



# Annual Report

# 2013



A TRANSPORTATION MANAGEMENT ASSOCIATION



# Highlights

**180,000**

**Trips on Managed Shuttles**

Set an all-time high for the  
Upper Merion Rambler system

**30**

Organizations  
Recognized for  
Sustainability

**65%**

Increase in views for  
[www.gvftma.com](http://www.gvftma.com)

All Communication Tools Increased  
in followers/likes/views

**15**

**New Partners**

**Featured**

as a Transportation  
Expert - Philadelphia  
Inquirer, CBS 3,  
KYW 1060

**32%**

Increase in  
Event Attendance

**Legislative  
Trip**

Regional executives traveled  
with GVF staff to meet with  
PennDOT, PA House and  
Senate leadership in  
Harrisburg



# Who We Are

**F**ounded 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.

## BOARD OF DIRECTORS

**President,** Jeff Guzy, URS

**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

Don Steele, PA Turnpike

John Calnan, SEPTA

Kate Harper, State Representative

Kathi Cozzone, Chester County Commissioner

Leo Bagley, Montgomery County

Les Toaso, PennDOT

Rich Bickel, DVRPC

Tim Briggs, State Representative

## GVF STAFF

### Executive Director

Rob Henry

### Assistant Director

Maureen Farrell

### Project Manager

Kyle Guie

### Marketing & Outreach Coordinator

Chrissy Miturra

### Marketing & Outreach Coordinator

Laura Dowhie

### Office Manager

Diane Pfanders

### Administrative Assistant

Trish Sakal

## AFFILIATIONS

**(RH)** CEO of Communities in Motion, a GVF TMA Foundation, VP of the Association for Commuter Transportation (ACT), Board Member for the King of Prussia District

**(MF)** COO of Communities in Motion, a GVF TMA Foundation, March of Dimes Transportation, Building & Construction Board, Society for Marketing Professional Services (SMPS) Philadelphia Chapter Board

**(KG)** Board Member and Legislative Committee Chair for the Pennsylvania Chapter of the American Planning Association

## From the President

We aren't quite at our 25 year anniversary, but we are close enough. So let's reminisce and more importantly look forward. I recently spent some time with the staff of GVF, and we talked about the TMA: where we have been, and where are we going. It's been 24 years now, and we have come a long way from our days sharing space at the Upper Merion Township Building (thank you Upper Merion!). The staff has grown, our membership has grown, our reach has grown – and it's all due to our ability to meet and exceed the expectations of our membership and our sponsors. I can honestly say that we continue to improve, and our staff really does the heavy lifting while all of you continue to provide support and input.

Think about the large scale improvements to our transportation system in our service area over the past several years – widening US 202, improving PA 309, widening the PA turnpike, reconstructing US 422 – the TMA has been there and played an important role. We have helped improve communication with the public, coordination with mass transit, and managed shuttle services – just to name a few of our contributions. At the same time we have grown our membership, and increased the services that we provide to our members – carpooling and shared rides, transit coordination and job access – the list goes on. And transportation funding – we helped carry the message to Harrisburg – and we'll see benefit not just for all of us but more importantly for the next generation.

Advocacy, Sustainability and Partnerships – our board has endorsed these three words as saying it all for GVF, and they continue to guide us. We are a model TMA in Pennsylvania and in the United States. But that's still not good enough – we need to continue to improve – and I am convinced we have the right team to do so. Thank you for your continued support, and here is to (almost) 25 years!

Sincerely,



Jeff Guzy, President  
URS

## From the Executive Director

Once again GVF had an excellent year and the year's success was culminated with Governor Corbett signing a transportation bill for Pennsylvania. Our advocacy efforts paid off as it was through the support of our partnerships and our elected officials who voted for the funding bill that this was able to become a reality.

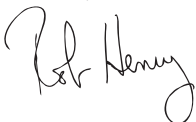
We also saw phenomenal growth in our partner's sustainability efforts and their participation in our programs. To date we've recognized over seventy organizations representing over one hundred thousand employees which is an amazing accomplishment.

