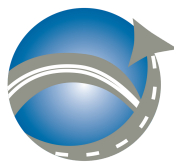


2023 - 2026

STRATEGIC PLAN



GVF



DEVELOPMENT

Over the course of the 22-23 fiscal year, GVF conducted interviews with board members and staff regarding developing a new three-year strategic plan.

Several board meetings, follow-up emails, and interviews discussed the development of a new strategic plan. GVF's Executive Director conducted the strategic planning process and used an outline for the plan developed by BoardSource, a national expert in nonprofit governance.



03

MISSION

During this process, the organization's mission statement was reviewed, and there was concurrence to keep the current mission:

To inspire mobility choices for all.

It was also decided to keep the organization's three key tenants:

Advocacy | Innovation | Partnerships

A consistent theme was found in the meetings and interviews: GVF remains an innovative, forward-thinking organization regionally and nationally. It was also repeatedly stated that many who are engaged with GVF believe in the mission and that we have a shared responsibility to be the change we want to see.

Areas of weakness to focus on are defining clear objectives, board commitment, and continuing to define GVF's why. Concerns about funding, competitors, branding, and the lack of a diversity, equity, and inclusion statement were expressed.

Areas of opportunity include TDM growth, particularly the development of TDM ordinances. The continued development of the 82 Alliance, a sister nonprofit managed by GVF. Enhancing our messaging around TDM's role in climate education, developing TDM legislation for Pennsylvania, and creating a campaign on why to join GVF and our collective cause.

OUR GOALS

04



Develop a new logo and branded messaging



Develop a campaign on why to join our cause



Develop and enhance TDM ordinances in our region



Integrate climate into our communication and marketing efforts



Develop TDM legislation



Foster and support the growth of the 82 Alliance



Develop a diversity, equity and inclusion statement