



2018

ANNUAL REPORT



BY THE NUMBERS

OVER 150,000

Visitors to websites GVF manages

OVER 10 MILLION

Total impressions through GVF media pick-ups

147%

increase of visitors to weareTDM.com compared to 2017

OVER 400,000

Pageviews on websites that GVF manages

28% Increase from 2017

OVER 100%

of people visiting weareTDM.com viewed more pages than in 2017

ROUGHLY 1,000

attendees at our 2018 events and meetings

60+%

increase in click throughs from social media outlets to visit weareTDM.com compared to 2017

Shuttle Management:
OVER 600,000

Vehicle miles prevented in 2018

With over two decades of experience, GVF has transported

OVER 1 MILLION

riders for Fortune 500 companies, universities, national parks and local government.

160,000

Employees represented through the 2018 TDM advocate recipients

40 organizations participated in the 2018 TDM Advocate program - That's **10%** more than 2017!



OUR BOARD OF DIRECTORS

- **President:** Jeff Guzy, Executive Director, RK&K
- **Vice President:** Bob Hart, General Manager, Simon
- **Treasurer:** Casey Moore, Executive Vice President – Corporate Operations, McMahon Associates
- **Secretary:** Kim Carron, Manager – Global Sustainability & Compliance, Vanguard
- Tom Barton, Principal, TCB3 Consultancy
- George Broseman, Principal, Kaplin Stewart
- Terrence Foley, President and CEO, City Avenue Special Services District
- Eric Frary, Vice President, Michael Baker International
- Ken Fulmer, President and CEO, Urban Engineers
- Rob Henry, Executive Director, GVF
- Bill Martin, Manager, Tredyffrin Township

- Ernie McNeely, Manager, Lower Merion Township
- Andy Rau, Partner, Unruh, Turner, Burke & Frees
- Kathy Sweeney – Pogwist, Senior Vice President, Brandywine Realty Trust

Ex-Officio Members:

- Tim Briggs, State Representative
- Leslie Richards, Secretary of Transportation, PennDOT
- Kenneth McClain, District Executive, PennDOT District 6-0
- Michelle Kichline, Commissioner, Chester County
- Kenneth Lawrence Jr., Commissioner, Montgomery County
- Patty Elkins, Director of Planning, DVRPC
- Jody Holton, Executive Director, Montgomery County Planning Commission
- Pam Sarne-McCormick, Director of Legislative and Community Affairs, SEPTA
- Joe Serbu, Senior Engineer Project Manager, PA Turnpike

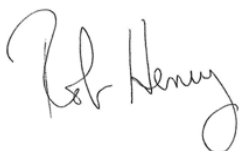
MESSAGE FROM

OUR EXECUTIVE DIRECTOR & BOARD PRESIDENT



It's always fun to see what our team has accomplished over the past year and to see how we continue to move TDM forward.

As you read through this report you'll see a common thread of keeping TDM in the news by educating and advocating for sustainable improvements to our transportation system. This past year we were once again recognized by our peers across the U.S. as the top marketing program for a TMA in the country. We were also able to continue to advocate for important projects like the King of Prussia Rail, while educating our members on emerging modes and technologies that are impacting transportation. I want to thank my team, our Board of Directors and all of you who continue to support GVF.



Rob Henry, Executive Director



One constant in our society is continual change. Technology is evolving very quickly. Just recently we've seen quite a bit of change in our State and Congressional delegation. Key contacts periodically change among our membership. Throughout this never-ending cycle of change GVF has continued to maintain its reputation as a trusted adviser to our partners and fellow agencies. Quite an accomplishment!

Your active participation and support help us to continue our mission of advocacy, partnerships and innovation. Thank you for all you do!



Jeff Guzy, Board President

OUR STAFF

2018 AWARDS

ACT National Marketing Award for weareTDM.com



L-R: Deven Samson, Stacey Weiss, Diane Pfanders, Maureen Farrell, Anita Nardone, and Rob Henry.



