



# GVF

## ANNUAL REPORT 2022



# BY THE NUMBERS

60

TONS OF CO2 PREVENTED  
BY GVF MANAGED SHUTTLES

9,407

TOTAL RIDERS ON GVF  
MANAGED SHUTTLES

+500

REGISTERED EVENT  
ATTENDEES

+220K

TOTAL IMPRESSIONS ACROSS  
SOCIAL MEDIA CHANNELS

+93,000

TOTAL PAGEVIEWS ON GVF  
MANAGED WEBSITES

+54,000

TOTAL VISITS ON GVF  
MANAGED WEBSITES

48%

INCREASE IN OVERALL  
SOCIAL MEDIA FOLLOWERS

23%

INCREASE IN TOTAL PAGEVIEWS  
FOR WEARETDM.COM

# ABOUT

## TO INSPIRE MOBILITY CHOICES FOR ALL

GVF believes everyone should have safe and reliable transportation choices. A community's infrastructure should support residents of all ages and abilities, allowing them to use alternatives to driving alone because it is affordable, improves the environment, and promotes a healthy lifestyle.

## TDM

Transportation Demand Management (TDM) refers to strategies, programs, or policies that are designed to reduce drive-alone trips and enable the transportation system to function more effectively and efficiently through alternative transportation options.

Alternatives include biking, walking, public transit, carpooling, vanpooling, or working from home.

Established in 1990, GVF was the first transportation management association established in Pennsylvania. GVF partners with private-public organizations, working towards efficient transportation systems and improving economic development opportunities.



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# MEET THE TEAM



L-R: ROB HENRY; MAUREEN FARRELL; STACEY WEISS

- **ROB HENRY, TDM-CP, EXECUTIVE DIRECTOR**
- **MAUREEN FARRELL, DEPUTY EXECUTIVE DIRECTOR**
- **STACEY WEISS, TDM MANAGER**

Rob is a **Transportation Demand Management Certified Professional (TDM-CP)**. Under Rob's leadership, GVF has received numerous local, regional, and national awards including outstanding TMA in the U.S. twice. **He has been with GVF since 1999.** Rob is an expert in TDM and has presented on TDM projects throughout the United States.

**Maureen has been with GVF since 2008.** Maureen has been recognized regionally and nationally for her TDM expertise and leadership. As a TDM expert, Maureen manages contracts and projects regionally and nationally to enhance mobility. Maureen recently worked to pass the adoption of the region's first-ever **TDM Policy** in Lower Merion Township,

**Stacey has been with GVF since 2016.** Stacey is the Co-Chair of the Professional Development Committee for ACT and is a recipient of ACT's 40 Under 40 Awards.

# BOARD OF DIRECTORS

## EXECUTIVE OFFICERS

**PRESIDENT** | Jeff Guzy, Executive Director, **RK&K**

**VICE PRESIDENT** | Robert Hart, General Manager, **Simon Property Group**

**TREASURER** | Casey Moore, Executive Vice President,  
**McMahon, a Bowman Company**

**SECRETARY** | Kathy Sweeney-Pogwist, Senior Vice President,  
**Brandywine Realty Trust**

## BOARD MEMBERS

Erica Batdorf, Manager, **North Coventry Township**

George Broseman, Principal, **Kaplin Stewart**

Rob Henry, TDM-CP, Executive Director, **GVF**

Terrence Foley

Eric Frary, Vice President, **Michael Baker International**

Daniel LePera, Associate Attorney, **Unruh, Turner, Burke & Frees**

William Martin, Manager, **Tredyffrin Township**

Ernie McNeely, Manager, **Lower Merion Township**

Suzanne Ryan, Regional External Affairs Manager, **PECO**

Kerrin Steele, Global Lead of Workplace Experience and Faculty Operations,  
**Vanguard**

