

AMERICANS IN MOTION

Greater Valley Forge Transportation Management Association

Volume 19, Issue 1

GVF Transportation Holds Its 14th Annual Regional Transportation Conference

GVF Transportation held its 14th Annual Regional Transportation Conference on Monday, November 17, 2008 at the Crowne Plaza Valley Forge in King of Prussia. Entitled "Infrastructure Funding," the conference focused on the state of funding for infrastructure in the current economic position of the United States.

The increase in gas prices over the last year, coupled with the recent downturn in the economy, has created a deficit in the gas tax, which funds transportation projects across the county. The Highway Trust Fund is empty, and no apparent solution exists. With a new president, answers may come to solve these problems, but at this point, the United States is at a crossroads with regard to funding transportation infrastructure. All of the conference speakers addressed various aspects of this issue, some taking a more regional look and others looking nationally and globally. Additionally, the presenters were from both the public and private sectors, and they were able to offer different viewpoints on the topic at hand.

The first speaker was Barry Seymour, Executive Director of the Delaware Valley Regional Planning Commission (DVRPC), who opened up the morning session with a presentation on DVRPC's long-range plan, called "Connections." This plan focuses on strengthening the linkages between land use, the environment, economic development, and the transportation system. An important component of the plan involves transportation and the funding to implement the scenario deemed best for the region. Following this presentation, Rich Burnfield, Chief Financial Officer of the Southeastern Pennsylvania Public Transit Authority (SEPTA),

spoke about SEPTA's strategic business initiatives. With dedicated funding from Act 44, SEPTA can now focus on becoming a passenger-focused organization, strengthening regional partnerships, and contributing to the sustainability of the region. This plan will help SEPTA define its strategy and direction to grow ridership, rebuild the system, improve safety, and look toward the long-term vision for the organization. Deputy Secretary Eric Madden, of the Pennsylvania Department of Transportation, next spoke about the funding situation from a state perspective. He stated that with our current economic times, we need to innovate as we've done in the past so that Pennsylvania can continue to move forward in these difficult economic times.

After a break for exhibits by the event's sponsors, Justin Schor, a former GVF Transportation employee and current Regional Director for Urban Trans, gave a presentation on the impact of climate change. He emphasized the need to fund infrastructure in a different way if we want to see different outcomes. He stated that our current funding system will not support the measures for acting on climate change, so we should think about changing that system. In thinking of alternative ways to pay for infrastructure, Leo Bagley, Assistant Director of the Montgomery County Planning Commission, offered one solution: a county funding program. Montgomery County is working on an original way to pay for transportation costs in its boundaries, emphasizing reduction and management of congestion, quick improvements, support of economic development, and partnership on projects. At the opposite end of the spectrum is private investment, which Chris Kane, Vice President at URS's

(Continued on page 2)



SEPTA's CFO Rich Burnfield discusses SEPTA's strategic business initiatives.



Leo Bagley, Assistant Director of the Montgomery County Planning Commission, discusses the County's transportation funding.

Keep Moving

Rob Henry, Executive Director
GVF Transportation

Staying focused and moving forward...

As we move forward in 2009, it is important to continue to innovate and come up with creative solutions to our problems. I often feel that in the Philadelphia region and state wide we tend to focus on what we can't do rather than what we can achieve. Some relate it to our Quaker heritage and how things we're done in the past. However, I recently attended a conference in New York, where they focused on more than a trillion dollars of infrastructure investment needed across the modes of transportation. Rather than saying "we can't," they say "we will," and are coming up with creative strategies to find the funding. Our 2008 transportation conference focused on infrastructure funding and financing, and one of the glaring things that came out of the event is that we are missing partnering with the private sector for infrastructure financing. In addition, two major infrastructure funding groups have stressed to me that without legislation in Pennsylvania that allows for and encourages private investment; these groups are not going to invest here as they are being embraced throughout the U.S. and abroad. We need to change this and with your help, we intend to work with our elected officials to adopt the necessary legislation so that the Philadelphia region and the commonwealth can prosper, rather than be a special on the History Channel that highlights our deteriorating infrastructure.

"There's a way to do it better—find it." Thomas Edison



GVF Transportation's 14th Annual Regional Transportation Conference *(continued from page 1)*

Washington Division, spoke about to wrap up the morning session. He discussed public-private partnerships as tools for implementing infrastructure projects, highlighting the various ways particular projects have been financed. He said that we cannot take a "one-size-fits-all" approach and that we need several tools in our arsenal to deal with infrastructure financing. Chris also stressed the need for Pennsylvania to develop private legislation in order for private investment to occur with our infrastructure funding.

