

AMERICANS IN MOTION

Greater Valley Forge Transportation Management Association

Volume 18, Issue 3

GVF Transportation Continues To Move Forward...

Welcome to the new GVF Transportation! As most of you know Peter Quinn, our former Executive Director, has officially retired after 18 years of service with GVF Transportation. Pete was an integral part of our organization from its inception and he will be truly missed. However, Pete will remain a part of the company through his participation on the Board as a past director.

On July 1, 2008 I began my tenure as the new Executive Director of GVF Transportation and after nine years I'm looking forward to not only continuing our success but also continuing to grow, so that we can continue to further our mission. In order to create growth and continued sustainability, we've reorganized and formed two separate divisions. The first division is our municipal/planning/engineering division, which is being headed up by our Senior Project Manager Zoe Robertson, out of our King of Prussia office. Zoe is joined by Shayne Trimbell who will continue to serve the Route 422 Corridor Coalition and continue to staff our Lower Providence office. New to GVF Transportation is Genevieve Lodal, who recently graduated with a Masters in Planning from the University of Delaware. Genevieve will be working in our Fort Washington office and will be managing our Route 309 Corridor Coalition and Southeastern Montgomery County Transportation Coalition. Closing out this division is Ryan Jeroski, also new to GVF Transportation, who recently graduated from the University of Pittsburgh with a Masters in Public Administration and has relocated to the area. Ryan will working out of our Pottstown office and he will be focusing on our partners in Chester County and working on the Route 202-300 improvement project.

Maureen Farrell, our Manager of Operations, is heading up our corporate/marketing/transit division. Maureen is joined by another recent addition, Carissa Pleiss, who recently joined us from the Delaware HIV Consortium. Carissa has a degree in Journalism and has also worked as a reporter prior to her last position. Carissa will be working to increase our media awareness, focus on our corporate partners and assist our transit system. Maureen and Carissa can be contacted in our King of Prussia office.

Rounding out the team are Diane Pfanders who will continue to serve as our Office Manager and joining her is our new Receptionist/Administrative Assistant, Lauren Hilton. They will also be

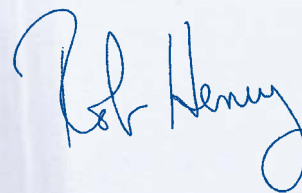
working out of our King of Prussia office.

Over the course of the next year we are going to be focusing on our brand to make sure our message is getting delivered in the right way and of course we will need the assistance of all of our partners. We have completed a Board Member survey to gather feedback on GVF Transportation. Our next step will be focused forums on what else we can be assisting our partners with and how else they feel we can further our mission.

If you are not a partner of GVF Transportation I encourage you to join our organization. Whether you are looking at increasing your company or municipalities sustainability, becoming more environmentally friendly, need assistance with PennDOT, SEPTA or other forms of government, interested in carpooling or other commute alternatives, we can help. You will frequently hear how long companies have been in business and how that history will help you, however, while I believe that is a part of the equation, a larger part of that equation is what we can offer you today.

After nine years of working in this industry I'm very excited for our journey. I believe with the current financial strains that we are all feeling, it is even more imperative that we all work together to come up with creative solutions if we are going to continue to thrive in our ever changing global environment.

Please contact myself or any of our team if you have any suggestions or thoughts moving forward.

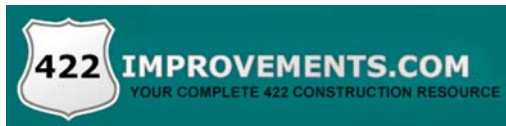


The newest staff members of GVF Transportation are (top, from left) Lauren Hilton, Administrative Assistant, Ryan Jeroski, Project Coordinator, and (bottom, from left) Project Coordinators Genevieve Lodal and Carissa Pleiss.

Stuck In Traffic Due To Construction Delays?

Visit These Web Sites Below For The Latest Traffic Updates!

GVF Transportation has increased and updated their presence on the Internet by creating two new web sites and 'freshening up' three others in an effort to keep travelers throughout the Delaware Valley informed and aware of projects and delays.



www.422improvements.com

New to the list of sites already managed by GVF Transportation is 422improvements.com. This site features information on the continuing improvements being made throughout the 422 corridor in Chester and Montgomery Counties. This site is the commuter's source for information on specific projects, timelines for construction, hours of work and any posted detours. It also features live camera feeds at nine different sections of Route 422 and has a section where commuters can sign up for email updates. When you subscribe to the RSS feed on this website, you will automatically get traffic updates on the 422 corridor.



www.us202.com

Another busy roadway that is currently being improved is US 202. The site features links to each of the seven sections of US 202 in Pennsylvania, from the Delaware state line to PA 611. Sign up for the RSS feed on the site, and stay informed on top of any traffic delays and get the latest information on construction projects at www.us202.com.