Jennifer Waters, Vice President and Office Manager, **Urban Engineers**

## EX-OFFICIO MEMBERS

Louis Belmonte, P.E., District Executive, **PennDOT District 6-0**

Tim Briggs, **PA State Representative**

Amanda Cappelletti, **PA State Senator**

Rose Fennell, Superintendent, **Valley Forge National Historical Park**

Scott France, Executive Director, **Montgomery County Planning Commission**

Michelle Kichline, **Commissioner, Chester County**

Greg Krykewycz, Associate Director Multimodal Planning, **DVRPC**

Kenneth Lawrence, Jr., Chair, **Commissioner, Montgomery County**

Brian O'Leary, Executive Director, **Chester County Planning Commission**

Ben Sanchez, **PA State Representative**

Melissa Shusterman, **PA State Representative**

Pamela Sarne-McCormick, Director of Legislative and Community Affairs, **SEPTA**

Joseph Serbu, Manager, **PA Turnpike**

# EVENTS

## ADVOCACY BREAKFAST

At GVF's Advocacy Breakfast, state and local elected officials spoke about transportation topics, like the need for additional funding for infrastructure improvement projects.

**Keynote Speaker:**  
**Congresswoman Mary Gay Scanlon**

### State Updates:

- Tim Briggs, **PA State Representative**
- Amanda Cappelletti, **PA State Senator**
- Joe Ciresi, **PA State Representative**
- Mary Jo Daley, **PA State Representative**
- Ben Sanchez, **PA State Representative**

### Local Updates:

- Val Arkoosh, Chair,  
**Commissioner, Montgomery County**
- Kenneth Lawrence, Vice-Chair,  
**Commissioner, Montgomery County**
- Marian Moskowitz, Chair,  
**Commissioner, Chester County**
- Josh Maxwell, Vice-Chair,  
**Commissioner, Chester County**
- Michelle Kichline,  
**Commissioner, Chester County**



# 32<sup>nd</sup> ANNUAL MEETING



GVF's 32nd Annual Meeting focused on the theme of **connected communities**. Panel speakers discussed the importance of communities investing in their future planning to enhance and improve mobility options for all. GVF recognized the 9th Annual Top TDM Professionals under 40.

## 2022 Speakers:

- Sarah Clark Stuart, Executive Director, **Bicycle Coalition of Greater Philadelphia**
- Anna Hooven, Program Manager - Bridges & Buildings, **SEPTA**
- Fran Hanney, Senior Manager Traffic Services Division ADA Coordinator, **PennDOT District 6-0**

## 203 TOP TDM PROFESSIONALS UNDER 40 RECOGNIZED TO DATE



# BIKE TO WORK DAY



In May, GVF celebrated its 9th Annual National Bike to Work Day event. GVF organized group rides from the Borough of Phoenixville and the Norristown Transportation Center to Valley Forge National Historical Park. At the park, riders gathered for a press event with elected officials.

## Press Event Speakers:

- Joe Ciresi, **PA State Representative**
- Rose Fennell, Superintendent, **Valley Forge National Historical Park**
- Molly Duffy, Executive Director, **Valley Forge Park Alliance**
- Michelle Kichline, **Commissioner, Chester County**
- Ken Lawrence, Vice-Chair, **Commissioner, Montgomery County**
- Josh Maxwell, Vice-Chair, **Commissioner, Chester County**
- Marian Moskowitz, Chair, **Commissioner, Chester County**
- Joe Webster, **PA State Representative**





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# TDM ADVOCATES BREAKFAST



In September, GVF recognized the 2022 TDM Advocates at its TDM Advocates Breakfast.

The TDM Advocates program recognizes organizations for their commitment to implementing TDM programs that promote alternatives to driving alone.

Attendees heard from keynote speaker **Steve Wray, Senior Vice President & Principal, of Econsult Solutions, Inc.**

Steve oversaw ESI's Center for the Future of Cities. ESI's Center for the Future of Cities brings together experts in urban economics, policy, and strategy to craft new evidence-based research on the most important issues facing cities worldwide.



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# INSIGHT EVENT



The Insight Event looked back on 2022 TDM accomplishments and discussed future goals.

