



A TRANSPORTATION MANAGEMENT ASSOCIATION

Volume 20

THE OFFICIAL NEWSLETTER OF GVF

Issue 1

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Advocating For Transportation Projects - What Does The Future Hold?

GVF, along with many of our partners, have been contacting our legislators encouraging them to support the tolling of I-80. Unfortunately, the Federal Highway Administration (FHWA) rejected the I-80 application, which leaves Pennsylvania with a \$450 million transportation funding shortfall. This will have a detrimental effect on our region, as most highway, bridge and road construction projects will come to a complete stop, as well as capital projects for transit. This translates into loss of jobs, increase in traffic congestion and declining air quality since more vehicles will be stuck in congestion due to SEPTA being forced to make cuts in services.

The tolling of I-80 is a revenue source that was implemented under Act 44, which was passed by the Pennsylvania legislature in July 2007. It established for the first time ever, inflation sensitive, long term funding stream to address Pennsylvania's transportation funding crisis. Based on the traffic and revenue forecasts, the Act provides minimum payments to PennDOT of \$83.3 billion over a 50 year period for transportation maintenance and improvements in PA by: converting I-80 to a tolled facility, increasing existing Mainline Turnpike Tolls and issuing monetization bonds based on future toll revenues.

As Governor Rendell convenes a special session of the General Assembly, GVF will continue to reach out to our legislators to express the importance of finding ways to close this massive transportation funding shortfall created by this decision. We will keep our partners up to date on this issue as new information arises.



Pennsylvania State capitol building, Harrisburg, Pennsylvania.

In addition to diligently working to have the I-80 application approved, GVF has been supporting many of our partner's local projects, advocating for federal dollars so their project can move forward. GVF sent a total of 27 letters to our federal representatives asking them to secure appropriate funding for the following projects:

- **Cheltenham Township** - Pedestrian improvements in Elkins Park, PA
- **Conshohocken and West Conshohocken Boroughs** - Matsonford Road Bridge Improvements Project
- **Lower Merion Township** - Ardmore Transit Center and Belmont Avenue/Rock Hill Road Improvements Project
- **East Vincent Township** - Route 724 Corridor Planning and Zoning Project
- **Upper Dublin Township** - Fort Washington Storm Water Improvement projects
- **Upper Providence Township** - Greater Philadelphia Expo Center

(Continued on page 2)

Keep Moving

Rob Henry, Executive Director, GVF

Celebrating 20 Years...

As many of you know, GVF is celebrating twenty years since its formal incorporation in 1990. In that twenty years period, the world of Travel Demand Management (TDM) has changed and so has GVF. While we are



continuing to fight congestion, we have made significant strides in our service area. Many of the municipalities we partner with did not work together on planning their futures, however, through our various coalitions, we now see them partnering consistently. Whether it's a small task like plowing snow or partnering on a major interstate carrying more than 100,000 cars a day, our partners are working and planning together.

We also get to see many of our private sector partners incorporate TDM into their work places. Whether it's a shuttle system, carpooling, telecommuting, flextime or participating in our Bike To Work Challenge, they've embraced the concepts and want to make a difference. Our partner engineering firms are also making a difference, as they see the value in working together and offer us their professional expertise so that we can work to make this region a better place.

We recently came across an old video that highlighted what GVF was going to be working on with footage of what our service area looked like in the early 1990's. While it's only twenty years ago, it's amazing how much growth we've seen in our region. Thankfully we are still partnering with many of our founding members and I want to thank Upper Merion and Tredyffrin Townships, Kravco Simon, GSK and the many other long term members who have continued to fight the good fight.

I was recently in a meeting explaining GVF and what we do. The person made the analogy that we are kind of like the cowboy with the white hat who is trying to do what they feel is the in the best interest for all. I had never thought of it in that light, but we frequent tell partners and perspective partners that we feel what we do is in the best interest of this region as we continue to try and fix and grow our transportation network. Thank you all for continuing to participate and if you're not yet a member please sign on!