GVF and our team were also recognized for their work both locally and nationally. One of our goals is to be a leader for smart transportation investment in our country and we feel that validated through this recognition.

We also continued to grow our professional services such as shuttle management, graphic design and public relations in the TDM realm. In addition we added to our number of partners while also growing our foundation Communities in Motion.

Thank you again for your support and we look forward to continuing to work with all of you to continue to enhance and improve our region.

Sincerely,



Rob Henry, Executive Director  
Twitter: @GVFHenry



# Awards



## BEST Workplaces for Commuters<sup>SM</sup>

Excellence  
in Commuter Benefits

### BEST WORKPLACES FOR COMMUTERS

*Gold Level Supporting Agency*

We received the highest recognition for the fourth consecutive year.



### MAIN LINE CHAMBER OF COMMERCE

*Nonprofit CEO of the Year*

Executive Director, Rob Henry, was selected as MLCC's Nonprofit CEO of the Year.



### ASSOCIATION FOR COMMUTER TRANSPORTATION

Executive Director, Rob Henry, received the national Excellence in Advocacy award.



### ASSOCIATION FOR COMMUTER TRANSPORTATION

Assistant Director, Maureen Farrell, was recognized as one of the top "40 Under 40" national TDM professionals.

# Transportation Funding



GVF Assistant Director Maureen Farrell, Montgomery County Planning Commission Assistant Director Leo Bagley, Montgomery County Commissioner Leslie Richards, DVRPC Executive Director Barry Seymour and Montgomery County Planning Commission Executive Director Jody Holton stand with a signed copy of the transportation bill.

On November 25, Governor Tom Corbett held a press conference to sign a comprehensive transportation bill and GVF was there to celebrate the victory. This funding package will keep Pennsylvania safe and economically competitive by investing an additional \$2.3 to \$2.4 billion into the state's roads and bridges and provide funding for mass-transit systems across the state.

GVF advocated to ensure this bill would pass and below are highlights of our efforts:

- Organized a Legislative Day in Harrisburg where 20 of our partners met with leadership to discuss the positive impact transportation has on economic development
- Actively involved in Keystone Transportation Funding Coalition
- Partnered with Chamber of Commerces to hold an exclusive transportation event, as well as keynote speaker opportunities
- Testified at the PA House Democratic Committee Hearing on the importance of passing a transportation bill





# Transportation Funding



Legislative Day participants included Fortune 500 companies, Chamber of Commerces, economic development corporations, universities, business improvement district and special services district, municipalities, engineering firms and a neighboring TMA.

GVF would like to thank **Governor Tom Corbett**, **Senator John Rafferty**, who was the champion behind introducing this legislation; as well as our two board members, **Representative Kate Harper** and **Representative Tim Briggs** for their strenuous efforts and leadership in supporting this bill.

Legislative Day participants included the following (from left):

- Bert Cossaboon, VP, **McCormick Taylor**
- Eric Goldstein, Executive Director, **King of Prussia District**
- Rob Henry, Executive Director, **GVF**
- Jeff Guzy, VP, **URS**
- David Niles, President and Executive Director, **Montgomery County Economic Development Corporation**
- Maureen Farrell, Assistant Director, **GVF**
- Richard Kubach, Sr., President, **Best Western PLUS The Inn at King of Prussia**
- Angela Murray, Assistant Director, Building & Planning, **Lower Merion Township**
- State Representative Tim Briggs
- State Representative Mike McGeehan, Democratic Transportation Chairman
- Bernie Dagenais, President & CEO, **Main Line Chamber of Commerce**
- Terrence Foley, President and CEO, **City Avenue Special Services District**
- Brian Shaw, Director of Business Services, **University of Pennsylvania**
- Michael Fox, VP, **Univest**
- Tim Phelps, Executive Director, **Chester County TMA**
- Jeff DeVuono, VP, **Brandywine Realty Trust**





# Advocacy



GVF continues to be the regional advocate for transportation and infrastructure needs, as we work with local, state and federal legislators to positively influence policy, as well as regional projects.