## 2022 Speakers:

- Leslie Richards, General Manager, **SEPTA**
- **Congresswoman Madeleine Dean**
- Donnell Sheppard, Deputy District Director, **Office of Congresswoman Chrissy Houlahan**
- Barry Seymore, Executive Director, **DVRPC**

Leslie Richards provided an overview of SEPTA's 2022 accomplishments and highlighted projects such as SEPTA's Bus Revolution and Reimagining Regional Rail. Congresswoman Madeleine Dean provided an update on future transportation funding.

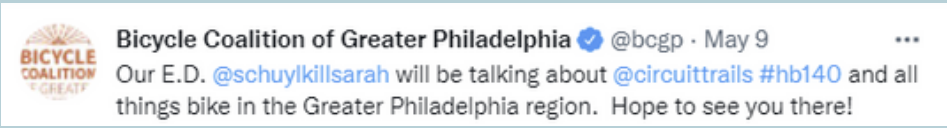
GVF presented leadership awards to **Congresswoman Madeleine Dean**, **Congresswoman Chrissy Houlahan**, and Leslie Richards, **SEPTA**, for their support towards TDM. Donnell Sheppard, Deputy District Director for the Office of Congresswoman Chrissy Houlahan represented Congresswoman Houlahan at the event.

GVF also recognized the outgoing Executive Director for **DVRPC**, Barry Seymour for his support of TDM.

# COMMUNICATIONS

## SOCIAL MEDIA

**18%** INCREASE IN TOTAL AUDIENCE ENGAGEMENT



## MEDIA COVERAGE BY 6abc AT GVF'S INSIGHT EVENT



# COMMITTEES

GVF established three committees to develop 5-10 year goals that will further advance TDM through policies and innovative projects.



The Advocacy Committee assists with advancing GVF's advocacy goals. The committee advocates for relevant legislation, as well as develops relevant TDM legislation at the state and national levels.

## COMMITTEE GOALS:

- Develop TDM legislation
- Strengthen relationships with elected officials' offices and staffers
- Work with governmental officials to secure funding for GVF's mission
- Schedule relevant legislative visits/GVF events

**Committee Chair:** Eric Frary, Vice President, Michael Baker International

**Committee Vice-Chair:** Pam Sarne-McCormick, Director of Legislative and Community Affairs, SEPTA



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# GVF INNOVATION COMMITTEE



The Innovation Committee focuses on developing strategic partnerships that improve mobility, ensuring transportation equity and environmentally safe modes for all.

### COMMITTEE GOALS:

- Assist with the development/expansion of electric vehicle charging stations
- Educate and promote mobile applications to assist with trip reduction
- Development of an autonomous vehicle shuttle
- Development of an e-scooter/e-bicycle share program
- Development of a Mobility HUB

**Committee Chair:** Kerrin Steele, Global Lead of Workplace Experience and Faculty Operations, **Vanguard**

**Committee Vice-Chair:** Amanda Cappelletti, **PA State Senator**





The Connected Communities Committee works together to ensure everyone has access to TDM options.

**COMMITTEE GOALS:**

- GVF will work to have 50 miles of protected bike lanes throughout Montgomery and Chester counties
- Implement TDM ordinances in other municipalities
- Implement the My School in Motion program in local school districts
- Create more walkable communities
- Enhance transit (i.e., bus shelters, development of BRT, etc.)

**Committee Chair:** Ernie McNeely, Manager, Lower Merion Township

**Committee Vice-Chair:** Ben Sanchez, PA State Representative



# GVF PUBLICATIONS

GVF developed publications throughout the year to highlight TDM best practices, programs, and strategies.

## TRANSPORTATION EQUITY

The report focuses on how communities can further integrate equity for all ages and abilities into mobility and infrastructure.

## HOW TO RECRUIT AND RETAIN EMPLOYEES

Highlights case studies of organizations who are investing in TDM programs and the benefits they gain.

## CONNECTED COMMUNITIES THROUGH BIKING

Provides an overview of GVF's Connected Communities Committee's work to enhance biking in our region and POGO, a successful Bike Share program located in Pittsburgh.

