



Future!

ANNUAL REPORT



2015



2010



2005



2000



1995



1990

Celebrating



GVF

A TRANSPORTATION MANAGEMENT ASSOCIATION

25 years

WE ARE GVF



Rob Henry
Executive Director



Maureen Farrell
Assistant Director



Brean Flynn
TDM Manager



Danielle Wiley
TDM Coordinator



Ashley Nuckles
TDM Coordinator



Molly Gabel
TDM Assistant



Diane Pfanders
Office Manager

Founded in 1990, GVF is a not-for-profit organization created to advocate and promote a viable transportation network for the region's economic vitality. To maximize awareness and develop sustainable support, we partner with public and private entities.

GVF's mission is to achieve a desirable quality of life and a healthy, competitive economic environment by developing multi-faceted transportation strategies.



Jeff Guzy, Senior Director, Transportation, RK&K
Board President
21 Year Partner

"My association with GVF started over 20 years ago. I've watched the organization grow and transform but the one constant is its ability to maintain a leadership role in everything TDM."

WE ARE GVF



2015 New Board Members



Valerie Arkoosh
Commissioner
Montgomery County



Kate Hammond
Superintendent
Valley Forge National
Historical Park



Jody Holton
Executive Director
Montgomery County
Planning Commission



Michelle Kichline
Commissioner
Chester County



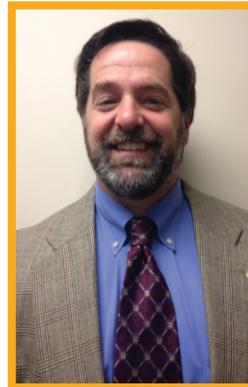
Kenneth McClain
District Executive
PennDOT District 6



Ernie McNeely
Manager
Lower Merion
Township



Leslie Richards
Secretary
PennDOT



Joe Serbu
Senior Engineer
Project Manager
PA Turnpike



Mike Vereb
State Representative

Bruce Hartlein, Vice President, Liberty Property Trust
Board Vice President
14 Year Partner



"I am very pleased and proud to be associated with GVF. The education and other services they have provided to our community over the last 25 years have helped to promote smart and sustainable growth."



Jeff Guzy, Board President

Twenty five years ago Tredyffrin and Upper Merion Townships, along with several area business leaders, set the path of creating GVF. Today we can be proud that we were engaged with many of the key transportation improvements in the area, such as:

- PA 309 reconstruction
- U.S. 202 improvements in Chester and Montgomery Counties
- River Crossing Complex on U.S. 422

As we move into our second quarter of service, we are proud to be leaders in our field and are excited that you are with us. I can honestly say that we have never been in a stronger position to accomplish our mission and help improve the quality of life in our region. This is all thanks to our dedicated staff, our engaged membership and our great board members. I thank you for your continued support.



Rob Henry, Executive Director

Thank you to everyone who helped GVF celebrate our 25th anniversary and also participated in our many events and activities throughout this past year. As we continue to evolve and grow, we've added more events and activities that provide for greater networking and awareness for TDM activities. As you'll see throughout this report, our 25th anniversary year was an amazing one from the awards we received, our continued support by those in the public and private sectors and our continuing evolution as a Transportation Management Association.

In reflecting upon the past, I can't help but think of all the amazing teachers, colleagues and friends I've made throughout my time here at GVF. I've had the opportunity to work on amazing projects and have been able to work with so many different fields of influence. This has me excited for both today and tomorrow. I believe we have reached a tipping point on how people travel and with recent data showing that car ownership is declining across all generations, it's imperative that we continue to be leaders in this moving forward.

We have an active year planned for 2016 and beyond. I encourage you to continue to join us on this journey and I ask that you invite your friends and colleagues along for the ride as we're stronger together.



Casey Moore, Vice President, McMahon Associates, Inc. Board Treasurer

25 Year Partner

"GVF, through its excellent staff, social media and public outreach, is always on top of the most current transportation news, trends, and political climate in our industry. Because of this, they are able to pull together relevant topical programs and events for their members to attend."

WE ARE Accomplished



BEST WORKPLACES for COMMUTERS™

Gold Level Employer & Supporting Agency



National Excellence in Scholarship



First Business recognized in King of Prussia



“Our organization has benefited from a strong partnership with the Greater Valley Forge TMA, collaborating on multiple initiatives to advance transportation efforts in the tri-county area and along the Route 422 Corridor. The TMA’s willingness to work with and on behalf of numerous municipalities, businesses, organizations, and community members...define them as a well deserving recipient of the 2015 Regional Planning Award.”
 - Eileen Dautrich, President, TriCounty Area Chamber of Commerce



Regional Planning Award



Planning Advocate Award



Recognized by the PA State Senate & House of Representatives



Bob Hart, General Manager, Simon Board Secretary
 21 Year Partner

“In the past 21 years, the mall has doubled in size and the Valley Forge area has experienced tremendous growth in every economic sector. Throughout this growth and development, GVF has been a vital resource to the mall. GVF’s dedication to furthering sustainable practices in our community and to providing quality programs of importance to its members have made them an invaluable partner to us.”