## Public Policy Committee

Chair: Yassmin Gramian, Vice President, HNTB (pictured right)

Vice-Chair: Dan Kerr, Manager, Limerick Township

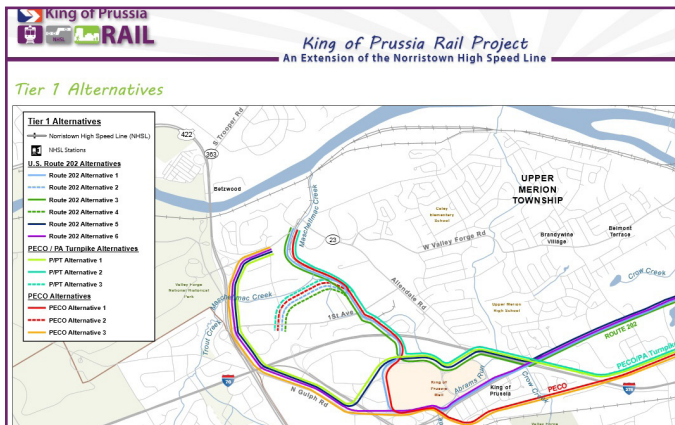


## Highlights of our Advocacy Efforts

In addition to the Pennsylvania transportation bill, GVF worked diligently to identify policy issues, submit and obtain letters of support towards specific projects and legislation that will positively affect our region.

Projects & Programs that we supported:

- Ardmore Transportation Center
- Norristown High Speed Line Extension Project
- Paoli Intermodal Transportation Center
- US 422/PA 363 - Trooper Road Interchange Improvements
- Sullivan's Bridge
  - New bicycle/pedestrian bridge over Schuylkill River to link the regional trail systems of Montgomery and Chester Counties, Valley Forge National Historical Park and Upper Merion Township
- Transit Benefit Parity with the Parking Benefit
- Rob and Maureen presented U.S. Representative Allyson Y. Schwartz (PA-13) with the 2013 National Association for Commuter Transportation's "Legislator of the Year" for her work in Congress to support transit funding, commuter benefits and infrastructure initiatives in Pennsylvania.



# Advocacy

## Activities that we participated in:

- Joint event with PenTrans & The Economy League of Greater Philadelphia
- Rob served on:
  - County-wide Public Transportation Plan for Chester County
  - The Economy League of Greater Philadelphia World Class Infrastructure Strategy team
  - Montgomery County's 2040: A Shared Vision committee
  - ACT National's Reauthorization Task Force
- Advocated with area Chamber of Commerces to coordinate dedicated events focused on transportation funding, conducted presentations and surveyed Chamber members on the importance of transportation
- Invited by Rep. Mary Jo Daley to testify at PA House Democratic Policy Committee on the importance of transportation's impact on livable communities
- Rob was invited to participate with U.S. Senator Bob Casey to the King of Prussia headquartered company, AmeriGas, where Senator Casey introduced his new legislation titled: The Clean Vehicle Corridors Act



**GVF continues its advocacy efforts through managing two coalitions and two incident management taskforces.**



"We have found our partnership with GVF to be very valuable particularly with advocacy; not only on transit issues, but transportation as a whole, as they bring our issues to the state and federal legislators to improve this region."

— Terrence Foley, President and CEO of City Avenue Special Services District and GVF Board Member



# Sustainability

Through travel demand management (TDM) or best sustainable practices, GVF works with its partners to develop programs and initiatives that help to reduce congestion and improve air quality.

## Sustainable Awards

Through our Sustainable Awards program, to date we have awarded over **70 organizations**, which included Fortune 500 companies, colleges and universities, developers, health care institutions, engineering firms, municipalities and business improvement districts that represent **over 100,000 employees**.



At the 2013 Sustainability breakfast, 30 companies and organizations were recognized for their outstanding achievements in implementing programs that provide and promote commuting alternatives to their employees and community.