Finally please mark your calendars for our upcoming Annual Meeting, which will be held on May 5th at the Court at the King of Prussia Mall. The event kicks off at 8 AM where we will recognize our award winners and have a retrospective on our twenty years.

Advocating for transportation projects - What does the future hold?

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Furthermore, we sent letters of support advocating for the following issues:

- **SHIPA** (Safe Highways Infrastructure Protection Act): in conjunction with the PA Safe Highways Coalition, will keep the weight of trucks on our highways at the status quo 80,000 pounds.

- **Transit Parity Benefit:** create parity between the parking and transit portions of the transportation fringe benefits, which will be reduced from \$230/month to \$120/month in pre-tax transit/vanpool benefits.

If you would like more information on our advocacy efforts or have any questions, please feel free to contact us.

GVF Completes Parking Inventory at Fort Washington Office Center

GVF recently completed a parking inventory study for the Fort Washington Office Center. Completed in 1953, the office center has quickly grown to become the commercial heart of Upper Dublin Township. While the center sits at a great location nestled at the intersection of PA Route 309 and the Pennsylvania Turnpike, frequent flooding of the area's local streams has generated a higher vacancy rate than several similar office centers throughout the region. The purpose of the Fort Washington Office Center Study was to identify areas of existing parking and see if there were any excess paved areas that could be better utilized in the redevelopment of the office center.

A majority of the study was completed by using Geographic Information Systems (GIS). This allowed staff to analyze aerial imagery and locate areas of parking, collection information such as lot size, amount of parking spaces and vacancy rate. To verify the results of the aerial imagery analysis, field analysis was also conducted to verify the calculated vacancy rates.

The study found:

- A total of 112 parking areas within the office center
- More than 6 million square feet of paved area and more than 16,000 parking spaces.
- Of these 112 identified areas, 34 were classified as an excessive parking area, having a vacancy rate of more than 80 percent.
- The excessive areas contained an unneeded 2 million square feet of paved area and over 5,000 unused parking spaces within the center.
- Excess parking and paved areas decrease pervious surfaces and amplify the effects of flooding, especially during heavy rain events.



The study concluded with recommendations for the office park to better handle parking and storm water management moving forward. Some of these techniques included:

- Utilizing rain gardens
- Porous pavers
- Vegetated medians in necessary surface parking areas.

The study also focused on making the park more accessible to pedestrians, encouraging biking or use of the mass transit routes in close proximity to the office center. In the end, this study will be a beneficial tool in Upper Dublin Township's vision of redeveloping the Fort Washington Office Center, to make the center not only more competitive in the commercial market, but safer for the end users as well.

Parking inventories are just an example of many studies GVF is capable of doing for all our partners, both municipal and corporate. For more information about studies, log onto www.gvftma.com and click on the 'studies' link on the homepage.

WELCOME NEW PARTNERS TO GVF!

GVF is proud to announce the following companies and organizations have joined the list of 100-plus partners dedicated to decreasing congestion and increasing mobility throughout the region:



Arkema Inc.: Arkema Inc. is a world-class producer of industrial chemicals, including acrylics, PMMA, thiochemicals, fluorochemicals, latex and hydrogen peroxide and of performance products like technical polymers, specialty chemical organic peroxides and additives.

Arkema Inc. has announced that it is moving its corporate headquarters at 2000 Market Street in Philadelphia to its research center in King of Prussia in early 2011. In addition to the corporate headquarters and the research center, Arkema Inc. has 24 manufacturing facilities in North America.

For more information about Arkema, visit www.arkema-inc.com/index.cfm.



Audubon Land Development: The Audubon Land Development Corporation is a family owned and operated business with over 40 years of development, building and management experience. Audubon Land affiliates have built over 3,000 homes in eastern Pennsylvania, as well as many commercial facilities including apartment complexes, the Audubon Square Shopping Center, the 422 Business Center, the Marketplace at Oaks and Regal Cinema.

For more information about Audubon Land Development and its services, visit www.audubonland.com.