WE ARE TDM



Transportation Demand Management (TDM) are strategies and policies that seek to address issues of congestion by reducing demand of travel rather than increasing the supply of the existing road network.

Did You Know?

Montgomery & Chester Counties
have a Daytime Population of
Over 1.2 Million
Commuters!



GVF's Service Area has a
Daytime Population of
Over 600,000!

This is Equal to:

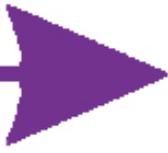
- Denver, Colorado
- Las Vegas, Nevada
- Miami, Florida
- Nashville, Tennessee
- New Orleans, Louisiana
- Portland, Oregon
- Sacramento, California
- Seattle, Washington
- Washington, D.C.



**Patty Elks, Associate Director, DVRPC
Ex-Officio Board Member**

"I am thrilled to be on the Board of GVF to work with staff, board members and partners on improving the transportation network and making our region more sustainable, livable and economically competitive with other regions. We have so many assets to build on and the work of GVF and its partners ensures our region will continue to thrive in the years ahead."

WE ARE TDM Leaders



GVF is proud to have continually strengthened its affiliations with other leaders in the transportation industry throughout 2015. Through its involvement in local, state and national associations, GVF furthers its role as both an influencer and an expert.



WELCOME!



Welcome to the 2015 ACT International Conference!

We are so glad you are here with us in Baltimore to celebrate ACT's 30th anniversary as the leading advocate for Transportation Demand Management (TDM).

This is an amazingly unique conference. Hundreds of us converged on Baltimore, with diverse expertise and wide range of differing transportation experiences. We are at the forefront of mobility and whether you are commuting by bus, train, ridesharing, cycling, walking, or teleworking, we are all working to improve our world by contributing to energy independence, improved air quality, sustainability, urban mobility, reduced congestion and living healthier.

Your participation in the education sessions is the essential value of this conference. The demands of commuters continue to evolve and it is our job to satisfy their needs. The sessions and conversations are opportunities to help us find solutions, develop partnerships, and integrate services to improve upon the problems we all face in this critical area. We are confident that your presence will generate many fresh and useful ideas.

Robert Henry
ACT President



Rob Henry welcomes over 400 attendees at ACT International Conference

King of Prussia BID @KOPBID · 23 Feb 2015
Congrats @GVFTMA's Executive Director Rob Henry for being appointed 2015-16 President for the Association for Commuter Transportation!

TCACC @TeaccTri · 17 Feb 2015
Register for our Membership Breakfast! bit.ly/1KX0FY @GVFTMA will be presenting on what's in store for Route 422 projects.

Board Involvement:

Rob Henry:

- Association for Commuter Transportation (ACT), President of the Board of Directors
- Communities in Motion, a GVF TMA Foundation, CEO
- King of Prussia District, Board Member and Transportation Committee Chair

Maureen Farrell:

- ACT National, Board Member and TMA Council Chair
- Communities in Motion, a GVF TMA Foundation, COO
- March of Dimes Transportation, Building & Construction, Board Member



Presented on U.S. 422 TDM Study



Maureen Farrell presented: ACT Public Policy Summit

GVF affiliations: (State) American Planning Association Pennsylvania Chapter, PA Public Transportation Association; (National) Association for Commuter Transportation, American Public Transportation Association, National Recreation and Park Association

Michelle Kichline, Commissioner, Chester County Ex-Officio Board Member

"I am honored to be appointed to the board of GVF and look forward to working with Rob Henry and his staff, my fellow board members, and the many public and private partners that recognize the value of a transportation network for our region and its benefits for the economy and our quality of life. GVF has been particularly beneficial to our region through its many projects along the Route 422 Corridor, providing better, more efficient transportation for eastern Chester County."



WE ARE Advocacy



GVF continues to be an active advocate for the improvement of local and regional transportation projects, infrastructure updates and enhanced mobility. GVF has been advocating for a long term transportation bill, permanent parity for commuter benefits and funding for local projects. We are proud to say our efforts have led to action with the passage of the FAST Act and the commuter benefit becoming permanent parity.



Leslie S. Richards @LesRichards · 9 Apr 2015
 Raise awareness on the importance of funding our roads and bridges, join us as we #standup4Transportation



Southeastern Pennsylvania Transportation Authority
 Courtesy • Cleanliness • Communication • Convenience

Chairman
 Les T. Deon, Sr.
 Vice Chairman
 Bill H. Robinson

April 16, 2015

Mr. Rob Henry
 Executive Director
 GVF Transportation Management Association
 1012 W 8th Avenue, Suite A
 King of Prussia, PA 19406

Dear Mr. Henry:

Together with more than 50 partners and hundreds of supporters, I would like to thank you for your participation and leadership in the Stand Up for Transportation Rally and EXPO in Philadelphia's Dilworth Park on April 9, 2015.

