



Annual Report

Advocacy | Sustainability | Partnerships



GVF

A TRANSPORTATION MANAGEMENT ASSOCIATION

2014

who we are

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.

Current Board of Directors

President, Jeff Guzy, AECOM

Vice President, Bruce Hartlein, Liberty Property Trust

Treasurer, Casey Moore, McMahon Associates

Secretary, Bob Hart, Simon

Executive Director, Rob Henry, GVF

Board Members

Bert Cossaboon, McCormick Taylor, Inc.

Bill Martin, Tredyffrin Township

Dave Kraynik, Upper Merion Township

Kim Carron, Vanguard

Pat Moir, Suburban Transit Network, Inc.

Terrence Foley, City Avenue Special Services District

Ex-Officio Members

Jody Holton, Montgomery County Planning Commission

John Calnan, SEPTA

Kate Harper, State Representative

Leslie Richards, Secretary of Transportation, PennDOT

Michelle Kichline, Chester County Commissioner

Mike Vereb, State Representative

Patty Elkis, DVRPC

Tim Briggs, State Representative

Valerie Arkoosh, Montgomery County Commissioner

GVF Staff

Executive Director

Rob Henry

Assistant Director

Maureen Farrell

Planning Director

Kyle Guie

Marketing Director

Laura Vitale

Marketing & Outreach Coordinator

Aria Walerski

Project Coordinator

RJ Griffin

Office Manager

Diane Pfanders

Administrative Assistant

Trish Sakal

Current Affiliations

(RH) CEO of Communities in Motion, a GVF TMA Foundation, President of the Association for Commuter Transportation (ACT), Board Member for the King of Prussia District, Chair King of Prussia District Transportation Committee, KOP Rail Steering & Stakeholder Committee, PennDOT Catalyst Committee

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

(KG) Legislative committee member and board member of Pennsylvania Chapter of the American Planning Association

who we are

2014 appointed board members



*Patty Elkis
Director of Planning,
DVRPC*



*Leslie Richards
Commissioner,
Montgomery County**



*Kate Harper
State Representative*



*Bill Martin
Manager,
Tredyffrin Township*

* In 2015, Commissioner Leslie Richards was named the new PennDOT Secretary of Transportation

insight

From the President

I'm thrilled and honored to be a part of such a great team as we mark our 25th anniversary. Each year I think we've reached our pinnacle of achievement, and every year thereafter the team continues to outperform. Over this past year we've seen record numbers of participants in every one of our programs, and our social media engagement continues to expand. Obviously this means that our messages and content are valued, and meaningful. Our team members continue to be honored and recognized by their peers as leaders in their fields – another sign of our overall strength and a key factor in our success.

None of this would be possible without you – our members and supporters. We truly appreciate your time, engagement, and commitment to GVF and the work we are doing to make this region more livable, competitive and productive. Your participation is vitally important as we help move our region forward – and we thank you for being part of the team.

I would be remiss if I did not recognize Steve Lester. Steve was President of the Board for many years, and has been a long-term supporter and member of the TMA. Steve formally retired this past year, and we will miss his leadership and guidance.

Best wishes for a safe and productive year for all of you, and hopefully we'll be celebrating GVF's 50th together!

Sincerely,



Jeff Guzy, *President*

From the Executive Director

GVF had an amazing year in 2014 and we couldn't have been as successful without the support of our partners so thank you! During the year we received various awards, we narrowed our focus to getting the understanding of TDM out to the traveling public, saw firsthand how ACT 89 is investing in Pennsylvania and had record attendance at our events.

We have a fantastic team in place that makes my job easier and I'm blessed with a wonderful Board of Directors who give so much of their time and talent to move GVF forward. In 2014, the board also authorized us to take our talents to areas beyond GVF's service area. We were featured speakers at various national events and I was elected to be the President of ACT National. Through these moves our goal is to continue to grow GVF and our collective influence in advocating for our partners while increasing the visibility of TDM throughout the country.

