30GVF

ANNUAL REPORT 2020

30 YEARS OF SUCCESS

GVF celebrated its 30th anniversary in 2020!

1990 GVF is the first Transportation Management Association formed in PA.

1991 In partnership with Upper Merion Township, GVF installs 66 bus shelters throughout the township.

2000 The Upper Merion Rambler begins service. GVF has managed the shuttle for 20+ years!

2013 U.S. Senate and House of Representatives pass the long-awaited transportation reauthorization bill. GVF advocated tirelessly for the bill.

2015 GVF secured the funding for what would become Sullivan's bridge, a bike and pedestrian-only bridge across the Schuylkill River in Valley Forge National Historical Park.

2016 GVF and King of Prussia District form the King of Prussia Rail Coalition.

2020 Lower Merion Township Board of Commissioners adopts the region's first TDM Policy, which was drafted by GVF.

WHO WE ARE

In 1990, GVF was established as the first transportation management association in PA. We partner with private-public organizations, working towards efficient transportation systems, creating healthier environments, and improved economic development opportunities.

GVF Team:

- **Rob Henry, TDM-CP, Executive Director**
- **Maureen Farrell, Deputy Executive Director**
- **Stacey Weiss, TDM Manager**

AWARDS

Rob achieved national TDM certification in ACT's inaugural class. This program supports the continuing education and development of TDM professionals.

TDM-CP®

TRI-COUNTY YOUNG PROFESSIONAL AWARDS Gala 20 IN 2020

Maureen received the region's first Excellence in Infrastructure Award from the Tri-County Area Chamber of Commerce. Maureen was also appointed to Secretary of ACT's Board of Directors.

In 2020, GVF improved its Bicycle Friendly Business recognition, increasing from Bronze to Silver Level by The League of American Bicyclists.

BICYCLE FRIENDLY BUSINESS 2020-2024 SILVER THE LEAGUE OF AMERICAN BICYCLISTS

THE FIGURES

98,000 TOTAL PAGEVIEWS FROM GVF MANAGED WEBSITES

13+ MILLION TOTAL IMPRESSIONS THROUGH GVF MEDIA FEATURES

493% INCREASE IN SOCIAL MEDIA FOLLOWERS FROM 2019

46 TONS C02 PREVENTED BY GVF MANAGED SHUTTLES

1,500+ TDM COMMUNICATIONS SENT TO PARTNERS

400,000+ TOTAL IMPRESSIONS ON GVF MANAGED SOCIAL MEDIA ACCOUNTS

BOARD OF DIRECTORS

BOARD OFFICERS

President | Jeff Guzy
Executive Director | RK&K

Vice President | Robert Hart
General Manager
King of Prussia Mall, Simon

Treasurer | Casey Moore
Executive Vice President
McMahon Associates Inc.

Secretary | Kathy Sweeney-Pogwist
Senior Vice President
Brandywine Realty Trust

BOARD MEMBERS

George Broseman
Principal | Kaplin Stewart

Terrence Foley
President, CEO
City Avenue Special Services District

Eric Frary
Vice President
Michael Baker International

Ken Fulmer
President, CEO
Urban Engineers

Rob Henry, TDM-CP
Executive Director
GVF

William Martin
Manager
Tredyffrin Township

Ernie McNeely
Manager
Lower Merion Township

Andrew Rau
Partner
Unruh, Turner, Burke & Frees

Suzanne Ryan
Regional External Affairs
Manager | PECO

Kerrin Steele
Global Lead of Workplace Experience
and Faculty Operations | Vanguard

EX-OFFICIO MEMBERS

Amanda Cappelletti
PA State Senator

Tim Briggs
PA State Representative

Melissa Shusterman
PA State Representative

Ben Sanchez
PA State Representative

Kenneth Lawrence, Jr.
Vice-Chair Commissioner
Montgomery County

Michelle Kichline
Commissioner
Chester County

Rose Fennell
Superintendent | Valley Forge
National Historical Park

Scott France
Executive Director
Montgomery County Planning
Commission

Greg Krykewycz
Associate Director
Multimodal Planning | DVRPC

Brian O'Leary
Executive Director
Chester County Planning
Commission

Pamela Sarne-McCormick
Director of Legislative and
Community Affairs | SEPTA

Joe Serbu
Manager | PA Turnpike

PARTNERSHIP

500+ ZOOM ATTENDEES

2020 brought unusual challenges that required the world to adapt quickly. GVF was no exception. Throughout the unprecedented discord, GVF was able to pivot and continue to meet the needs of our partners.