This joint effort by government officials, business and labor leaders, community groups and transportation advocates emphasized the broad support for prompt action and investment in the infrastructure of our region and our nation.

Now, as the Highway Trust Fund dwindles and the May 31 deadline approaches, we hope you will continue carrying our important message to members of Congress across this country – we need a comprehensive, robust, long-term federal transportation funding plan to strengthen the economy and to ensure the safety and mobility of all Americans.

Again, thank you for standing up for transportation.

Sincerely,

 Basquale T. Deon, Sr.
 Chairman



The Stand Up 4 Transportation event and GVF's Public Policy Legislative Day in Washington, D.C. are two key examples how GVF advocates and works with partners to work towards solutions.



**Leslie Richards, PennDOT Secretary
 Ex-Officio Board Member**

"I am honored to be joining the board of GVF, and eager to add my experience with transportation-related issues to the talented group of individuals already on the board. Transportation is one of the most important issues facing our region, and the future health of the economy is directly tied to how well we handle our transportation challenges and opportunities."

WE ARE Advocacy



Passage of Fixing America's Surface Transportation Act, "FAST Act": 5 year - \$305 Billion transportation bill



"We applaud the House, Senate and President Obama on passing a \$305 Billion Transportation Bill known as the FAST Act. I'd like to thank Senators Casey and Toomey and Congressman Boyle, Costello and Meehan for their support and active participation in the bill. This is a tremendous achievement and with Pennsylvania having already passed dedicated state funding (ACT 89), our region is positioned to move projects forward. I'd also like to thank Congressman Costello again for becoming the lead Republican sponsor on a provision that we advocated for that will expand transportation options for commuters by encouraging greater coordination with employers and the private sector without imposing new mandates or increasing the Federal deficit."

- Rob Henry, Executive Director & ACT Board President



During GVF's Legislative Day in Washington, D.C., we organized and facilitated meetings with:

- U.S. Senator Bob Casey Jr.
- U.S. Senator Pat Toomey staff
- Congressman Patrick Meehan
- Congressman Ryan Costello
- Congressman Brendan Boyle
- Transportation and Infrastructure Committee



**Kate Harper, PA State Representative
Ex-Officio Board Member**



"GVF has spent its 25 years becoming the premier Transportation Management Agency in the region, bringing together all who have an interest in a transportation system that works and functions as a system should, with roads, highways, bridges, mass transit and commuter options like van pools all working together to move people and goods around the Greater Philadelphia area efficiently. King of Prussia would be a nightmare without it, but the whole region is better for having had it."

WE ARE Advocacy



Through GVF's U.S. 422 Corridor Coalition and Schuylkill Valley Transportation Coalition (SVTC), we bring together regional stakeholders to advocate and discuss important transportation issues and projects.



**Tim Briggs, PA State Representative
Ex-Officio Board Member**

“As a member of the PA House Transportation Committee, it’s great to have organizations like GVF advocating for sustainability and infrastructure improvement. They’re a great resource for our region, and I look forward to continuing to work with them.”

WE ARE Advocacy



Advancing the King of Prussia Rail Project

GVF has been an integral part of the early success of the King of Prussia Rail project. Executive Director, Rob Henry, sits on various strategic planning committees within the project and is working with other stakeholders to establish the rail path. When completed, the King of Prussia Rail project will provide increased transit access from the established communities along the Norristown High Speed Line to the businesses and venues in the King of Prussia area.

Benefits of this project include:

Job Growth: Over 20 years
17,000-29,000 new jobs

Increased Development:
\$540M - \$946M value over 20 years
4.3M - 8M square feet of new development

Ridership: Expected to
Increase 66% - 81%

Savings/Efficiency:
1.7M - 2.1M Hours Saved
Estimated Annual Value of Time Saved:
\$36.4M - \$44.5M



KING OF PRUSSIA RAIL
COALITION

In partnership with King of Prussia District, GVF helped to form the King of Prussia Rail Coalition. The Coalition garners regional support for the proposed extension of the existing Norristown High Speed Line into King of Prussia, and seeks to build support from residents, commercial property owners, elected officials, job growth agencies, chambers of commerce and more. Support this project and sign up as a member of the Coalition at www.connectkop.com and follow Connect KOP on social media.

**Jeffrey Knueppel, General Manager, SEPTA
25 Year Partner**

“SEPTA supports efforts to provide more efficient and reliable public transportation in the King of Prussia area. An enhanced array of transportation options will allow the King of Prussia area to continue to thrive and adapt to the changing needs of area companies, employees, residents, and visitors.”