In 2015, we have an exciting milestone as we celebrate our 25th Anniversary. In order to celebrate our longevity we have laid out a plan to thank our partners and in particular those who have been long term partners with us on our journey to make the region a better place to work and live. Thank you once again to all of you who volunteer your time and talent to GVF and to our amazing team. You are all making a difference for our region and beyond!

Sincerely,



Rob Henry, *Executive Director*

Twitter: @GVFHenry

Best Workplaces for Commuters

5th consecutive year



ACT National Marketing and Outreach Award



Maureen Received Emerging Leader Award in Transportation Demand Management (TDM)



tdm's evolving role

“**PennDOT** truly appreciates GVF’s ongoing commitment to identify and address TDM opportunities in the region. Our long-standing partnership with GVF adds a dimension of technical expertise and in-depth local knowledge of the region that is essential if we expect to achieve lasting solutions to our transportation challenges,” said **Brian Hare, P.E., Chief, Planning and Contract Mgmt. Division for PennDOT.**

Transportation Demand Management, or TDM, are strategies and policies to help reduce congestion. As the leading transportation advocate, GVF educates commuters on resources available to driving alone and tools to alleviate traffic.



GVF launched a new website, wearetdm.com, at its 20th Annual Transportation Conference. The site is a one stop shop for information, or tools, so people can learn what their alternatives are to driving alone. Whether you are tired of sitting in traffic or looking for the closet trail connection, this site will help you find the information you need to save time, money and ultimately find a better way to commute.

GVF’s role with TDM continues to evolve. Looking at a major corridor in our region, U.S. 422, GVF was successful in securing a **\$200,000 research grant through PennDOT** in partnership with Temple University’s Center for Sustainable Communities and CFA Consultants.

- Focus of the **U.S. 422 TDM Policy Brief:**
 - Analyze past TDM efforts suggested for 422 Corridor
 - Evaluate barriers to addressing traffic congestion
 - Develop short and long term TDM strategies and recommendations that can be implemented to the US 422 Corridor
- GVF was asked to present the findings of this study to the former PennDOT Secretary of Transportation, Barry Schoch, and his leadership team.
- GVF conducted two workshops to engage transportation professionals and the public on the potential for more effective TDM implementation.



tdm's evolving role

Launched wearetdm.com



A Better Way to Commute

We Are Biking



We Are Carpooling



We Are Public Transit



wearetdm.com



We Are Shuttles



We Are Vanpooling



We Are Work From Home

advocacy

Impact of ACT 89

At the end of 2013, Pennsylvania passed the landmark transportation bill, or Act 89, which is a comprehensive transportation funding package that added an additional \$2.4 billion of revenue. GVF kicked off the year by hosting a Transportation Funding Seminar—"What does it mean for you", which focused on project prioritization. With over 80 professionals in attendance, the audience heard from: GVF Executive Director Rob Henry, former PennDOT District 6 Executive Les Toaso, DVRPC's Deputy Director John Ward and PennDOT Deputy Secretary of Planning Jim Ritzman (pictured right).



Act 89 has brought funding and tangible improvements. To date, there are

53 projects being funded in GVF's service area as part of the Transportation Improvement Program. This totals **\$571,630,070 → \$19,901,000** dedicated to bike and pedestrian projects and **\$200,549,000** for transit improvements. The remaining **\$351,180,070** has been allocated for roadway and highway related projects.



The repaving of City Avenue is the first project in the Philadelphia area to be funded by Act 89 dollars. This project provided **\$2.8 million** to repave five miles of roadway from the Schuylkill River to Haverford Avenue. Celebrating this victory with City Avenue Special Services District's President and CEO Terrence Foley, Rob Henry was invited to the press event, among other distinguished honorees such as former Lieutenant Governor Jim Cawley and former PennDOT Deputy Secretary, Brad Mallory (pictured left).