2018 Best Workplaces for Commuters Award *Won for the 8th consecutive year!*



- Rob Henry, Executive Director
- Maureen Farrell, Deputy Executive Director
- Anita Nardone, Director of TDM Planning
- Stacey Weiss, TDM Manager
- Deven Samson, TDM Coordinator
- Diane Pfanders, Office Manager

ACT NATIONAL INVOLVEMENT

The Association for Commuter Transportation (ACT) is a national organization focused on improving transportation throughout the U.S. Rob has been involved with ACT for close to 20 years in several leadership roles. His 4-year term as ACT Board President began in January 2015. As Rob ends his term as Board President, he will serve as Immediate Past President. Rob was named Public Policy Chair and will continue to be a founding board member of the Center for TDM.

During Rob's presidency, he and the board of directors were able to accomplish several goals and achievements:

- Hired ACT's own professional staff
- Created the TDM Forum and the Emerging Mobility Summit
- Launched ImpACT! Leadership Program for emerging leaders in the field
- Developed a certification program for TDM professionals
- Established a nonprofit, the Center for TDM
- Advocated for TDM through an aggressive Public Policy agenda



UNDER ROB'S PRESIDENCY...

ACT exceeded its 2020 membership goal by reaching **1,000** members in 2018!



2018 ACT

INTERNATIONAL CONFERENCE

Rob and Maureen attended ACT's International Conference in Anaheim, California. This sold-out event had the largest number of attendees to date!

As ACT Board President, Rob's duties at the conference included:

- Moderating the "A Golden State Vision of the Future: From High-Speed Rail to New Mobility Options" (pictured below)
- Rob spoke several times to **500+ attendees** about ACT's accomplishments, as well as, the current state and future of TDM



Maureen, ACT Board Member and TMA Council Chair:

- Maureen was the conference chair
- Moderated and presented at the TMA Council sponsored session: "Hear How TMAs are Benchmarking themselves with Innovative Programming and Implementation of Apps".
- Facilitated the TMA Council meeting



ACT'S EMERGING

MOBILITY SUMMIT

The 2018 Emerging Mobility Summit was held in Columbus, OH. The sold-out event featured facilitated discussions on the future of TDM.

Rob kicked off the event by moderating the "The Local Story – One Year Update on the Smart Columbus Program" session.



L-R Rob Henry, Executive Director, GVF and ACT President; Michael Stevens, Chief Innovation Officer, City of Columbus; Jordan Davis, Director, Smart Columbus, Columbus Partnership; Matt McNair, Vice President, Economic and Corporate Engagement, The Ohio State University

ADVANCING TDM

The event also featured the official launch of the Center for TDM. Rob sits on the Board of the Center, which is ACT's new non-profit that will focus on shaping and advancing transportation demand management to improve our nation's mobility.



ACT'S

TDM FORUM

In November, ACT held its TDM Forum in Nashville. This event was Rob's final event as ACT President. The forum included breakout sessions lead by some of the best TDM Professionals in the industry bringing new and insightful ideas to plan for the future of mobility.



TDM Manager, Stacey Weiss, received ACT's 40 Under 40 Award presented at the TDM Forum event!

THE CENTER FOR TDM & ACT

TDM CHARETTE

Nashville proposed a transit plan that would incorporate TDM to help improve congestion. However, the plan did not pass, and so Nashville's congestion problems continued.

ACT and the Center for TDM cohosted a TDM Charette in Nashville during the 2018 TDM Forum. The Charette focused on identifying TDM solutions to address Nashville's transportation and mobility challenges.

Rob moderated a session with the **Nashville Chamber of Commerce, Vanderbilt University, We Go Public Transit, Nashville Connector and The TMA Group**. Both Rob and Maureen helped to moderate the breakout sessions and facilitate discussions with the over 50 transportation experts invited to the meeting.