ClimeCo Corporation: ClimeCo was founded in 2008 with the ambition to become one of the leading companies in the renewable energy and carbon offset sectors through the deployment of integrated low carbon solutions and technologies that generate diversified revenue streams with attractive margins.

ClimeCo develops carbon emissions reduction projects in the United States well as the international markets. They specialize in projects in industrial gases, renewable energy, utilities

and cement. Their focus is on the deployment of a design build own operate and maintain (DBOOM) model for clean technology projects.

For more information about ClimeCo and its services, visit www.climecocorp.com.



Dynamic Solar: Founded in 2007, Dynamic Solar delivers turnkey solar electricity (PV) systems for grid-tied commercial and government customers in Pennsylvania, New Jersey, and Delaware and is a Pennsylvania Department of Environmental Protection approved solar contractor. Dynamic Solar provides financial and tax expertise necessary to structure and finance solar projects that maximize return on investment. Their team's solar and construction background and local relationships provide them with real world experience in delivering results quickly and cost-effectively. Dynamic Solar engineering and installation professionals are licensed and have an average of 20+ years in their respective fields.

For more information about Dynamic Solar, visit www.dynamicsolar.com



Greater Philadelphia Chamber of Commerce: The Greater Philadelphia Chamber of Commerce is dedicated to promoting growth and economic development, advocating for sound public policy, and serving our members with outstanding programs and benefits. GPCC is the premier advocate of the region's business community, representing members in 11 counties across three states with one voice.

For more information about the Greater Philadelphia Chamber of Commerce, visit <http://greaterphilachamber.com/>



Philadelphia College of Osteopathic Medicine: For more than a century, Philadelphia College of Osteopathic Medicine (PCOM) has trained highly competent, caring physicians, health practitioners and behavioral scientists who practice a "whole person" approach,

treating people, not just symptoms. PCOM offers the doctor of osteopathic medicine degree and graduate programs in psychology, physician assistant studies, forensic medicine, organizational development and leadership, and biomedical sciences. Our students learn the importance of health promotion, education and service to the community and, through PCOM's five Healthcare Centers, provide care to the medically underserved populations in inner city and rural locations.

For more information about PCOM, visit www.pcom.edu.



St. Joseph's University: Founded by the Society of Jesus in 1851, Saint Joseph's University advances the professional and personal ambitions of men and women by providing a demanding, yet supportive educational experience. Saint Joseph's is home to 4,200 full-time undergraduates and 3,100 graduate, part-time and doctoral candidates. Because of its location, Saint Joseph's has lifelong ties to the people, professional opportunities and culture of Philadelphia. Students enjoy direct access to internships, cooperative programs and positions in virtually all careers, most of which have a major presence in the region, which is the hub of the Northeast corridor. Saint Joseph's University challenges its students to exceed their highest ambitions, fosters the mature development of values and deepens a desire to help shape the world.

For more information about St. Joseph's University, visit www.sju.edu.



Werner Coach: Werner Coach Inc. is located in Phoenixville, and has been in business for more than 70 years. Werner Coach supplies 53 and 47 passenger Motor coaches, as well as 33 passenger mini-buses for travel throughout the Delaware Valley and beyond. Werner enjoys the reputation of being one of the premier Motorcoach operators in the Philadelphia Metropolitan area. Werner operates a modern fleet of Motor coaches featuring reclining seats, two-way radio communication, restrooms, air conditioning and many are equipped with video systems.

For more information about Werner Coach, visit www.wernercoach.com.

PARTNER IN THE SPOTLIGHT

WHITPAIN TOWNSHIP

Founded in 1701 and located 19 miles northeast of Philadelphia, Whitpain Township is one of Montgomery County's oldest townships. Whitpain covers an area of 12.9 square miles, and at the time of the 2000 Census, the population of the township was 18,562. The vast majority of Whitpain is encompassed by the Blue Bell ZIP code, and the most recently, the term Blue Bell has become synonymous with Whitpain Township. Whitpain joins its neighbors Lower Gwynedd Township and Ambler Borough in being members of the Wissahickon School District.