Act 89 is also a funding source for projects such as:

- 422 Schuylkill River Bridge
- Norristown High Speed Line extension
- PennDOT's, "Green Light-Go" program, which will assist municipalities with traffic signal improvements that are intended to reduce congestion
- Sullivan's Bridge
- US 202 Section 600
- US 422 Stowe Interchange



Bike and Pedestrian Improvements

Phoenixville–Mont Clare Bridge Connection

- With grant assistance and project coordination by GVF, Phoenixville Borough received **\$481,900** to improve the Schuylkill River Trail connection between downtown Phoenixville and Mont Clare in Upper Providence Township.
- Funding was secured through the Department of Conservation and Natural Resources C2P2 program.
- The grant will fund the construction of approximately 0.2 miles of trail across the PA Route 29 Mont Clare Bridge and will provide ADA access, landscaping, project signage, and other bike and pedestrian improvements.
- Phoenixville has also completed most of the Schuylkill River Trail that traverses the borough. This connection was a key missing link within the entire Circuit network.

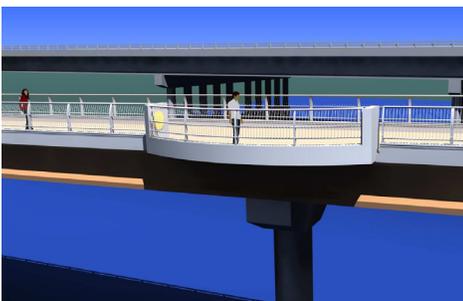


“Over the past seven years that I’ve been the Borough Manager, the GVF team has provided an incredible amount of support to our local needs as well as how those needs are integrated on a regional basis. That support has garnered millions of dollars in federal, state and county funding for a myriad of projects from streetscapes to the Schuylkill River Trail. They are an integral and heavily relied upon asset.”

— Jean Krack, Manager, Phoenixville Borough

Sullivan’s Bridge

- Construction began in the spring of 2014 and is anticipated to be completed by spring of 2016
- Connection will greatly expand bicycling and pedestrian recreational and commuter opportunities across the Schuylkill River between Valley Forge National Historical Park and Schuylkill River Trail
- Rob Henry was selected to sit on the committee responsible for naming the bridge



advocacy

Through GVF's advocacy efforts and its public policy committee, we continue to be an influential leader in regional projects and national issues.



Maureen Farrell with U.S. Senator Bob Casey at the Manayunk Bridge Trail groundbreaking



Rob Henry with U.S. Senator Bob Casey and SEPTA's CFO Rich Burnfield at Suburban Station for a press event advocating for parity for the transit benefit



GVF presents former Congressman Jim Gerlach with his Career Achievement award



Rob Henry appointed to the steering committee for Montco 2040 comprehensive plan

Coalitions

This year, GVF's *US Route 422 Corridor Coalition* and *Schuylkill Valley Transportation Coalition (SVTC)* brought together regional stakeholders to advocate and discuss important transportation issues and projects. Meetings have included informative presentations on:

- Lower Merion Township: Manayunk Bridge Trail's regional implication
- Montgomery County Planning Commission: The Norristown Trail Junction Project
- Montgomery County Planning Commission: Regional trail project updates on Chester Valley Trail and Schuylkill River Trail
- Montgomery County Development Corporation: Discussion of economic development initiatives in Montgomery County and the 422 corridor



Moving the King of Prussia Rail Project Forward

GVF has been actively involved in moving the King of Prussia Rail project forward. Our Executive Director sits on various strategic planning committees within the project. The King of Prussia Rail project will be transformative for King of Prussia and the region. The region hasn't had a major transit capital project for far too long and this project will lead the way. The project team has made significant progress in navigating the federal process, as we started with thirty potential rail line options, narrowed it down to sixteen and then reduced it down to four alternatives.

Why is the rail project transformative for the region?