As mobility continues to change for people dramatically, GVF is dedicated to helping our partners navigate this new world. As the nationally recognized TDM expert, GVF will continue to be your number one transportation resource.

In 2020, we brought you the latest updates

We shifted away from in-person events and brought you updates right to your home.

Topics included the latest on the pandemic, stimulus relief, SEPTA recovery measures, bike and pedestrian, economic updates, and more.

Featured speakers L-R: Congresswoman Madeleine Dean; Congresswoman Chrissy Houlahan; Ken McClain, Former District Executive, PennDOT District 6-0; Leslie Richards, General Manager, SEPTA

SPEAKERS:

- PA State Representative Tim Briggs
- Jesse Buerk, Manager, Capital Project Development, DVRPC
- PA State Representative Joe Ciresi
- Congresswoman Madeleine Dean
- Molly Duffy, Executive Director, Valley Forge Park Alliance
- Derek Dureka, Director Parks and Recreations, Upper Dublin Township
- Congresswoman Chrissy Houlahan
- Greg Krykewycz, Associate Director, Multimodal Planning, DVRPC
- Ken McClain, Former District Executive, PennDOT District 6-0
- Ken McLeod, Policy Director, The League of American Bicyclists
- PA State Senator Katie Muth
- Leslie Richards, General Manager, SEPTA
- PA State Representative Ben Sanchez
- PA State Representative Melissa Shusterman
- Lou Savastani, Chair, Bike Montgomery County
- Sarah Clark Stuart, Executive Director, The Bicycle Coalition for Greater Philadelphia
- Adam Supplee, Landscape Architect/Planner, Traffic, Planning, and Design
- PA State Representative Joe Webster
- Rob Wonderling, President & CEO, The Chamber of Commerce for Greater Philadelphia

TOP TDM PROFESSIONALS UNDER 40

In the spirit of shedding some light on the challenging times of 2020, GVF held its annual Top TDM Professionals Under 40 event recognizing **27 young professionals.**

ADVOCACY

ANNUAL LEGISLATIVE BREAKFAST

L-R: Congresswoman Madeleine Dean; Andy Rau, Unruh, Turner, Burke & Frees; Maureen Farrell, GVF; Michelle Kichline, Commissioner, Chester County; Marian Moskowitz, Chair, Commissioner, Chester County; Rob Henry, GVF; PA State Representative Tim Brigg; Eric Frary, Michael Baker International; PA State Representative Matt Bradford; Ken Lawrence, Vice-Chair, Commissioner, Montgomery County; Joe Gale, Commissioner, Montgomery County; Jeff Guzy, RK&K, GVF Board President

GVF's annual Legislative Breakfast was our one in-person event of 2020. The event saw **over 100 attendees** and offered an opportunity for attendees to hear from elected officials on relevant transportation updates.

Speakers included:

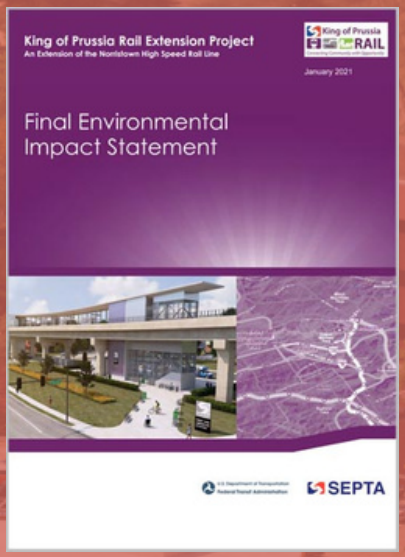
- **Congresswoman Madeleine Dean**
- **PA State Representative Tim Briggs, GVF Board Member**
- **PA State Representative Matt Bradford**
- **Montgomery County Commissioner, Vice-Chair, Ken Lawrence, GVF Board Member**
- **Montgomery County Commissioner, Joe Gale**
- **Chester County Commissioner, Chair, Marian Moskowitz**
- **Chester County Commissioner, Michelle Kichline, GVF Board Member**