The Township has recently launched a new communications effort aimed at making it easy for community members to stay up-to-date with the latest municipal news. Whitpain has begun posting its municipal newsletter electronically on the township's homepage (<http://www.whitpaintownship.org/>) and residents can also sign up to have the newsletter e-mailed to them directly when it is updated. The Township also has a Twitter

page (<http://twitter.com/WhitpainTwp>), which proved exceptionally useful in notifying residents of road closures and other emergency management issues during the recent winter storms in February. Residents can also register for the summer 2010 Parks and Recreation programs via the township's website.

From a transportation perspective, the major roadway in Whitpain Township is US 202 (Dekalb Pike). The Township has been deeply involved in the US 202 Section 600 project, which will reconstruct and widen certain portions of US 202 through Whitpain. The project will also greatly upgrade the intersection of US 202 and PA Route 73 (Skipack Pike).

According to Roman Pronczak, Assistant Township Manager, Whitpain Township has remained a strong partner with GVF due to their regional relationships and approach to projects. "The important thing about working with GVF, is that they represent both the municipal and private sector, and get them to collectively come to the table to address issues. We also



Photos of improvement projects at US 202 (DeKalb Pike)

appreciate their work with the area's legislators and media in getting the word out about the importance of these projects."

GVF's Manager of Operations Elected To Chair Air Quality Partnership

Maureen Farrell, Manager of Operations at GVF, was recently elected to chair the Air Quality Partnership (AQP).

In her position, Maureen will work more closely with the AQP and promoting its initiatives to GVF's partners, as well as other organizations and companies throughout the Delaware Valley region. John McGee, the revenue and ridership chief for SEPTA, held the position for the past five years.

"I want to thank the Partnership for this nomination. I'm looking forward to continuing my work with the Air Quality Partnership, and hope that we are able to achieve the missions of both AQP and GVF to decrease pollution throughout our region," Maureen said.

GVF has worked closely with AQP since the partnership was formed in 1997. Both organizations work with local businesses, municipalities and county and state officials to reduce the amount of greenhouse gasses that are emitted through transportation, and work to encourage and promote carpooling, public transportation and biking.

"The AQP is excited to have Maureen Farrell as its new chair person. Maureen brings ex-

cellent skills and a successful record of promoting the AQP to GVF's partners. We are excited to work with Maureen to expand this program for a greater audience," said Sean Greene, Project Coordinator for the AQP.

The Air Quality Partnership is managed and overseen by the Delaware Valley Regional Planning Commission. For more information about AQP, visit <http://www.airqualitypartnership.org/index.htm>



Maureen Farrell, GVF's Manager of Operations and new chair of the Air Quality Partnership (AQP) and Mike Boyer, Manager of the Office of Long-Range Planning and Air Quality programs, attend the AQP meeting on March 4, 2010.

2009 King of Prussia Mall Holiday Shuttle

If you found yourself at the King of Prussia Mall during the past holiday season, chances are you saw (and hopefully rode!) the King of Prussia Mall's free holiday shuttle service, which was in operation every weekend from Black Friday to the weekend after Christmas. It also ran the entire week of Christmas as well.

The service, which was provided by TransNet, ran the entirety of the mall hours and had a total of nine pick up and drop off locations at the Court and the Plaza.

This is the second year of this service, and ridership increased over the 2008 holiday season.

2008 - 65 days of service	2009 - 15 days of service
5,309 total riders	4,769 total riders
Average 82 riders per day	Average 317 riders per day

Also, the shuttles ended service at 2 p.m. on 12/19 due to snowy conditions, which resulted in a loss of 11 hours of service.

Thanks to TransNet and the King of Prussia Mall for another successful year of service!