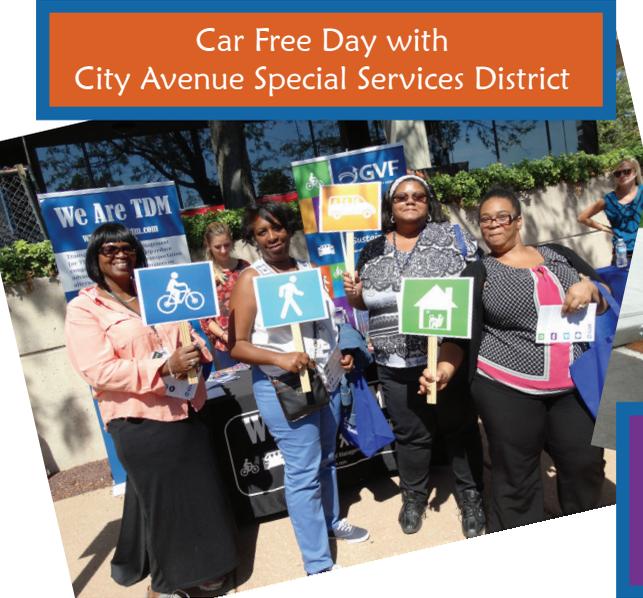


WE ARE Sustainability

Nearly 5,000 attendees at GVF TDM events



Car Free Day with City Avenue Special Services District



Bike to Work Day: Chester and Montgomery County Commissioners, Senator Leach, Representative Milne, SEPTA and Valley Forge National Historical Park

We Are TDM

www.wearetdm.com

Transportation Demand Management (or TDM) are strategies to help reduce congestion. As the leading transportation advocate, GVF educates commuters on alternatives to driving alone to work.

- We Are Biking
- We Are Carpooling
- We Are Public Transit
- We Are Shuttles
- We Are Vanpooling
- We Are Work from Home



PARK(ing) Day with Montgomery County



Terrence Foley, President & CEO, City Avenue Special Services District Board Member
7 Year Partner

“Improving the safety and functionality of the City Avenue corridor has always been a top goal of the City Avenue Special Services District. We are looking forward to our continued partnership with GVF Transportation and the positive impact it has on the City Ave District.”



WE ARE Sustainability



As a leading advocate for sustainable transportation, GVF works to implement programs and events that promote commuting alternatives for our partners such as:

- Earth Day
- Bike to Work Day
- PARK(ing) Day
- Car Free Day

GVF's Annual Sustainable Awards recognize employers who have incorporated TDM and/or sustainability initiatives into their work environment.



Earth Day events at multiple partner locations



Erin O'Hearn, Master of Ceremonies, at Sustainability Breakfast



King of Prussia Mall Employee Appreciation



Sustainability Breakfast: Awarded 148 employers representing over 220,000 employees since inception

GVF managed shuttles prevented **6.5 Million** Vehicle Miles

Kim Carron, Facilities Planning Coordinator, The Vanguard Group, Inc. Board Member 22 Year Partner

"Vanguard's commuter benefits program is stronger than ever, and we wouldn't be where we are today without the leadership and support that Rob and his team have provided us. We want to acknowledge and thank you all for the great job that you do...from providing educational events to keeping us informed on all local, state and national related transportation issues. We look forward to continued collaboration and making even more progress in the years ahead."



WE ARE Partnerships



During the Economy League's World Class Summit, GVF was featured as one of the leading organizations helping to advance infrastructure projects in our region. With nearly 300 attendees, GVF was also recognized among some of its long-standing partners, such as DVRPC and SEPTA.

"GVF was thrilled to be selected by the Economy League and be featured as one of the leading organizations at their World Class Summit. GVF works to create mobility options for all individuals regardless of income. Through our partnerships with the private and public sector we support the world class agenda of providing access to jobs and creating a world class infrastructure. One of those projects is the King of Prussia Rail Extension, which will provide greater access to the King of Prussia Mall and the largest suburban concentration of employment in the region," said Rob Henry, Executive Director.



"At our World Class Summit, we like to showcase innovative organizations working across sectors to make our region World Class. The GVF TMA has been a leader for a quarter century in helping to better connect our region's second largest business center to employees and other regional business centers, and in convening business and civic leadership on key transportation issues facing the region. They are a great partner doing fantastic work," said Steve Wray, Executive Director, Economy League of Greater Philadelphia.



Ernie McNeely, Manager, Lower Merion Township Board Member
13 Year Partner

"I am honored and thrilled to serve on the GVF Board of Directors to have a chance to contribute to an organization that does so much to improve traffic, transportation and transit issues for the region. These are issues that make a real difference in the daily lives of our area residents and I look forward to working with the Board on these critical quality of life issues."