The keynote address was given by Jason Pavluchuk, Senior Associate at Government Relations, Inc. and the Government Relations representative for the Association of Commuter Transportation. Jason spoke about transportation reauthorization and his view from working in government relations for a commuter-focused organization in Washington, D.C. Jason stressed that with the potential for Economic Stimulus II, the creation of an infrastructure bank and reauthorization in the near future, now is the time for your voice to be heard in the Congress.

This year's conference sparked discussion on a variety of creative ways to garner money for transportation infrastructure and offered some insight into possible solutions. GVF Transportation continues to work toward this goal by reducing traffic, encouraging alternative modes of transportation, and helping to create more livable communities. For more information about our services or the conference, please contact us at (610) 354-8899 or visit our website: www.gvftma.com.

GVF Transportation Manages King of Prussia Mall Courtesy Shuttle

Getting around the King of Prussia Mall was easier and more convenient this past holiday season, as GVF Transportation partnered with Kravco Simon and TransNet to provide Mall shoppers with a free circular shuttle.

The King of Prussia Mall Courtesy Shuttle helped thousands of shoppers travel throughout the Court and the Plaza without the hassle of getting in their personal vehicles. The shuttle began service on November 1, and added a second shuttle on Black



Friday to assist with the large volume of holiday shoppers.

"King of Prussia Mall is always looking for ways to make shopping more convenient for our customers and we were thrilled to have partnered with GVF to deliver this exclusive amenity to our holiday shoppers," said Bob Hart, General Manager of the King of Prussia Mall.

The 20 passenger vehicles were colorfully wrapped so they were easy to identify, and shoppers usually had to wait no more than 10 or 15 minutes for a shuttle to pick them up.

GVF Transportation Welcomes Its Newest Partners

Chester County Economic Development Council (CCEDC)



is a private, non-profit economic development organization that has been nurturing economic growth in Chester County and the surrounding region for more than 40 years.

The Council's portfolio of business growth services includes: low-interest financing, small business lending, workforce training, retention and expansion, customized international business assistance, land and building site selection, brownfields consultation and remediation, urban redevelopment, and agricultural economic development. For more information on CCEDC and the services they provide to the County, visit www.cceconomicdevelopment.com.

City Avenue Special Services District



Positioned between the vibrant city of Philadelphia and the incomparable Township of Lower Merion, City Avenue Special Services District's unlimited possibilities for economic growth through community realization are extraordinary. A community formed by a balanced mix of residences, offices, schools, stores, restaurants

and institutions, a place where people can live, work, play and learn. Their mission is to recognize City Avenue's current strengths and challenges; to identify and evaluate the ways that those who live and work within this and the wider area are grossly underserved today, particularly in the arenas of residential, retail, personal services and restaurants; and to broadly communicate these findings and to suggest plans that encourage determined investigation and the discovery of significant opportunity, subsequently attracting the financial, personal and organizational commitment and investment required to realize our vision. For more information about the City Avenue Special Services District, log onto www.CityAve.org.

Eagle Wireless



is located in Horsham, and is a professional service

organization specializing in GPS/AVL Fleet Management Wireless Telecom, and the management of today's mobile workforce. Eagle Wireless is a distributor of a product called Network Fleet, which is a wireless communication device that is installed in fleet vehicles and reduces a vehicle's idle time, improves vehicle maintenance, reduces speeding, monitors emissions and optimizes routing. The features of Network Fleet helps companies reduce harmful emissions while lowering fuel consumption and maintenance expenses. With 12 years wireless industry experience, Eagle Wireless has partnerships with every major wireless carrier including Verizon, Sprint, AT&T and T-Mobile. Visit www.eaglewireless.us, to learn how your business can benefit from these devices.

McCormick Taylor



is an engineering and planning firm dedicated to advancing multi-modal transportation projects through sound planning,

engineering and design. McCormick Taylor's comprehensive engineering and planning services include highway and bridge design, traffic and stormwater solutions, environmental planning and analysis, land use planning, and communications. Based in Philadelphia since 1946, McCormick Taylor has been providing safe and effective design and environmental solutions for transportation projects throughout the Mid-Atlantic region. McCormick Taylor is currently working with GVF Transportation and the US 422 Corridor Coalition to address future transportation and land use issues in the corridor. For more information about McCormick Taylor, please visit www.mccormicktaylor.com.