- 9 companies offer shuttle service to employees
- 12 companies held commuter events that explained the transportation alternatives available
- 26 organizations installed bike racks for employees who bike to work
- Over half of the companies represented provided the following to their employees: bike racks/storage, provided commuter alternatives, assisted with alternative fuel vehicles and had a recycling program
- Other companies provided preferred parking for carpools, a commuting subsidy, or allowed telecommuting or compressed work week





# Sustainability

GVF educates, encourages and implements programs to engage in TDM programs, such as carpooling or vanpooling, biking, public transit, walkability to work, telework and/or flextime. GVF coordinated events, such as:

**Earth Day**

**Bike to Work Day**

**Dump the Pump**

**Car Free Day**

with its partners so their employees can learn more about the benefits of TDM programs.



# Shuttles

GVF saw **tremendous growth** in shuttle management in 2013, which was attributed to the launch of additional shuttle systems. Through **20 years of experience** in managing shuttles, we assisted local governments, large corporations, universities, retail establishments and the national park service with their transportation needs for employees and visitors. Some of the shuttles feature **free Wi-Fi, advanced scheduling software, tracking service**, along with additional amenities that are helpful and convenient to the rider.

## Ridership Increase

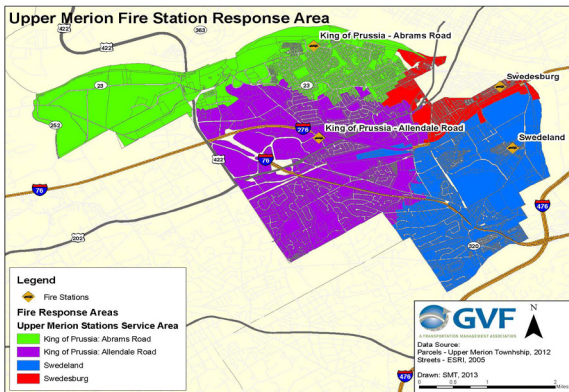
2012  
36,000  
Riders

2013  
180,000  
Riders





# Professional Services

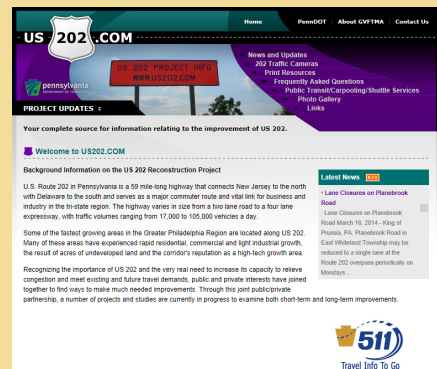


# DATA ANALYSIS

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

## WEBSITE MANAGEMENT & PRODUCTION

- [422improvements.com](http://422improvements.com)
- [Paolionthemove.com](http://Paolionthemove.com)
- [US202.com](http://US202.com)
- [Greenwood.gvftma.info](http://Greenwood.gvftma.info)



# GRAPHIC DESIGN

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

# VIDEO PRODUCTION

GVF Video Series:

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

## Understanding infrastructure: US422 Pottstown area improvements





# Partnerships

## New Partners



"Developing and maintaining world class infrastructure in our region is crucial to advancing growth and opportunity over the long run. The Economy League is proud to partner with GVF to strengthen Greater Philadelphia's transportation network."

— Steven T. Wray, Executive Director, The Economy League of Greater Philadelphia

# Partnerships

"We value our association with GVF because it addresses an important need in the community. The ability to move goods and people throughout a region is an essential part of a strong economy. In a survey, Chamber members recently identified transportation as one of the top government-related issues of concern to them."

— Bernard Dagenais, President and CEO of the Main Line Chamber of Commerce

## We Partner With...



# Signature Events

GVF's events had over **500 executive professionals** in attendance - **an increase of over 30%**. The events showcased dynamic speakers from various local, state and national associations, as well as local, state and national elected officials.