GVF Staffers Attend New Partners For Smart Growth Conference in Seattle

In February as the Philadelphia region was receiving a record blanketing of snow, GVF employees Shayne Trimbell and Scott Greenly were in Seattle attending the New Partners for Smart Growth Conference. This was the 9th annual conference, which draws together professionals from a variety of backgrounds to discuss implementing smart growth. This year was the largest attendance for the conference, which was reflected in the keynote talk lead by US DOT Secretary Ray LaHood, HUD Secretary Shaun Donovan, and EPA Secretary Lisa Jackson.

The discussion centered on the administration's sustainable living initiative. Sustainable living directs federal funds into programs that promote cross pollination from the three departments, rather than treating each as separate funding streams.

Sustainability was the key theme through all the presentations given during the course of the three-day conference. Topics discussed included:

- Washington state's goal to reduce Vehicle Miles Traveled to 50 percent of the 1990 levels
- Funding transit by capturing the increased value of adjacent properties
- Alternative methods for visioning density and smart growth principles within a community
- Maintaining rural villages
- Green corridor and infrastructure planning

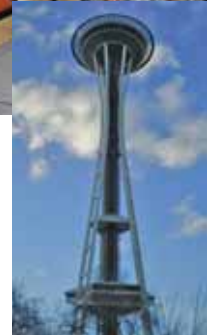
All these topics relate to smart growth, a movement towards developing communities that focus on issues such as reducing dependence upon the automobile, increasing density while maintaining the character of an area, all with minimal impacts to the environment.

Smart growth is a movement nationwide and internationally, and one that GVF hopes will



South Lake Union Streetcar (also known as the South Lake Union Trolley).

grow in our region. GVF supports the tenants of smart growth, and will work with our partners to see them implemented.



The Seattle Space Needle.

GVF Launches Company Green Plan

Developing a Green Plan through our internal green committee is one of the proactive measures GVF has taken to promote sustainability and support environmentally-friendly practices.

The Green Plan focuses on six key areas where staff can take action in protecting and preserving the environment:

WASTE REDUCTION - GVF has contributed to waste reduction by cutting back on printing and adjusting our computer settings to print two-sided by default. In doing so, we have reduced printing by 60,000 sheets this past year.

RECYCLING - GVF staff recycles as often as possible and only prints on recycled-content paper.

OFFICE SUPPLIES - GVF considers the environment by ordering eco-friendly products and using glassware and dish ware instead of purchasing paper and plastic products.

ENERGY USAGE - Electronics are plugged in using energy-saving power strips and staff is encouraged to shut down equipment when not in use. Our office lights consist of energy efficient T8 light bulbs and our refrigerator and server are both Energy Star products.

PHYSICAL OFFICE - GVF's office space, located in the King of Prussia Business Center, is now accessible to transit. We have also purchased office plants, which clean the

air of volatile organic compounds and make office air healthier. No VOC paint was used on all painted office walls.

COMMUTE AND TRAVEL - GVF has implemented a telecommuting option and currently has five staff members who have elected to telecommute. We have estimated that if each employee commutes one day per month that the employee will have saved about \$364.56 in travel costs, 2,025.6 miles, 68.90 gallons of fuel, and 1,337.7 pounds of CO2.

In addition to developing a Green Plan, GVF is also excited to enhance its sustainability efforts and support the environment through its green blogging site entitled Green Source, which can be found at <http://gvfgreensource.blogspot.com/>. If you don't have one already, we encourage you to create your own greening initiative and join us by "going green!" GVF can help you with this initiative. Just reach out to a member of our team for more information.



**Save the Date
for
GVF's Annual Meeting**

Join GVF to celebrate 20 years of service to
Chester and Montgomery Counties!

Wednesday, May 5, 2010

8—9:30 a.m.

King of Prussia Mall

*Bottom floor of the Court,
outside of the
Cheesecake Factory*

Invitation to follow



**Become an event sponsor
for only \$500 and receive:**

* Recognition in a press release that goes out prior to and after the annual meeting

* Company logo on the official invitation and displayed on the large screen prior to the event

* Recognition during the event

* Recognition in the next edition of GVF's quarterly newsletter

To sponsor this year's event, contact Carissa Bobenchik at cbobenchik@gvftma.com or 610-354-8899



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