www.youtube.com/gvftransportation

GVF Transportation recently created a YouTube site, www.youtube.com/gvftransportation. Log on now and watch interviews with GVF Transportation staff that have been or will be televised on local stations, including CN-8 Newsmakers and Upper Merion Township Talk. Log on to see interviews discussing the Upper Merion and Conshohocken Ramblers, Bike Pottstown program and the recently revised Phillytraffic.com. Continue to visit the Video section on www.gvftma.com for updated interviews and videos on our YouTube site.



www.gvftma.com

Like US 202, GVF Transportation's Web site, www.gvftma.com, you can sign up for the latest updates and press releases featured on the site through an RSS feed located directly on our homepage. It's another simple way to keep ahead of what's going on throughout the region!



www.Phillytraffic.com

Phillytraffic.com was recently featured on CN-8 Newsmakers because of its new look and updated features, including a map of Park and Ride lots in the region, a commuting calculator, information on emergency detours, live regional traffic cameras and FREE weekly construction e-mails. On this site, you can also sign up for carpooling. Phillytraffic.com is a great, easy-to-use Web site for commuters throughout the Delaware Valley.

At U.S. Route 202 (Camera In SB Lane)



US 202SB US 202 / PA 422 200

At I-76/PA Turnpike (Camera In EB Lane)



PA 363 2008-08-29 12:54:28

At Trooper Road (Camera In WB Lane)



US 422WB-422 PA 363 2008-08-29 12:57:11

LOG ON TODAY!

These web screen shots were taken from live camera feeds that are placed at various locations on Route 422. These images were from

the new website www.422improvements.com. The camera feeds are updated every few moments so they always show current traffic conditions.

How GVF Transportation Can Help!



As the leader in transportation management issues for the Greater Valley Forge area and its surrounding communities, GVF Transportation is always looking for new and innovative ways to increase transportation options for commuters and decrease harmful emissions throughout the area.

With over 100 partners, comprised of municipalities, local, state and federal

representatives, as well as large corporations and public agencies, GVF Transportation can help you explore alternate means of transportation.

- Let us host an expo for your employees about transportation options
- Manage a company shuttle
- Survey your employees about their level of interest in carpooling with co-workers
- Conduct a zip code analysis to see where your employees are commuting from

Please let us know how we can help!

Both Maureen Farrell (Manager of Operations) and Carissa Pleiss (Project Coordinator) work closely with our corporate partners, and welcome the opportunity to assist you with your transportation needs.

If you are interested in finding out more about GVF Transportation and the services we offer, contact Maureen Farrell (mf Farrell@gvftma.com) or Carissa Pleiss (cpleiss@gvftma.com) at 610-354-8899. Also, visit us at www.gvftma.com to look at our diverse group of partners and the services we provide.

We look forward to working with you!



Partner In The Spotlight



Upper Merion Township is a township within Montgomery County. Located 16 miles from Philadelphia, it consists of the villages of King of Prussia, Swedeland, Swedesburg, Gulph Mills and Wayne. The township is the home of the King of Prussia Mall as well as the 1,300-acre Valley Forge National Historical Park. Upper Merion Township is also a regional hub of employment, hosting firms such as Lockheed Martin and GlaxoSmithKline.

Upper Merion Township was one of GVF Transportation's founding members in 1990. After 18 years of partnering with the TMA, Upper Merion Township continues to support public transit and transportation improvement projects alike. In partnership with the TMA and Upper Merion Township, the King of Prussia Mall created a Transportation

Center which provides SEPTA and Rambler riders with a safe indoor waiting area. It's rare to find a transportation improvement initiative in the region that Upper Merion Township has not enthusiastically supported.



The Upper Merion Township Building, located at 175 W. Valley Forge Rd., King of Prussia, houses the main office of GVF Transportation.

Recently, as the 422 Coalition Chairman, Ron Wagenmann, the Upper Merion Township Manager, presented on the 422 River Crossing Project to Senators Specter and Casey during a coalition trip to Washington. Whether it's working with GVF Transportation on a project, allowing us to use a meeting room or pinch hitting as a speaker, Upper Merion Township has always been a dedicated and giving partner of the TMA.

Increased SEPTA Services Means Later Hours In Norristown



Under new SEPTA General Manager Joseph M. Casey, utilizing ACT 44 funding, SEPTA will continue to increase service on other routes throughout the region as well. In the upcoming months, 65 new initiatives to make riding public transit easier and more convenient will be implemented. Many of these new initiatives will help to alleviate any overcrowding as SEPTA's ridership continues to grow substantially, due in part to soaring gas prices and increased awareness about environmental issues.

“While these improvements are necessary due to increased demand for service,” said SEPTA General Manager Casey, “we don’t want to lose sight of the exhaustive efforts put forth by the community, legislature and Governor Rendell for helping shape this moment into reality. We realize the scope and magnitude of these improvements in unprecedented in our history.”

Some of these initiatives include later trains on SEPTA's R5 Paoli-Thorndale, R6 Norristown, and R7 Trenton Lines. Regional rail passengers on these routes will have additional travel options to and from Center City Philadelphia on Friday and Saturday evenings that extend beyond midnight. To accommodate riders of the later trains, the

Norristown Transportation Center garage will be extending its hour of operation.