WE ARE Partnerships



GVF partners with local governments, planning agencies, chambers of commerce, universities, engineering firms, elected officials, medical institutions, national parks, business improvement districts, hotels, retail and entertainment operators, banking institutions, transit providers, and statewide agencies to create a viable transportation network that enhances the region's economic development. We added **Nine** new partners in 2015.



“Comcast relies on the advocacy of GVF to ensure reliable infrastructure and local roadway improvement projects so that our employees are able to spend more of their time helping our customers.”



“As a new member of the region with the opening of our office in Conshohocken, Shipley Energy has sought out a number of forward thinking, innovative problem solvers to help guide our approach to becoming a part of the community. GVF's record in the areas of advocacy and sustainability coincide with Shipley's commitment to the environment.”



“GMS Surgent decided to join GVF as a way of getting more involved in something that matters to the community at-large. We believe in the goals of GVF and feel that if met, many of the goals would make our region an even better place to live and work.”



“W+Associates works with TMA's and other similar TDM organizations across the country. In our experience, GVF's level of professionalism and innovation in delivering high quality TDM services to their members and service area sets the bar for TMA's nationally. We admire how they are a non-profit organization that is run with the efficiency and effectiveness of a for-profit business. That makes it an easy choice for W+A to partner with GVF to help advance the transportation needs of King of Prussia.”



Jody Holton, Executive Director, Montgomery County Planning Commission
Ex-Officio Board Member

“GVF has become the model for transportation management associations in Pennsylvania – connecting with businesses, staying ahead of technology, informing public policy, and making a real difference for commuters.”



WE ARE Professional Services



Shuttle Management



Expertise includes: RFP Management, Ridership Analysis and Trends, Sustainability Performance Measures, Billing Management and Coordinating with Construction Projects

Social Media Integration & Video Production



Expertise includes: Examples of Successful Design, Exploring TDM, GVF News, Partners in Sustainability, Understanding Infrastructure, Partner Social Media Presentations

Website Development & Management



Expertise includes: Development and Content Management

Montgomery County Community College 17 Year Partner

"For more than 17 years, Montgomery County Community College and GVF have worked together to improve the economic vitality of our communities and quality of life for our region's citizens. The College values its partnership with GVF, and other like-minded organizations, as we work to creatively solve problems and build stronger communities."



Montgomery County
Community College

WE ARE Events



Our four signature events had over 800 executive professionals in attendance. These events not only provided informative discussions but they also presented exceptional networking opportunities.

Legislative Breakfast

GVF was honored with a joint citation from both Senator Daylin Leach and Senator Andrew Dinniman in recognition of our 25th Anniversary!

Panelists included:

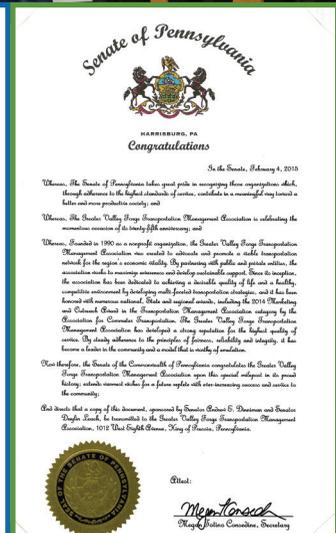
- Congressman Ryan Costello
- Senator Daylin Leach
- Representative Kate Harper
- Representative Tim Briggs
- Montgomery County Commissioner Josh Shapiro
- Chester County Commissioner Michelle Kichline



Peggy Lee-Clark @salfordbeach · 9 Mar 2015
Interested in hearing about local, state, and federal transportation policy from our legislative leaders. #GVF25Years



Casey A. Moore @calanmoore · 9 Mar 2015
#GVF25Years Rep Kate Harper says she & others on Transportation Committee are hopeful that Feds soon act on a long term transportation bill



Valerie Arkoosh, Commissioner, Montgomery County Ex-Officio Board Member

"I am honored to be appointed to the board of directors of GVF. It is a dynamic organization that has done wonderful work on a wide range of transportation issues and initiatives, and I look forward to being a part of its accomplishments moving forward."

WE ARE Events

25th Annual Meeting



U.S. Senator Bob Casey Jr. and PennDOT Secretary of Transportation Leslie Richards were the featured keynote speakers. Recipients of GVF's Annual Leadership and Top TDM Professionals Under 40 were also recognized.



GVF Founders: Upper Merion and Tredyffrin Townships



Mobility Lab @MobilityLabTeam · 28 May 2015
Nice 40 Under 40 program from @GVFTMA. @HNTBCorp professionals recognized for transportation demand management tinyurl.com/mnhgrmf



24 Top TDM Professionals Under 40 Recognized



Mike Vereb, PA State Representative
Ex-Officio Board Member

"I am committed to working with local and state partners to provide a transportation network that serves commuters in our area. Our transportation system is essential to our economy. It allows goods and services to reach customers and helps support job creation. I look forward to working with my colleagues at GVF."