- It will provide rail service to the largest shopping mall in the country in terms of leasable square feet
- It will provide rail service to King of Prussia business community, which is the largest suburban employment center in the region
- It will support Upper Merion Township's new zoning that will allow for mixed use in the business park
- It will provide access to jobs for residents of Montgomery County and Delaware County that live along the existing line
- It will create new jobs during and after construction
- It will reduce congestion and improve air quality

Stay connected to the project by following GVF on social media and by receiving our weekly e-news.



sustainability

GVF implements strategic TDM plans to meet the needs of our partners. Through outreach campaigns and coordination for events such as *Earth Day*, *Bike to Work Day*, *Dump the Pump* and *Car Free Day*; GVF continues to raise awareness of sustainable practices. *GVF's Annual Sustainable Awards* are another tool where GVF works with its partners to create programs that *improve air quality* and *make it easier for their employees to get to work* through an alternative form of transportation. Below are highlights of GVF's sustainability efforts.



GVF Partner Vanguard receives 2014 AQP Excellence Award

Lankenau Medical Center's Vice President, John Schwarz, receives their bronze level Sustainable Award

sustainability

“The GVF team not only helps us run a sustainable and efficient commuter benefits program, they keep us informed on all local, state and national related transportation issues.”

— Kim L Carron, Corporate Real Estate & Facilities Management, Vanguard

GVF's first ever Commuter Olympics

As we educate our partners on alternatives to driving alone, we wanted to challenge ourselves to practicing what we preach. We have created a story to share with our partners that choosing an alternative to driving alone is easy and can be a lot of fun!

Commuter Olympic highlights:

- 10 week challenge
- Incentivized employees weekly with fun prizes
- Weekly recognition with bronze, silver or gold “Olympic” status
- Overall leaderboard standings of winners and their total savings were announced at the end of the challenge



GVF staff saved **1,356 miles** – which is the equivalent of traveling from the GVF office in King of Prussia, PA to the city center of Key West, FL!



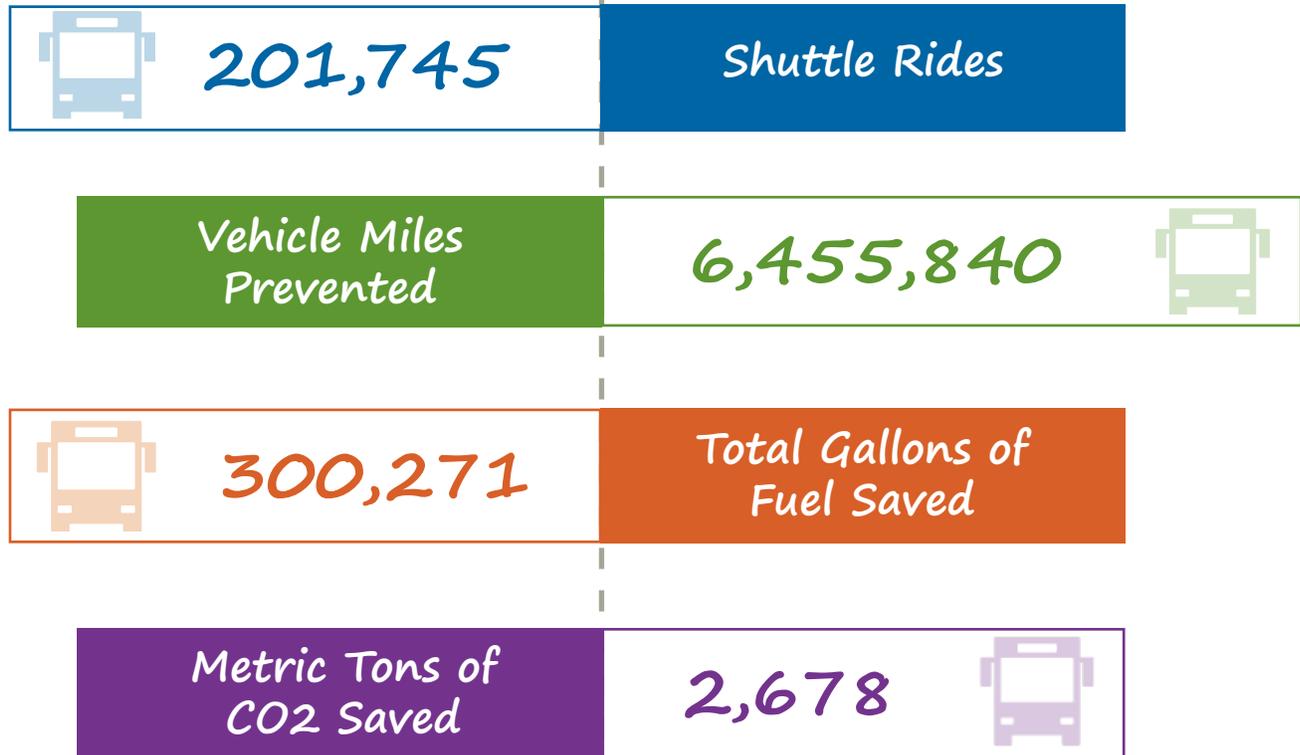
“Our partnership with GVF supports the critical work of building access to educational opportunities for the students of Montgomery County Community College. The inter-campus shuttle program removes a transportation barrier that may otherwise prohibit students from attending college and completing a degree. GVF is also helping the College to achieve its goal of carbon neutrality by 2050.”