PUBLIC POLICY COUNCIL



GVF revamped its Public Policy Committee into the Public Policy Council. The Council met with officials throughout the year to discuss TDM, transportation policy and planning for the future. Members include:

Council Chair:

Eric Frary, Vice President,
Michael Baker
International

Council Vice Chair:

Dan Kerr, Manager,
Limerick Township

Angela Murray, Assistant
Director, Lower Merion
Township

Andy Rau, Partner, Unruh,
Turner, Burke & Frees

Brian Jeter, Senior
Director of Government
& Regulatory Affairs,
Comcast

Casey Moore, Executive
Vice President – Corporate
Operations, McMahon
Associates

Don Jacobs, Executive Vice
President, Traffic Planning and
Design

Jody Holton, Executive
Director, Montgomery County
Planning Commission

Mike Bettinger, Director of
Government & External
Relations, Montgomery
County Community College

Pam Sarne-McCormick,
Director of Legislative and
Community Affairs, SEPTA

Terrence Foley, President
and CEO, City Avenue Special
Services District

Ex-Officio Members:

Rob Henry, Executive Director,
GVF

Jeff Guzy, Executive Director,
RK&K & Board President, GVF

GVF's Public Policy Council and board members met with Democratic Congressional nominees Madeleine Dean and Chrissy Houlahan to discuss infrastructure and transportation needs and the potential priorities for 2019 and beyond.



L-R: Eric Frary, Vice President, Michael Baker International, Public Policy Council Chair; Maureen Farrell, Deputy Executive Director, GVF; Rob Henry, Executive Director, GVF; Congressional nominee Madeleine Dean; Kathy Sweeney – Pogwist, Senior Vice President, Brandywine Realty Trust; Jeff Guzy, Executive Director, RK&K, GVF Board President.

ACT PUBLIC POLICY FLY-IN

Rob and Maureen had the opportunity to inform federal legislators and staff about the positive benefits of focusing on TDM as a key policy within the next authorization bill. Rob participated on ACT's Panel: "Benefits of TDM". (Pictured right)



L-R: Rob Henry, Executive Director, GVF; Rob Sadow, CEO & Co-Founder, Scoop Technologies; Dion Beuckman, Corporate Rental Manager, Commute by Enterprise; Vince Valdes, Associate Administrator, Office of Research, Demonstration and Innovation, DOT, Federal Transit Administration; Jeff Roux, Community Planner, FTA; Valerie Briggs, Director, Office of Transportation Management at FHWA; David Straus, Executive Director, ACT

2018 GRANTS

These grants totaled
\$170,000

TCDI GRANT

Lower Merion Township, in partnership with GVF, received a 'Transportation and Community Development Initiative' grant.

This grant will be used to assist Lower Merion Township with assessing how TDM efforts have been effective in the Township over the past 20 years and what planning measures can be undertaken to further the effectiveness of TDM during the ongoing growth of the community.

TA SET ASIDE GRANT

GVF was awarded a Transportation Alternatives Set Aside Grant for "My School in Motion", which will focus on the implementation of a biking and walking program in an area middle school curriculum. Tredyffrin/ Easttown School District accepted the invitation to participate with GVF in creating and executing a program that will cover two academic years and provide a template that can be used in other interested school districts. The basics of pedestrian and bicycle traffic safety, civic involvement and benefits of the physical activity will be covered.



LESS THAN 3 IN 10

middle and high school students get the recommended 60 minutes of physical activity every day

12.7%

The proportion of students in grades K-8 who walk or bike to school

in 1969 the percentage was **47.7%**

KING OF PRUSSIA

RAIL COALITION



KING OF PRUSSIA RAIL
COALITION

GVF continues to advocate for the project and promote its benefits to the region. GVF, and its partner, the King of Prussia District, continue to actively gain support for the project through the King of Prussia Rail Coalition.



Visualizing KOP Rail | Artistic rendering of KOP Rail traveling along Mall Boulevard

THE BENEFITS

18M



vehicle miles will be reduced that are traveled annually by commuters, resulting in less congestion and reduced emissions

\$12,000

The amount commuters are expected to save by riding King of Prussia Rail

30 MINS

The amount of time commutes can be reduced to and from University City



King of Prussia Rail is a necessary investment for our region to remain competitive.