## 3<sup>rd</sup> Annual Legislative Breakfast

Focused on Governor Tom Corbett's recent transportation funding announcement

Panelists included:

- State Senator Andy Dinniman, 19th Senatorial District
- State Senator Daylin Leach, 17th Senatorial District
- State Representative Tim Briggs, 149th Legislative District
- State Representative Kate Harper, 61st Legislative District
- Montgomery County Commissioner Leslie Richards
- Chester County Commissioner Ryan Costello



## 23<sup>rd</sup> Annual Meeting

Offered a networking reception with industry executives and recognition of its annual leadership awards

- Engineering: Urban Engineers
- Legislative: State Senator John Rafferty, 44th District
- Planning: King of Prussia District
- Peter P. Quinn: Blythe Seese, Kreischer Miller
- Private Sector: BartonPartners Architects Planners, Inc.
- Public Sector: SEPTA





# Signature Events

## Annual Sponsors

**Platinum Sponsors:** Brandywine Realty Trust, Simon - King of Prussia Mall, URS

**Gold Sponsors:** Boles Smyth, Pennoni Associates, Inc., Urban Engineers

**Silver Sponsors:** DVRPC, HNTB, Liberty Property Trust, McCormick Taylor, McMahon Associates, Michael Baker Jr., Inc., Montgomery County Community College, Suburban Transit Network, Inc. (Transnet), Traffic Planning & Design, Univest Corporation of PA

## 4<sup>th</sup> Annual Sustainability Breakfast



Honored 30 organizations for their outstanding achievement in implementing programs that provide and promote commuting alternatives for their employees and community

- David Murphy, meteorologist from 6abc Action News was master of ceremonies
- Shawn Garvin, U.S. Environmental Protection Agency's Regional Administrator for Mid-Atlantic Region 3, also presented at the event
- Michael Stevens, Executive Director for Capitol Riverfront Business Improvement District in Washington, DC, was keynote speaker

## 19<sup>th</sup> Regional Transportation Conference



Concurrent panel sessions consisted of: Public Policy Updates, Economic Development & Planning and Local and National Travel Demand Management (TDM) Best Practices

- Rob Wonderling, CEO of Greater Philadelphia Chamber of Commerce (pictured below - right)
- John Robert Smith, Policy Director of Transportation for America (pictured below - left)
- Panelists included: PennDOT, elected officials, City Avenue Special Services District, ECONpartners, King of Prussia District, GVF, Montgomery County Community College, The Vanguard Group, Wells & Associates, Center for Urban Transportation Research (CUTR) and Drexel University



# Communications



## GVF was featured in...

**111** media pickups

**39** press releases

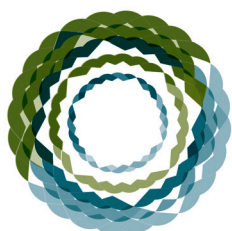




# Community Outreach



GVF and King of Prussia District partnered for the third consecutive year in its annual food drive, which benefits Philabundance. With the help of many donors from the King of Prussia business community and GVF partners, we **collected 1,040 pounds of food**. Additionally, for the fourth consecutive year, GVF employees **adopted a family through The Salvation Army**. GVF employees also contributed **over \$500** to various charities throughout the country.



**COMMUNITIES  
in MOTION**  
A GVF TMA FOUNDATION



Established in 2010, Communities in Motion, a GVF TMA Foundation, was created to build awareness and support for efficient and sustainable transportation through education and community outreach.

## Seat Belt Challenge

- **2,000 students** received the Survival 101 presentation (**4,000 cars across six (6) high schools**) were surveyed

## Sustainability Event at Spring-Ford High School

- Over **500 students attended** to learn more about future careers in sustainable fields

## Bike to Work Challenge

- Became part of the National Challenge and saw 350% increase in cyclist

## Awarded (2) Peter P. Quinn Scholarships

- Scholarships totaled \$2,400

## Grants Received

- Exelon Limerick Generating Station
- PA Department of Environmental Protection



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Advocacy

Sustainability

Partnerships

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