## CLIMATE AND TDM

The publication looks at how employers and communities can effectively reduce transportation carbon emissions through TDM strategies.

## ENHANCING MOBILITY THROUGH TDM POLICIES

Showcases GVF's development of the first-ever TDM Policy for the Greater Philadelphia Region, within Lower Merion Township.



# PROJECTS

GVF believes everyone should have safe and reliable transportation choices. A community's infrastructure should support residents of all ages and abilities to make trips by TDM alternatives because it is convenient, affordable, and promotes a healthy lifestyle.

In 2022, GVF was a recipient of several grants.

## TRAVEL OPTIONS PROGRAM (TOP)

## STREETS FOR ALL

North Coventry Township and the Borough of Phoenixville are partnering with GVF on the project, **Streets for All**. The program aims to provide safer streets through the goals and recommendations outlined in Chester County's Complete Streets Policy and the Active Transportation Inventory (ATI) Plan.

The project will positively impact the quality of life within the communities by providing education on TDM alternatives and identifying intersection infrastructure improvements.





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# BIKE MORE DRIVE LESS



GVF is leading an innovative, new project that supports bicycling as a travel option. The **Bike More, Drive Less** project supports Montgomery County's bicycle plan, Bike Montco.

In partnership with Lower Merion Township and Whitpain Township, the project will enhance biking conditions within these communities.

## Project Goals:

- Expand the bicycle network to connect essential destinations, trails, and transportation hubs
- Increase the number of miles of bike lanes
- Plan and deliver pop-up bike lane demonstration projects
- Develop an online toolkit to encourage biking as a mode of travel

**\*In partnership with The Partnership TMA.**

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# TRANSPORTATION AND COMMUNITY DEVELOPMENT INITIATIVE (TCDI)

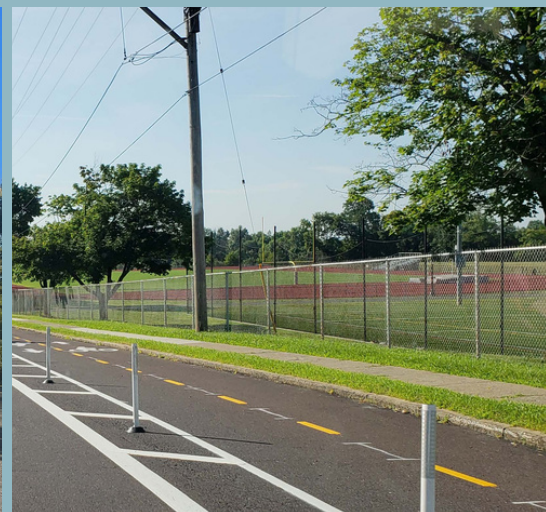
## MOBILITY HUB STUDY

In partnership with Montgomery County Community College, GVF is conducting a feasibility study for a potential mobility hub within the Pottstown Borough.

### **What is a Mobility Hub?**

A mobility hub is a place in the community that brings together public transit, bike share, e-scooters, car share, and other ways for people to get where they need to go without a personal vehicle.

The project's goal is to improve the quality of life for Montgomery County Community College students and residents within the Pottstown Borough by providing transportation choices for all.



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# TRANSPORTATION ALTERNATIVES SET-ASIDE (TA)

## MY SCHOOL IN MOTION



The My School in Motion program educates students on the benefits of biking and walking and assists them with developing the confidence to vocalize their experiences with the community's pedestrian and bicycling infrastructure connectivity.

Upper Dublin and Spring-Ford Area School Districts accepted the invitation to participate in the program which will cover two academic years.



12.7% is the proportion of students in grades K-8 who walk or bike to school.

In 1969, the percentage was 47.7%.

# ASSOCIATION OF COMMUTER TRANSPORTATION (ACT)

The Association for Commuter Transportation (ACT) is a national organization focused on improving transportation throughout the U.S.