All SEPTA passengers should pick up new schedules when they become available and look for changes to their specific routes. SEPTA information is available online at www.septa.org or by calling SEPTA Customer Service Department at 215-580-7800.

Starting September 7, 2008

Norristown Transportation Center Garage will be extending their hours.

Hour of Operation:

Monday - Thursday . . . 5:30a.m. - 12:30a.m.
 Friday 5:30a.m. – 1:30a.m.
 Saturday 6:30a.m. – 2:30a.m.
 Sunday 6:30a.m. – 2:30a.m.

Local Shuttle To Discontinue Service, SEPTA To Take Over Same Route

Changes are on the horizon for travelers who use the Suburban Link, a shuttle that currently runs between Collegeville and Upper Merion Township. The Suburban Link, a GVF Transportation managed shuttle, will be transitioned to SEPTA. Service on the Suburban Link will be discontinued on September 8, 2008 and SEPTA took over the service area beginning August 31, 2008.



This window of time will allow riders to transition from the Suburban Link to SEPTA's Route 99 bus service. The Route 99 will be modified from its current route to serve new shopping and employment opportunities in the area, but will continue to serve the same stops as the Suburban Link

In addition to the Route 99 changes, SEPTA will be adding a new bus route to the area.

SEPTA's newly created Route 139 which began service on August 31, will serve Royersford and Spring City as well as the old Route 99 did, while extending its service to the Philadelphia Premium Outlets. At the opposing end of its commute, the Route 139 will travel along Valley Forge Road and end at the King of Prussia Mall.

Current Suburban Link schedules are available on GVF Transportation's Web site, www.gvftma.com. Updated Route 99 and 139 schedules will be available by the end of August and will be posted on SEPTA's Web site, www.septa.org.



From the Margins to the Mainstream

GVF Transportation Travels to Denver to Learn About Context Sensitive Solutions

This past July, Project Coordinator Shayne Trimbell traveled to Denver, Colorado to attend a seminar hosted by the Center for Neighborhood Technology. The topic of discussion at the seminar was Context Sensitive Solutions. Over two days, various presenters from a multitude of professions presented case studies and examples of how Context Sensitive Solutions have been applied. On the second day, the attendees were broken into groups, and assigned an intersection in the city of Denver to visit, evaluate, and make recommendations for improvements, using Context Sensitive Solutions.

CSS begins with a shift in the planning process. By placing the end user, the public, first, the proposed improvements fit the context of the place and can help to define an area. The challenge to implementing CSS is that there is no equation to calculate, and no hard and fast guidelines to follow. Often, when incorporating CSS, the planners and engineers must reinterpret the guidelines that have always been followed. Elements such as Level Of Service, Design Speed, Parking Minimums and Functional Class may not fit in the context of a project design when implementing a context sensitive solution.

Context Sensitive Solutions are all about involving the public throughout the entire design process, and creating a vision for a space. Context Sensitive Solutions, by challenging the planners and engineers to rethink how an improvement is designed, results in a solution that can have incredible positive impacts. Most notably, Context Sensitive Solutions are often times less expensive to implement than the alternative traditional solution, and are almost always well received by the community.

Implementing CSS is truly about improving a community. CSS is more than a road or transit improvement, it is about improving the quality of life for the general public. As more and more of our infrastructure need to be improved, look to utilizing Context Sensitive Solutions to save time and money. More important, look to Context Sensitive Solutions to truly improve the identity of a place, and to benefit the people who live, work, and play in it.

GVF Transportation is pleased to have expanded our knowledge of the project design process, and will use it to better serve our partners. We are perpetually involved in the development of transportation improvement projects, and recognize the importance of considering context when designing an improvement. We encourage our partners to continue to involve the TMA with improvement projects and to be sure that the solution chosen considers the context of the location.

Context Sensitive Solutions

is a new movement in transportation planning and engineering that considers the built environment, and designs infrastructure improvements that fit the context of the space.

The Federal Highway Administration defines Context Sensitive Solutions (CSS) as: *“...a collaborative, interdisciplinary approach that involves all stakeholders to develop a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic and environmental resources, while maintaining safety and mobility. CSS is an approach that considers the total context within which a transportation improvement project will exist.”*

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GVF TRANSPORTATION WEBSITES:

- www.gvftma.com
- www.phillytraffic.com
- www.localroads.com
- www.us202.com
- www.422coalition.com
- www.422improvements.com
- www.smtcoalition.com
- www.svtransportation.com
- www.youtube.com/GVFTtransportation
- www.midatlanticchapter.com

BLOG:

- <http://phillytraffic.blogspot.com>

GVFTransportation Since 1990
Creating Partnerships

175 W. Valley Forge Rd.
King of Prussia, PA 19406

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

Americans in Motion is the official newsletter of GVF Transportation.

GVF Transportation currently has four offices:

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(f) 610-768-0626

Fort Washington Office

335 Commerce Dr., Suite 300
Fort Washington, PA 19034
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(f) 610-768-0626

Pottstown Office

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Pottstown, PA 19464
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