WE ARE Events

Sustainability Breakfast

45 organizations were recognized with Sustainable Awards, which is a 36% increase from 2014. GVF partnered with 6abc Action News for the fifth consecutive year with News Anchor Erin O'Hearn as the master of ceremonies for the event. Attendees also heard from an international speaker as the keynote.



Erin O'Hearn, Master of Ceremonies



Greg Waks @gregwaks

We won Platinum #Sustainability Status again. Hope @GVFTMA creates a higher level so we can challenge ourselves! :)



ChesCoPlanning @ChesCoPlanning · 14 Oct 2015
Chester County has been recognized by @GVFTMA for its sustainable transportation practices. landscapes2.org/news/10-14-15...



TPD @TrafficPD · Sep 14
Excited to be accepting our platinum level sustainability award this AM from @GVFTMA #gvf25years #thankyou



Dave Kraynik, Manager, Upper Merion Township Board Member
25 Year Partner

"Congratulations on 25 great years. GVF has been a catalyst and think tank for transportation improvements throughout the region. It has truly had a positive impact on the lives of thousands and thousands of people."

WE ARE Events

Advancing Mobility Summit



Record Attendance of nearly 180 professionals with over 30 Speakers!

Featured six concurrent panel sessions:

- State Elected Officials
- Economic Development
- Major Projects
- Changing Mobility
- Regional Partners Update
- Municipal Update

Keynote Speakers included:

- Ryan Costello, U.S. Congressman
- Leslie Richards, Secretary, PennDOT
- Jeffrey Knueppel, General Manager, SEPTA



Secretary Leslie S. Richards shared GVF's photo. 21 hrs · 🌐

I was honored to speak at the GVF 21st Annual Transportation Conference yesterday.



DVRPC @DVRPC - 9 Nov 2015
Celebrating #GVF25Years at the Transportation Summit @GVFTMA

Burns Engineering @BurnsGrp - 9 Nov 2015
Attending @GVFTMA Mobility Summit! @BurnsGrp Proud to be a Gold level sponsor! #GVF25years



Eileen @EileenInCounty - 9 Nov 2015
You guys are a great, award-winning team. Thank you for what you do to advance this region! #GVF25Years

GVF @GVFTMA
TY to everyone who attended & supported our Advancing Mobility Summit! From the GVF team, minus Molly #GVF25years

John Calnan, Director of Suburban Planning & Scheduling, SEPTA Ex-Officio Board Member

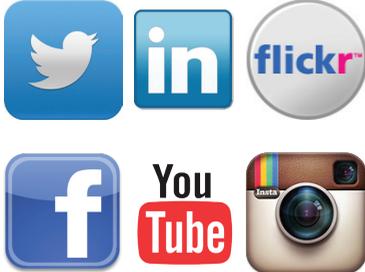


“Since 1990, GVF has collaborated with SEPTA on several local and regional public transit initiatives, most importantly, advocating the passage of Acts 44 and 89. This partnership will be even more critical as SEPTA continues the planning, development and eventual implementation of the Norristown High Speed Line extension to King of Prussia. GVF has and continues to play a key role in the King of Prussia extension with the recent launching of the King of Prussia Rail Coalition whose goal is to foster support as this important project continues to move forward.”

WE ARE Communications



Managed Social Media Platforms



3,822,721
People Reached

Featured in:

TimesHeraldPA
Nov 13, 5:00pm via TweetDeck

Greater Valley Forge Transportation Management Association (@GVFTMA) celebrates 25 years - timesherald.com/general-news/2...

CBS Philly interviews Rob Henry, Executive Director, GVF, about "Report Ranks Worst Traffic Bottlenecks in the Country!"

NOVEMBER 23, 2015 · CBS PHILLY



ThePhilly.com reporter & item
NEWS

Transportation the focus of TriCounty Area Chamber of Commerce breakfast



calanmoore
Nov 14, 8:04am via Twitter for iPhone

@mcmahonassoc @GVFTMA Great article GVF and McMahon has been proud to be a partner since your beginning #GVF25Years



READING EAGLE

Editor's desk: Embracing the challenge of biking to work

Biking is good exercise, relieves stress -- and it's fun

By Nancy March, The Mercury

Wednesday, May 13, 2015



I've been biking to work for four years.

My biking season starts in the spring and ends in early fall, dependent on the hours of daylight more than temperature. I can handle a chill in the air, but leaving work on a bike after sunset is outside my comfort zone.

On average, I ride two to three days a week from late March to early September. Some years, I've participated in the Bike to Work Challenge, logging miles to see the savings in gas pile up. The goal my first year was to save enough in gas to pay for my \$450 hybrid bike, a return on investment easily accomplished with gas averaging \$3.50 a gallon that summer.

