

JANUARY 2009

TAKE ACTION!

GVF Transportation's Monthly Corporate Newsletter



Happy New Year
from the staff of
GVF Transportation

GVF TRANSPORTATION HOMEPAGE, PHILLY TRAFFIC.COM WEB SITE SEE SUBSTANTIAL INCREASE IN HITS

Volume 2, Issue 1



GVFTransportation Since 1990
Creating partnerships

Two of the Web sites managed by GVF Transportation — www.gvftma.com and www.phillytraffic.com - have seen significant increases in Web site hits and the number of visitors logging on daily.

Although GVF Transportation manages more than ten different Web sites, each dedicated to a specific roadway, project or group, www.gvftma.com is the main portal for information and gives a comprehensive overview of the organization. This site features upcoming events and activities, an RSS feed that is updated with a number of different news and stories from our partners, and a library of GVF Transportation's newsletters. At the end of 2007, GVF Transportation's home page received 37,644 hits for the year; at the end of 2008, the same page received 92,452 hits. That's an increase of more than 140 percent.

Philly Traffic.com is another great resource for commuters in the Delaware Valley, providing such resources as weekly construction updates, carpooling/vanpooling opportunities, live video feed of area roadways and emergency detour routes. Philly traffic.com saw an increase of more than 18,500 hits in 2008 compared to 2007.

"We have worked very hard to update our Web sites and make them user friendly for the public. With this past year's increase in gas prices and our country's increased focus on climate change, we are happy to see that the traveling public is looking for alternatives to driving alone and becoming a smarter commuter by viewing the traffic cameras or knowing when and where construction will be taking place. If you haven't logged onto to our sites please do, and if there's something you can't find or we can assist you, please contact us or have your employer contact us to discuss becoming a partner with GVF Transportation," said Executive Director Rob Henry.

Brochures for both Web sites are available to distribute to your employees and customers. Log on today!

UPDATED INFORMATION REGARDING THE BICYCLE COMMUTER TAX BENEFIT



On January 1, 2009, qualified transportation fringe benefits [Section 132(f)] expanded to allow up to \$20 per month for bicycle commuters. The Bicycle Commuter Act has been in front of Congress for seven years; it's a simple, equitable provision that puts cyclists on the same footing as people who get tax breaks for taking transit or driving (or parking, actually) their cars to and from work. The total anticipated cost of the provision, estimated by the Joint Committee on Taxation, is a very modest \$1 million per year, as compared to the \$4.4 billion annual cost of parking and transit benefits. The bike provision was part of a larger Renewable Energy Tax Credit Initiatives legislation. Varying versions had passed both the House and Senate but the two houses were unable to compromise on one version.

Under the Bicycle Commuter Tax Benefit, employees who bike regularly to work, which is about 10 times a month, are eligible to receive \$20 per month reimbursement. The IRS has not developed a formal policy for how companies should implement this benefit; such as employees providing receipts for expenses or a voucher being distributed each month, but GVF Transportation can assist with this.

Unfortunately, the language precludes from combining both a transit pass benefit and a bicycle commuting benefit. GVF Transportation is working closely with the League of American Bicyclists and the Federal government to rectify this for the next surface transportation reauthorization in regards to expanding access to transit.

Accor Services USA is a commuter benefit solutions that promotes the use of public transportation by providing convenient ways for employers to provide pre-tax deductions or subsidies for employee commuting expenses. Accor will have a product specifically for bicyclists called the Commuter Check for Bicycling voucher. The voucher will be available for customer's nationwide beginning in March, exclusively through their on-line ordering platform at www.commutercheck.com. The vouchers will be valid for 13 months and will have the same security features as our transit vouchers. These vouchers will be able to be used for the purchase of bicycles, bicycle accessories, maintenance, and storage. A bicycle accessory includes pumps, locks, racks, lights, and safety gear but does not include clothing and food products such as energy bars.

Contact GVF Transportation today at 610-354-8899, for more information on how to implement the Bicycle Commuter Benefit or other commuting alternatives at your business.

INVESTMENTS IN ENERGY EFFICIENCY, POLLUTION PREVENTION WILL PROVIDE SMALL BUSINESSES WITH LONG-TERM ADVANTAGES

The Small Business Advantage Grant Program provides a 50 percent match of up to \$7,500 for equipment or processes that reduce energy use, promote pollution prevention and increase profitability. The program has invested almost \$4.9 million in 928 businesses across the state since Governor Rendell launched it in 2004. Small businesses that invest in energy efficiency and cutting wasteful pollution will garner long-term advantages by reducing expenses and protecting themselves against spiking energy costs in the future, according to Governor Edward G. Rendell.



Small businesses will soon be able to benefit from energy conservation and clean energy production legislation signed into law this year by the Governor. Energy conservation programs created by the new legislation will reduce overall energy consumption and peak demand-or periods when energy prices are highest-to help save consumers more than \$500 million over the next five years and more than \$800 million annually after 2013.

The law also requires every home and business to be equipped with a “smart meter” over the next 15 years and have access to time-sensitive pricing plans. A smart meter gives every consumer the power to use energy at times when rates are cheapest and cut consumption when rates are higher.

The state’s new \$650 million Alternative Energy Investment Fund will also include \$92.5 million to help save money on small businesses’ and families’ energy bills by supporting investments in energy conservation and efficiency.

“Pennsylvania is investing in its future by supporting businesses that purchase energy-efficient equipment to drive down their energy consumption and generate clean energy that meets their demands and yields excess power that can be sold back to the grid,” said acting Environmental Protection Secretary John Hanger. “By reducing energy consumption, we conserve our natural resources, reduce our dependence on imported fossil fuels, and prevent pollution. Investing in energy efficiency is investing in a clean and prosperous future.”

Small businesses in Pennsylvania can find other sources of financial and technical assistance through the Department of Environmental Protection’s Small Business Assistance Program. The Pollution Prevention Assistance Account provides loans of up to \$100,000 at 2 percent interest for projects that reduce waste, pollution or energy use. Environmental assistance services are available through the Small Business Ombudsman and its partner organizations.

For more information on these and other small business programs, visit <http://www.depweb.state.pa.us/>, keyword: Grant and Loan Programs.

SCHEDULE YOUR CORPORATE EXPO TODAY!

Looking for a fun and creative way to reduce the number of cars in your parking lot? Want to get an effective carpool program off the ground, but not sure how?

As a partner of GVF Transportation, we can help find solutions to your company’s transportation dilemmas and streamline the way your employees commute to and from work.

There’s no cost to you, so sign up today. Contact Maureen or Carissa at 610-354-8899 for more information.

GVF Transportation manages a number of Web sites, including:

www.gvftma.com

www.phillytraffic.com

www.localroads.com

www.us202.com

www.422coalition.com

www.smtcoalition.com

www.svtransportation.com

www.midatlanticchapter.com

www.422improvements.com

<http://phillytraffic.blogspot.com>

<http://www.youtube.com/GVFTransportation>

As a partner, we can offer numerous opportunities to link your business with our Web sites.

Contact [Carissa Pleiss](#) or [Maureen Farrell](#) for more information and increase your company’s exposure today!

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