- **Jerry Sweeney**, President and CEO of Brandywine Realty Trust and chair of the King of Prussia Rail Coalition's Advisory Committee

* Statistics provided by: Economy League of Philadelphia and Econsult Solutions

ANNUAL

LEGISLATIVE BREAKFAST

Speakers included:

- Congressman Dwight Evans
- State Representative Kate Harper, GVF Board Member
- State Senator Daylin Leach
- State Representative Tim Briggs, GVF Board Member
- State Representative Madeleine Dean
- State Representative Matthew Bradford
- State Representative Mary Jo Daley
- Chester County Commissioner, Chair, Michelle Kichline, GVF Board Member
- Montgomery County Commissioner, Vice Chair, Kenneth Lawrence, GVF Board Member



28TH

ANNUAL MEETING



Our introduction of autonomous electric shuttles presents a new opportunity for how we can help people move more seamlessly through cities, company and college campuses and other locations.

—Christopher Barker, Vice President for New Mobility at Keolis; Annual Meeting Keynote Speaker

2018 Leadership Awards:

- **Engineering Leadership:**
Eric Frary, Vice President, Michael Baker International
- **Marketing Leadership:**
Main Line Chamber of Commerce
- **Planning Leadership:**
CEO Council for Growth
- **Private Sector Leadership:**
Brandywine Realty Trust
- **Public Sector Leadership:**
Upper Dublin Township
- **Legislative Leadership:**
Valerie Arkoosh, Chair, Montgomery County Commissioner
- **Peter P. Quinn Leadership:**
Ernie McNeely, Manager, Lower Merion Township

DID YOU KNOW...

We have recognized 120 Top TDM Professionals at our Annual Meetings!

47% Engineers

36% Government

10% Non-Profit

7% Corporate



TDM

ADVOCATE BREAKFAST

This signature event is an opportunity to recognize regional organizations for their outstanding achievements in implementing programs that promote commuting alternatives for their employees and the community.



In 2018, Tamala Edwards, 6abc Morning News Anchor, was our master of ceremonies. For the past 8 years, GVF has partnered with 6abc Action News for this event.



**40+ organizations
recognized in 2018**



ADVANCING

MOBILITY SUMMIT

This half day event is an opportunity for top local, state, and elected officials, private and public sector organizations, and leaders in the transportation industry to speak on various transportation topics.

AMS Speakers

Keynote Speaker:

- David Thornburgh, President and CEO, Committee of Seventy
- Tim Haahs, President and CEO, TimHaahs; Mira Kim, Special Project Coordinator, TimHaahs



Local Updates:

- Ken Lawrence, Vice Chair, Montgomery County Commissioner
- Michelle Kichline, Chair, Chester County Commissioner

Regional Updates:

- Barry Seymour, Executive Director, DVRPC
- Ken McClain, District Executive, PennDOT District 6-0
- Jeff Knueppel, General Manager, SEPTA



Grow PA:

- Liz Ferry, Vice President, State Legislative Affairs, The Chamber of Commerce for Greater Philadelphia
- Mike Parker, Americas Infrastructure Leader, EY Transaction Advisory Services, Senior Managing Director, Ernst & Young Infrastructure Advisors, LLC

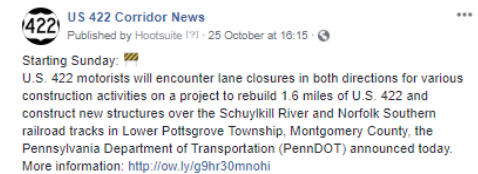


PROFESSIONAL

SERVICES AND CONSULTING

With over 29 years of experience in professional services, GVF provides valuable planning, communication and marketing support to any project. Our services can include:

- **Data Analysis**
- **Commuter Analysis**
- **Graphic Design**
- **Video Production**
- **Social Media Management**
- **Website Development and Management**



COMMUNITY

OUTREACH

This year GVF participated in 3 major community outreach initiatives:

Annual Holiday Food Drive
3,000 lbs raised in 2018
10,500 lbs raised since inception



Take your car to Work Day



Adopt a Family
Salvation Army



**THANK YOU FOR YOUR
CONTINUED SUPPORT!
NOT YET A PARTNER?
BE PART OF A LARGER
VOICE AND JOIN TODAY!**

**GVFTMA.COM
WEARETDM.COM
PHILLYTRAFFIC.COM
422IMPROVEMENTS.COM
US202.COM**