But the main benefit, as any regular rider will tell you, is not in savings, but in gaining — gaining exercise, relieving stress, experiencing nature and enjoying a commute to work in ways that driving a car can never provide.

A good portion of my 19-mile round trip is on the Schuylkill River Trail, a benefit that the Greater Valley Forge Transportation Management Association and Communities in Motion are promoting this month. As more trail miles are developed in the tri-county area, more office and commercial areas are open to commuter biking.

THE MERCURY



The Times Herald DAILY LOCAL NEWS

Bert Cossaboon, Vice President, McCormick Taylor
Board Member
8 Year Partner

"McCormick Taylor proudly supports GVF Transportation and their efforts to bring the regional transportation community together. They provide a powerful forum to discuss big picture economic issues and the region's ever-increasing demand for improved mobility and infrastructure."

WE ARE Communications



60% Increase Overall Views



Gvftma.com



IN THIS SECTION
 Get To Know Us
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 Annual Reports
 Board of Directors
 Professional Services
 Communities in Motion
 Contact Us
 GVF @ FLICKR

Founded in 1990, GVF is a not-for-profit organization created to advocate and promote a viable transportation network for the region's economic vitality. To maximize awareness and develop sustainable support, we partner with public and private entities.

GVF's mission is to achieve a desirable quality of life and a healthy, competitive economic environment by developing multi-faceted transportation strategies.

Stay informed on GVF events, advocacy efforts and transportation news



Redesigned
422improvements.com



Latest information on U.S. 422 Corridor improvements



US202.com

Latest updates on U.S. 202 transportation and improvements



WeAreTDM.com

Transportation Demand Management (or TDM) are strategies to help reduce congestion. As the leading transportation advocate, GVF educates commuters on alternatives to driving alone to work and we created the site to be a valuable resource. If you are tired of sitting in traffic or looking for the closest train connection, the site will help you find the information, or tools, you need to help save you time and money.



PhillyTraffic.com



Traffic Cameras; Real-time Traffic; News and Updates; Construction Reports



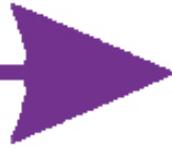
Be informed on alternate ways to commute, reduce congestion and improve the environment

"GSK has worked with GVF for over 22 years to promote programs that provide commuting alternatives to GSK staff. In turn, our employees do their part by participating in these programs that directly support environmental sustainability."

GlaxoSmithKline
22 Year Partner



WE ARE Supported



Bradley Flamm @bflamm · 2 Feb 2015
 Our "Transpo Demand Management Best Practices for US 422 Corridor" report now at temple.edu/ambler/csc/ Thx to @GVFTMA, CFA, & Temple's CSC

Economy League @EconomyLeague · 16 Jul 2015
 @GVFTMA @SEPTA @DVRPC helping to expand access to transportation across the region ow.ly/PIHh0 #WCSummit

Upper Merion Supervisor Greg Waks shared Upper Merion Township's photo.
 December 1 at 4:16pm · Edited · 📍

Thanks to our friends at the Greater Valley Forge Transportation Management Association (GVFTMA)/Communities in Motion for this award for our new trail! This Board of Supervisors is committed to building more trails for those who wish to walk, jog or bike. In fact one of the topics we discussed with our friends at the Upper Merion Area School District last night was working on a joint grant application to build a trail from the Community Center to the Upper Merion Middle School/High School complex and onto Walker Park.



Upper Merion Township
 December 1 at 4:10pm · 📍

Upper Merion Township has been selected to receive a 2015 Star Award in the Park, Recreation, or Open Space Project category for the Schuylkill River West Trail! This award recognizes Upper Merion Township as an exemplary leader and inspiration in sustainability planning and implementation.

21 Likes 2 Comments

Walker Parking @walkerparking · 7 May 2015
 @GVFTMA @econsultsolutns @fhiplan Proud to be part of such a great organization!

Brandywine REIT @BrandywineREIT · 5 May 2015
 In #Pennsylvania we support @GVFTMA to promote viable #transportation networks for the region's economic vitality.



RideECO @RideECO · 20 May 2015
 "KOP is largest employment ctr outside of Phila. @SEPTA_NHSL has 99% on time per ratio." @KOPRail presentation at @GVFTMA 422/SVT coalition

Mobility Lab @MobilityLabTeam · 18 Nov 2015
 Absolutely. See @ATPcommutes & @GVFTMA as at least two prime examples of how to do this right. Others?

Barbara Mosier @barbara_mosier
 Something to keep in mind when developing TDM plans with employers - incorporate mode choice into onboarding! twitter.com/MobilityLabTea...