— Dr. Karen Stout,
President, Montgomery County Community College

shuttles

With over **20 years** of shuttle management experience, GVF partners with large corporations, colleges, national park services, retail establishments and townships. Since our inception, GVF shuttle systems have carried **over 1 million trips**. GVF's managed shuttle systems had several milestones in 2014:

- The King of Prussia District's shuttle system the**connector**, celebrated its first anniversary in 2014 and transported over **13,000 passengers**
- Upper Merion Rambler celebrated **15 years** of service
- Montgomery County Community College launched its **first CNG powered shuttle**, which prevented **400 metric tons of CO2** and saved over **45,000 gallons of fuel**
- An average of **13,875 riders per month** are transported on Vanguard's shuttle system



partnerships

“ Limerick Township continues to experience significant growth due to our location along Route 422. Proper management of roads and traffic is vital to ensure the economic vitality of the community. The GVF organization offers great institutional knowledge of local, regional, and state-wide issues, and our long standing partnership has assisted Limerick with maintaining positive traffic planning and management techniques which benefit our residents and business community. ”

— Dan Kerr
Manager, Limerick Township

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ENGINEERING AND CONSTRUCTION

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enterprise™

THG
THE **HARMAN GROUP**
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parking planning and design

ENTERPRISE HOLDINGS.
Alamo
enterprise
National

Lankenau Medical Center
Main Line Health®

WBCM

Partnering with GVF

GVF partners with local governments, planning agencies, chambers of commerces, 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.

GVF was proud to add seven new partners in 2014.

“ GVF recognizes the unique compatibility of Pottstown's alternative transportation assets, from our bus system to our walkable and bikeable neighborhoods, and partners with us in the advocacy of projects that help us develop a more sustainable, livable community. ”

— Erica Weekley
Assistant Manager, Pottstown Borough

professional services

Data Analysis

- Bicycle and Pedestrian Mobility Studies
- Parking Studies
- Transit Studies
- Travelshed and Employee Trip Reduction Plan

Website Development & Management

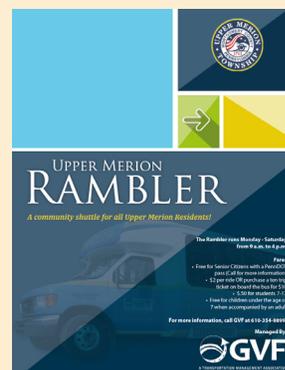
- 422improvements.com
- Movingyou.org
- PACarpool.com
- Paolionthemove.com
- Phillytraffic.com
- US202.com
- Wearetdm.com

Graphic Design

- Annual Reports
- Marketing Collateral Print/Digital
 - Brochures/Flyers
 - Newsletters
 - Postcards

Video Production

- Examples of Successful Design
- Exploring TDM
- GVF News
- Partners in Sustainability
- Understanding Infrastructure



professional Services

Through GVF's best practices and successful programs, we are also called upon as expert speakers at regional and national conferences and seminars.

