



STRATEGIC PLAN FY 2026-2029



GVF's 35th Anniversary Recognized By the Pennsylvania Senate



In recognition of GVF's 35th Anniversary, Pennsylvania State Senators Carolyn T. Comitta, Amanda M. Cappelletti, Maria Collett, Vincent J. Hughes, Katie J. Muth, and Tracy Pennycuik presented GVF with a Citation, recognizing GVF's dedication to improving the climate and overall quality of life through transportation demand management programs and commitment to providing the general public with safe and reliable transportation choices and infrastructure that supports residents of all ages and abilities.



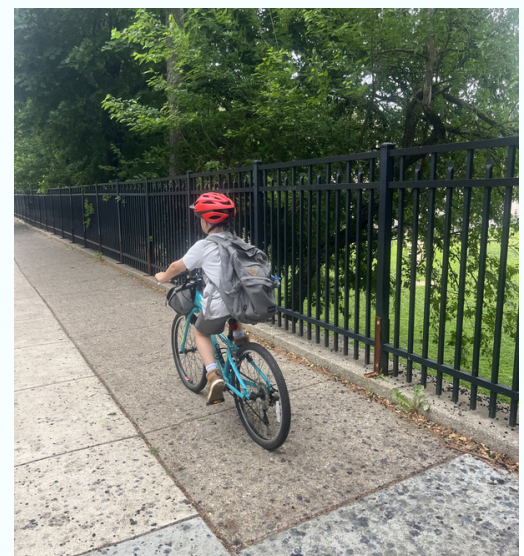
ABOUT GVF

Founded in 1990, GVF works to improve climate, equity, and overall quality of life through transportation demand management (TDM) programs and policies. TDM are strategies that help by reducing single-occupancy vehicles through education, legislative policies, and/or ordinances.

Mission: To inspire mobility choices for ALL

We believe:

- 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.
- Transportation alternatives should be affordable because it improves the environment and overall quality of life.





DEVELOPMENT TIMELINE

December 2025

GVF begins work with Rose Bougher, A.D. Marble to refine the Strategic Planning process and schedule meetings

February 2026

GVF and Rose hold multiple virtual meetings with the Ex-Officio members of the Board of Directors to discuss the planning process and direction of GVF for the three-year plan

March 2026

GVF hosts a one-day, in-person retreat with voting members of the Board of Directors to formulate goals for the Strategic Plan

March – July 2026

GVF works internally and with input from Rose and Board Members to further refine the three-year Strategic Plan



DEVELOPMENT

GVF worked with a facilitator, Rose Bougher of A.D. Marble, to formulate the Strategic Plan for FY 2026–2029. Rose’s experience in and passion for strategic planning was invaluable throughout the process. Her guidance helped the Board set priorities, formulate goals, and refine action items.

GVF, under Rose’s direction, met with the ex-officio Board Members virtually to discuss a series of questions about GVF’s mission, priorities, and direction. This feedback was presented to the voting members of the Board for consideration.



Rose Bougher, President & Owner,
A.D. Marble

In March of 2026, GVF hosted a Strategic Retreat to develop goals and action items to move GVF forward and continue to work to inspire mobility choices for all. After GVF presented current initiatives, funding sources, and future plans, Rose facilitated respectful and mission-focused discourse on the following questions:

- What is the first thing that comes to mind when you think about GVF?
- What can GVF do better?
- What does the future look like? What is disruptive now?
- What is the most important thing GVF should be working on?
- How does GVF improve its partnerships?

Throughout the Strategic Planning process, a consistent theme that developed was that GVF remains an innovative, forward-thinking organization at both the regional and national levels. Many of the discussions around the future of GVF centered around the importance of conveying GVF’s mission to more people and organizations locally, state-wide, and nationally to improve transportation choices for all.





OUR GOALS

Goal 1:

Increase revenue by 3% to 5% annually over the next three years



Explore additional revenue streams by:

- Increasing membership
- Increasing sponsorships
- Pursuing new revenue opportunities



Increase grant and contract revenue



Sustain and expand consulting revenue opportunities in alignment with funding growth and staffing capacity

Goal 2:

Increase awareness and education about Transportation Demand Management (TDM) among key stakeholders



Develop audience-specific talking points and value propositions for elected officials, municipal managers, potential members, PennDOT, DVRPC, and school districts



Develop a TDM best practices fact sheet by March 2027



Develop and deliver webinars



Increase education and outreach through visual, written, and audio content, as well as subject-matter expert speaking engagements.

Goal 3:

Advance GVF as a TDM advocacy leader and trusted resource across the Commonwealth



Expand and enhance existing events



Increase participation in external speaking engagements to reach broader audiences



Advance TDM legislation that advances and sustains GVF's mission at the state and local levels through advocacy, collaboration, and strategic partnerships



Strengthen organizational capacity through strategic staff growth and consultant partnerships



Strengthen relationships through regular engagement with PennDOT, DVRPC, and mobility organizations