## ACT 2022 EVENTS

GVF attended the following ACT events:

- **Future of Commuting Summit, Pittsburgh**
- **International Conference, Chicago**
- **TDM Forum, Atlanta**

At the International Conference, Rob spoke on the panel '**Shaping ACT's Public Policy Platform for the Future of TDM.**' Maureen presented on the '**Strategic Planning for TMA's**' panel and moderated the '**Volunteer Leaders Workshop.**'

## PUBLIC POLICY COMMITTEE CHAIR

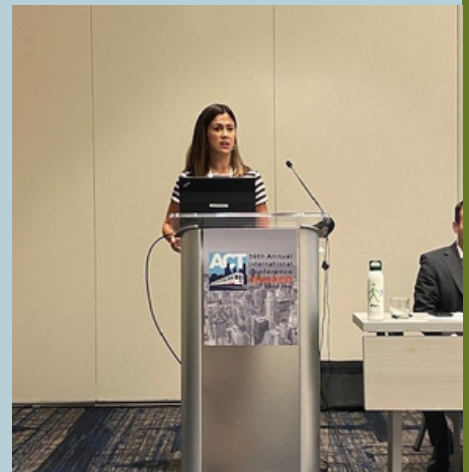
Rob has 20+ years of active involvement in ACT. He currently serves as Chair of the Public Policy Committee and is a past president of the ACT Board of Directors.

## TECHNOLOGY AND INNOVATION VICE-CHAIR

Maureen serves as Vice-Chair of the Technology and Innovation Council. Previously, Maureen served as Secretary of ACT's Board of Directors.

## PROFESSIONAL DEVELOPMENT CO-CHAIR

Stacey serves as Co-Chair of the Professional Development Committee.



# SHUTTLES

## SHUTTLE MANAGEMENT

### 2022 Statistics:

- **60 tons** of CO2 prevented by GVF-managed shuttles
- **9,407** riders on GVF managed shuttles

GVF has over three decades of shuttle management experience, These shuttles provide transportation equity, improve the climate, and provide economic opportunities.

### GVF manages the following shuttles:

- The Upper Merion Rambler
- GSK Employee Shuttle
- Montgomery County Community College campus Shuttle

## CONSHOHOCKEN BOROUGH

GVF is partnering with the Borough of Conshohocken to complete a feasibility study for a Borough community shuttle system.

- GVF developed a customized survey to gauge resident and employee interest in a potential system
- GVF created advertisement materials to promote the survey
- GVF developed the Request for Proposals
- GVF presented to Borough Council



# GIVING BACK

GVF was pleased to participate once again in the Salvation Army's Adopt A Family program and our Annual Holiday Food Drive.

Through the Adopt-A-Family program, GVF donated gifts to a family in need within the local area.

GVF, in partnership with **RK&K**, **McMahon**, a **Bowman Company**, and **Suburban Transit Network (TransNet)**, held its 11th annual holiday food drive. The group raised an outstanding 1,500 lbs. To date, 17,000 lbs. of food has been collected and donated to Philabundance.



# THE 82 ALLIANCE

Created by GVF, The 82 Alliance is a not-for-profit mobility think tank focusing on reimagining how people move throughout our towns and cities. As our world evolves, we should be planning for a better tomorrow.

The 82 Alliance brings together the private and public sectors to create change and improve transportation systems.

## MOBILITY SUMMIT

The 82 Alliance, in partnership with PennDOT, held its inaugural Mobility Summit in Harrisburg, PA. Attendees heard industry leaders speak on federal funding, and current and future mobility TDM trends.

See The 82 Alliance 2022 Annual Report here:  
[82alliance.com](https://82alliance.com)





VISIT OUR WEBSITES:

- [GVFTMA.COM](http://GVFTMA.COM)
- [WEARETDM.COM](http://WEARETDM.COM)
- [82ALLIANCE.COM](http://82ALLIANCE.COM)
- [PHILLYTRAFFIC.COM](http://PHILLYTRAFFIC.COM)
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