Creating Sustainable Mobility, ACT

Rob Henry and Maureen Farrell spoke at ACT National's Lone Star Chapter event, *Creating Sustainable Mobility*, in Houston, Texas. Rob and Maureen were asked to keynote the event and highlight GVF successes relevant to advocacy, creating strategic partnership and GVF's marketing and communication strategies.



SMPS



SMPS Northeast Regional Conference

Maureen Farrell was a featured speaker at *Society for Marketing Professional Services (SMPS) Regional Conference*. Maureen presented on Business Growth through Effective Communication Strategies & Leveraging Partnerships.

The Transportation Research Board (TRB) 94th Annual Meeting

Kyle Guie presented at the The Transportation Research Board (TRB) *94th Annual Meeting* which was held in Washington, D.C. The program attracted *12,000 transportation professionals* from around the world with more than *5,000 presentations* in nearly *750 sessions and workshops* addressing topics of interest to all attendees.



events

GVF's four signature events had over *750 executive professionals in attendance* — an *increase of 40%* from last year. These events not only provided informative discussions but they also presented exceptional networking opportunities.

4th Annual Legislative Breakfast

With the recent passage of ACT 89, the four panelists provided an update on the most pressing legislative issues focusing on mobility at the federal, state and local levels.

Panelists included:

- Chester County Commissioner Kathi Cozzone
- Former Montgomery County Commissioner Leslie Richards
- State Representative Kate Harper
- State Representative Tim Briggs
- Jeff Guzy, Vice President, Regional Manager AECOM and GVF Board President



events

24th Annual Meeting

Keynote speaker, Pat Deon, SEPTA Chairman and PA Turnpike Commissioner, highlighted upcoming local transportation projects. We also recognized *exceptional leaders*, as well as the first-ever recognition of the *top TDM Professionals under 40* in the region.

Leadership Award Recipients:

- **Career Achievement:** Former Congressman Jim Gerlach
- **Engineering:** McMahon Associates
- **Legislative:** Recognized State Senators and Representatives, within GVF's service area, who voted 'yes' for ACT 89.
- **Planning:** The Economy League of Greater Philadelphia
- **Peter P. Quinn:** Bob Hart, Simon & GVF Board Secretary
- **Private Sector:** Main Line Chamber of Commerce
- **Public Sector:** Former PennDOT Secretary of Transportation Barry Schoch & PennDOT District 6



GVF's first ever top TDM professionals under 40 in the region



events

5th Annual Sustainability Breakfast

Recognized **33 organizations** throughout the region, which **represented more than 65,000 employees**, with GVF's Sustainable Awards for their achievements in implementing programs that promote commuting alternatives.



- Keynote speaker, Luanna Huber, Director of Corporate Citizenship for The Walt Disney Company, discussed the TDM programs that exists at The Walt Disney Company.
- 6abc Action News Morning Anchor, Matt O'Donnell was the master of ceremonies for the Annual Sustainable Awards.