KING OF PRUSSIA RAIL

The project reached several milestones during 2020:

- **The combined Final Environmental Impact Statement (FEIS) and Record of Decision (ROD) were signed**
- **SEPTA presented the King of Prussia Rail Project's Refined Route**

GVF supports the project through the King of Prussia Rail Coalition in partnership with the King of Prussia District.



ACT NATIONAL PUBLIC POLICY

GVF Executive Director Rob Henry serves as the Chair of the Public Policy Committee for ACT National. The group met with the Biden-Harris Transportation Transition Team representatives to discuss TDM priorities for the incoming administration, including the MORE Through TDM Act.

ACT'S MORE THROUGH TDM LEGISLATION

ACT announced legislation focused on solidifying the importance and support of TDM as a key strategy for federal transportation policy.

In 2020, the MORE Through TDM Act was introduced into Congress and reintroduced in 2021 by Congressman Jesús "Chuy" Garcia. ACT's definition of TDM was also introduced in 2020 by Transportation and Infrastructure Chair Representative Peter DeFazio during his managers' amendment for the Invest in America ACT.

INNOVATION

We have an opportunity to reimagine our communities for the future

GVF Develops First-Ever TDM Policy for the Region

Lower Merion Township's Board of Commissioners voted unanimously to accept a resolution to establish a TDM policy for the Township, making it the first TDM policy for this region.

The 82 Alliance

GVF staff created the 82 Alliance, a not-for-profit mobility think tank that focuses on reimagining how we move our cities, towns, and people. During this time of social unrest, climate change, and the pandemic, we can and should be planning and creating a better tomorrow.

Throughout 2020, in partnership with DS&MG and Econsult Solutions, the 82 Alliance hosted a webinar series called **"A Better Tomorrow."** The series discussed how cities and towns could plan beyond the pandemic and looked at mobility trends in 2021 and beyond.

The 82 Alliance

DS&MG
The Destination Sales and Marketing Group, Ltd.

ESI ECONSULT SOLUTIONS INC.

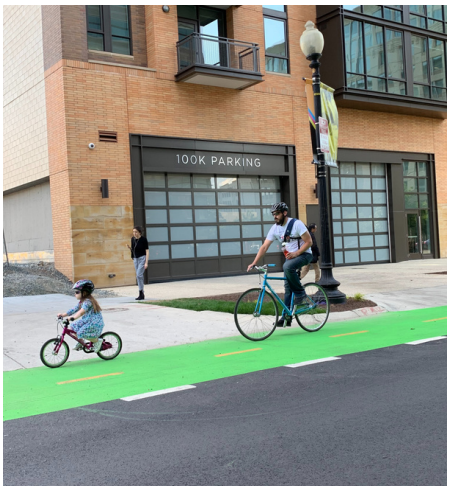
THE FUTURE OF TDM

Future mobility is about striving towards environment-friendly, integrated, automated, and personalized travel on demand

The COVID-19 pandemic has had a profound impact on mobility and people's journeys. Now is the time to look at our policies, technologies and identify and encourage positive changes to the way we travel.

GVF will continue to push transportation boundaries through our partnerships, advocacy, and innovations to ensure transportation equity and environmentally safe modes for all.

We look forward to continuing to work with our partners in 2021 and beyond to enhance our region's transportation and infrastructure systems.



Not yet a partner?

Contact us today:
info@gvftma.com
610-354-8899

WEBSITES

- GVFTMA.COM
- WEARETDM.COM
- MOVINGYOU.ORG
- 82ALLIANCE.COM
- PHILLYTRAFFIC.COM
- US202.COM
- 422MYWAY.COM
- 422IMPROVEMENTS.COM

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