomery County municipalities along the 422 Corridor. Shayne is working from the TMA office in King of Prussia.

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GVF Transportation Manager Heads to Pottstown

Jason Bobst, former Manager of the U.S. Route 422 Corridor Coalition, has become Assistant Manager of the Borough of Pottstown. “Jason did an outstanding job coordinating the activities of the Coalition,” said Ron Wagenmann, Chairman. The TMA is going to miss him and predicts that he will have great success in Pottstown.



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Jason Bobst

Transportation 2007: Going Green

On Monday, November 19 from 7:30 am to 2:00 pm at the Crowne Plaza Hotel in King of Prussia, GVF Transportation is hosting its 11th annual regional transportation conference entitled Transportation 2007: Going Green. Not merely just a passing fad or collection of buzzwords, the “green” ideas of sustainability, smart growth, and mixed-use development are appearing everywhere, including the transportation industry. The conference will focus on the future of transportation in the region, which includes many green principles. Presentations will be made on the following topics:

- Transportation funding
- Transportation reauthorization
- Greening in Pennsylvania
- The Philadelphia International Airport
- SEPTA
- The Pennsylvania Turnpike
- PennDOT

A keynote address by Barry Seymour, executive director of DVRPC, will focus on the mandate for going green. Registration for this event is \$65.00 per person, and seating is limited to the first 130 people. For more information and to register, please contact us at (610) 354-8899.

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Freight in the Global Economy

Did you know that by 2035, the Federal Highway Administration estimates that imports and exports in the US are expected to double? In order to provide insight into this issue of growing importance, GVF Transportation, along with DVRPC, held a seminar on goods movement entitled Freight in the Global Economy on Thursday, November 1. Taking place in the Upper Merion Township Building from 8:30 am to noon, this seminar provided an overview of the movement of goods in our area’s transportation corridors. It covered topics such as how the process works, how shippers view the process, and rules and regulations regarding freight. Speakers from Con-Way, Norfolk Southern, Pennsylvania Motor Truck Association, PennDOT, Federal Railroad Association, Philadelphia Regional Port Authority, and Lansdale Warehouse were featured. For more information about freight and the TMA please contact Zoe Robertson at (610) 354-8899 or by email at zrobertson@gvftma.com.

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■ <http://phillytraffic.blogspot.com>

GVFTMA BLOG:

■ www.midatlanticchapter.com

■ www.svrtransportation.com

■ www.smtcoalition.com

■ www.422coalition.com

■ www.309online.com

■ www.us202.com

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