The Walt Disney Company



GVF's 5th Annual Sustainable Award recipients



events

20th Annual Transportation Conference

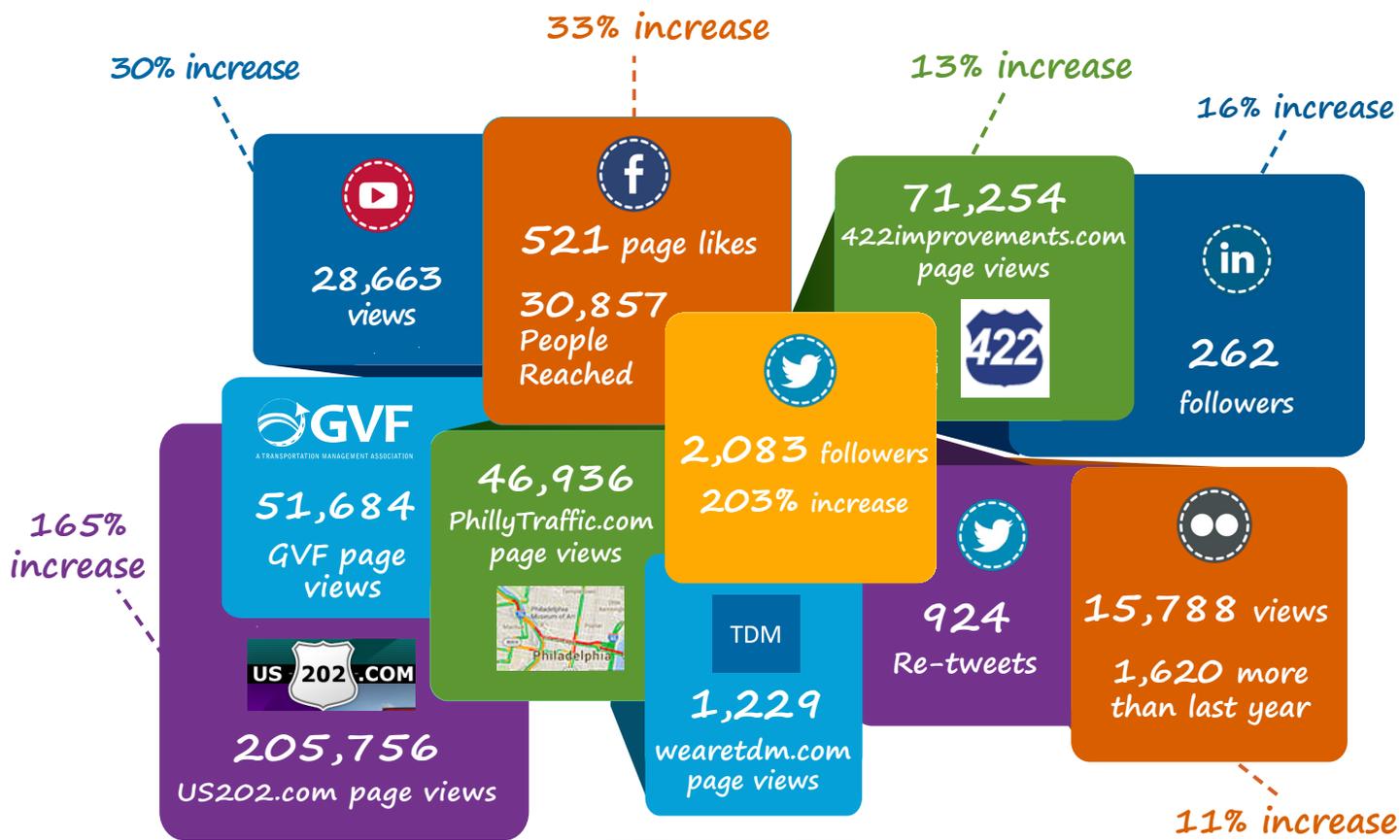
Featured *six concurrent panel sessions*: Local & State Public Policy, Economic Development, National Public Policy, Innovative Sustainable Best Practices, Regional Partners, and National Innovation; *two prominent keynote speakers*, for a total of *28 speakers*.

- One of our featured keynote speakers: Jon Martz, Vice President of Government Relations for vRide, who has over 30 years of TDM experience.
- A few of our panelists included: Congressman Brendan Boyle; Barry Seymour, DVRPC; Brad Mallory, former PennDOT Deputy Secretary; Joe Casey, SEPTA; Regional innovation: RideScout, Mobility Lab, and TransitScreen.



marketing highlights

GVF managed social media & websites



GVF was featured in...



THE MERCURY

community outreach

GVF staff continued to donate time and resources to a number of local and national charities including but not limited to: *March of Dimes* (Maureen Farrell sits on their Transportation, Building & Construction Luncheon Board), *Pride of Quakertown*, *Communities in Motion*, and *The ALS Association*. For the fourth consecutive year, GVF and the King of Prussia District partnered in its annual *Philabundance food drive*, which collected over 800 pounds of food. GVF employees also, for the fifth consecutive year, adopted a family through the *Salvation Army*.





gvftma.com

phillytraffic.com

wearetdm.com