Montgomery County Industrial Development Corporation (MCIDC)



(MCIDC) is the key resource in Montgomery County for economic assistance and development for business. MCIDC is

one of several Industrial Development Corporations (IDCs) established by the state to administer the Pennsylvania Industrial Development Authority (PIDA) financing program. The corporation's professional staff provides assistance by structuring loan packages that blend a variety of available programs, including State and Federal loan programs, to the individual needs of each business borrower. To date, there are more than twenty programs available to fit the specific need of business. But, financing is only part of the story. MCIDC is also intensely involved in site selection assistance, both for relocating businesses and for current county firms seeking to sell or expand their business. Visit www.mcidc.com for more information.

SEI (NASDAQ: SEIC)



is a leading global provider of outsourced asset management, investment processing

and investment operations solutions. The company's innovative solutions help corporations, financial institutions, financial advisors, and affluent families create and manage wealth. As of September 30, 2008, through its subsidiaries and partnerships in which the company has a significant interest, SEI administers \$431 billion in mutual fund and pooled assets and manages \$162 billion in assets. SEI serves clients, conducts or is registered to conduct business and/or operations, from more than 20 offices in over a dozen countries. For more information on SEI, visit www.seic.com.

Partner In The Spotlight

Verizon Communications, Inc.

Verizon Communications Inc., a partner with GVF Transportation for more than 10 years, is a global leader in delivering broadband and other wireline and wireless communication innovations to mass market, business, government and wholesale customers.

With one of the largest private vehicle fleets in the U.S., and millions of square feet of real estate, Verizon is uniquely positioned to make a big impact in the areas of conserving energy, recycling and finding innovative solutions to environmental challenges.

Verizon's dedication to reducing greenhouse gas emissions is evident in the number of corporate initiatives: Verizon purchased 100 hybrid vehicles from Toyota for their fleet and their energy conservation measures reduced greenhouse gas emissions by 76,000 metric tons in 2007. Verizon is well below the national average when measuring a company's carbon intensity: the carbon intensity measures metric tons of carbon emitted per million dollars of revenue. In 2007, the



average carbon intensity for companies in the United States was 613 metric tons per million dollars; Verizon's carbon intensity was measured at 80.7 metric tons.

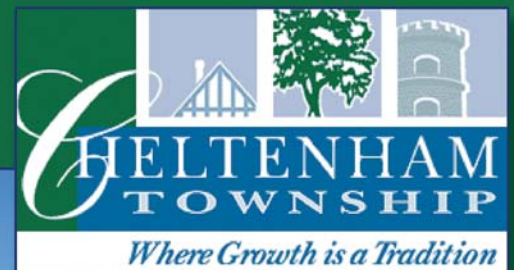
Verizon also participates in the Carbon Disclosure Project, which now has the largest registry of corporate greenhouse-gas emissions data. The Carbon Disclosure Project is an independent not-for-profit organization which acts as an intermediary between shareholders and corporations on all climate change related issues, providing primary climate change data from the world's largest corporations, to the global market place.

To find out more about Verizon's environmental initiatives, log onto www.verizon.com.

Revitalization Project In The Spotlight: Cheltenham Township

In the Winter 2008 issue of *Americans In Motion*, we reported on the improvements taking place in Cheltenham Township, including the Easton Road streetscaping project. December saw the completion of the numerous enhancements to Easton Road in Downtown Glenside. With grants totaling \$1,740,000 from Montgomery County and the Pennsylvania Department of Transportation, the Township was able to transform the stretch of road between Mt. Carmel Avenue and Springhouse Lane.

These changes are helping to create a more pedestrian-oriented environment, calming traffic while attracting shoppers and businesses at the same time. Key enhancements include the addition of ornamental streetlights, hanging baskets, and benches, and decorative sidewalk pavers, granite curbing, and attractive crosswalks all lend to the vibrant atmosphere of the downtown area. So go out to Glenside and walk around to experience the completed transformation!



ACT Regional Conference Focuses On Transportation Authorization

The Mid Atlantic Chapter of the Association for Commuter Transportation (ACT) hosted its regional conference November 24 and 25 at the Park Central Hotel in New York City. Sixteen professionals from a variety of sectors discussed topics including: the current and future states of transportation and infrastructure in the United States, revenue challenges, economic impacts of congestion and climate change. About 50 people attended the conference.