McMahon Associates @mcmahonassoc · 15 Dec 2015
 Happy Holidays @gvftma! It's been a great year working with all of you. Here's to doing even more together in 2016!

In reply to GVF
Gary Creemeens @GaryCreemeens · 1 Aug 2015
 @GVFTMA Thank you for sharing, and all the great work you do in reducing SOVs, and the knowledge you share with the other TDM organizations.



Bill Martin, Manager, Tredyffrin Township Board Member
25 Year Partner
 "For 25 years GVF has been the cornerstone in the region supporting and promoting transportation related issues. I am thrilled to be part of the vital organization and to continue working with our partners."

WE ARE Giving

GVF continues to give back and donate their time, as well as resources, to a variety of local and national charities. During the holiday season, for the 5th consecutive year, GVF partnered to hold its annual Philabundance Food Drive, which collected nearly 1,800 pounds of food.



MULTIPLE MYELOMA
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in MOTION
A GVF/TMA FOUNDATION



Thanking NICU Nurses



PHILABUNDANCE

Driving hunger from our communities



Lankenau Medical Center
Main Line Health®



Annual Holiday Food Drive:
Collected nearly 1,800 lbs. of food!



J. P. Mascaro & Sons
If it's service, it's us!

AECOM
18 Year Partner



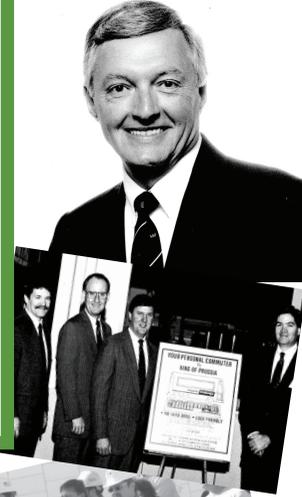
"As transportation problem solvers for several multi-modal agencies in the region, AECOM has consistently looked to GVF as an important yet balanced voice in the industry advocacy efforts. Their events bring together a wide range of constituents whether public, private or institutional with a universal desire to make the region the very best for employees, employers and residents alike."

WE ARE 25 Years Strong



GVF has grown from one-person's ideas, our founder, **Peter P. Quinn**, to being a local, regional and national TDM expert. "Our role is to bring together the public and private sectors and find a solution to the challenges of traffic congestion and the lack of access to employment centers," **Rob Henry, Executive Director**, said. Our success and accomplishments are due in part to our supporters including: GVF Board Members, partners, sponsors and to everyone who has given something of themselves to reach our goals and continue to strive for future endeavors.

We thank you for all your support and look forward to many fantastic years ahead!



**Kate Hammond, Superintendent, Valley Forge National Historical Park
Ex-Officio Board Member**

9 Year Partner

"GVF is a leader in developing the region's sustainable transportation options, enhancing the quality of life, economy and sustainability of the region. The National Park Service has a long history of partnering with GVF to address transportation issues in the community surrounding the park and in the park itself. I am honored to serve GVF and support the organization's work as an ex-officio board member."

WE ARE The Future



The future of mobility is changing so rapidly that it's challenging to stay current. How people moved throughout our country and our region has been the same since the development of our transit system and our highway network. In the last five years there has been a dramatic shift in how people are choosing to move. With the introduction of mobile platforms and the growth of the sharing economy, the **"how" we move has changed.** In our region we are working with vanpool operators to promote a mode that is very popular in other parts of the country. We are working with our counties and local governments on trail development and expansion, in addition to bike lanes on roadways and sidewalks for pedestrians. We are also continuing to manage last mile shuttles and educating our partners and the public about these mobility options.

While these mobility options are critical for today, we are also **working on additional alternatives for tomorrow.** We are very active on the King of Prussia rail project. This line will be the first major expansion in our transit system in decades. Through our involvement with the Association for Commuter Transportation, where I serve as President of the Board of Directors, we are working with many of the players in the sharing economy. Not only are we looking at how people are using Lyft and Uber but we're also looking at **how people are using technology to make choices.** We're working with many of the companies that are working on autonomous vehicles and beyond. For generations our country has moved in a certain way but that is no longer the case as technology continues to evolve at such a rapid pace. In order for our region to **remain economically competitive** we need to be sure these new tools are here for our collective today and to continue to **innovate for our tomorrow.**

GVF will be a leader in all of this, as we are forming an innovation committee to review what is coming into the marketplace and to also determine how we can continue to be a thought leader in its further development and implementation in our region. I encourage you to join us! - Rob Henry, Executive Director

Main Line Chamber of Commerce 20 Year Partner

"As an organization with more than 900 member businesses, we hear all the time about the importance of being able to effectively move people and goods in our region. We value our 20-year-old partnership with GVF as we have found, time and time again, areas in which our views align and we can work together to make positive change."



The **Main Line**
Chamber of Commerce™



ANNUAL REPORT



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