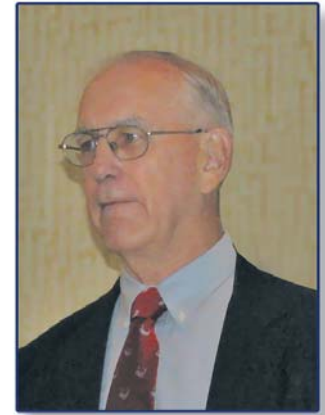
Frank McArdle of the National Surface and Transportation & Revenue Study stressed the importance of transportation systems growing with a region to ensure the best economic growth potential. Anne Canby of the Surface Transportation Policy Partnership and Justin Schor of Urban Trans explored reauthorization from a federal perspective and alternatives to gas-taxed based funding. Andrew J. McKeon of The Climate Project, Adam Freed, the New York City Senior Advisor on Sustainability and Ernest Tollerson of the Metropolitan Transit Authority explained the role of climate change in transportation.

Dave Lieb from Cornell University and Dr. Jonathan Peters of College of Staten Island addressed their universities' initiatives in

transportation followed by Tim Young from Transurban Group who gave an overview of high occupancy toll (HOT) lanes. HOT lanes toll drivers based on "congestion pricing" which means the HOT lanes cost more to drive when there are more vehicles on the road.

Rounding out the conference were Petra Todorovich from America 2050 and Jason Pavluchuk of GRI who discussed the future of infrastructure funding and initiatives.

GVF Transportation continues to support ACT National through its membership and leadership in the Mid-Atlantic Chapter, "We feel it is imperative to partner as a region if we are to continue to innovate in the Northeast Corridor," said Rob Henry, Chapter President.



Frank McArdle of the National Surface and Transportation & Revenue Study discusses how the increase of a country's Gross National Product also increases the country's Vehicle Miles Traveled.

GVF Transportation Partners with ITS PA

On November 10, 2008, The Intelligent Transportation Society of Pennsylvania (ITS PA) hosted a panel discussion at the Upper Merion Township Building. The topic for the panel was: *Vision for Achieving Regional Mobility Through Intelligent Transportation Systems*. The goal of this discussion was to inform the audience of the current status of ITS in Southeastern PA, the future of ITS in the region, and some of the current obstacles that hinder ITS deployment. The event was moderated by Matt Kozsuch, from McMahon Associates and President of ITS PA. The panel consisted of:

- Rob Henry, Executive Director of GVF Transportation
- Stephen Buckley, City of Philadelphia Department of Streets Deputy Commissioner for Transportation
- Chris King, Senior Transportation Planner, DVRPC
- Doug Tomlinson, Acting Chief, ITS Division, PennDOT
- Lou Belmont, District Traffic Engineer, PennDOT District 6

The deployment of ITS in Pennsylvania has been hampered by

several factors. Due to the large number of structurally deficient bridges in the state, ITS projects are competing for funding. ITS projects also tend to be tied to roadway reconstruction, thus they are not separate projects themselves. On the regional scale, there only tends to be one major ITS project underway at a time.



ITS PA panel consisted of: (from left to right) Rob Henry, GVF Transportation; Doug Tomlinson, Acting Chief, ITS Division, PennDOT; Stephen Buckley, City of Philadelphia Department of Streets Deputy Commissioner for Transportation; Lou Belmont, District Traffic Engineer, PennDOT District 6; and Chris King, Senior Transportation Planner, DVRPC.

GVF Transportation is partnering with DVRPC to adopt ITS by developing an ITS Master Plan for the region. They are also coordinating with PennDOT to adopt a Signal Master Plan. PennDOT has taken the lead in deploying ITS on the regional and state level.

PennDOT has already adopted an ITS Strategic Plan, and is currently working on an Action Plan to allow for its implementation. The state is also in the process of adopting 511 PA, a traveler information website and phone system. The 511 PA program will provide travelers with up-to-date information on road and traffic conditions. PennDOT District 6, which covers Southeastern PA, currently manages the Traffic Management Center which is online 24 hours a day, 7 days a week. For more information about ITS PA, please go to their website (www.itspennsylvania.com).

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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>

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Simply visit www.gvftma.com and click on "Newsletters."

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