Successful Marketing & Outreach Strategies

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ACT Board and TMA Council Chair

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Who is GVF?

• 1st TMA established in PA (located in King of Prussia, 20 miles from Philadelphia)

• Celebrating 25th anniversary

• A thought leader in the industry

• Partner with private-public organizations with a focus on:
  sustainability – partnerships - advocacy
Sustainability

Partnerships

Partner with GVF

- Be part of a larger voice
- Expand your network
- Learn about sustainable best practices
- Improve your economic return on investment
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.

Who is GVF?

GVF celebrates 25 years:

25th Anniversary Video

Click here to view video
Awards

• GVF also recognized as Small Business of the Year

• We have received citations from PA House of Representatives & State Senate Recognition

Awards

• Outstanding TMA
• Marketing and Outreach Award TMA
• Excellence in Scholarship Award
  • which recognizes scholarly research conducted in transportation demand management (TDM)
• Emerging TDM Leader & Top 40 under 40
• Excellence in Advocacy
Awards

- First business recognized in King of Prussia
- Only a few recognized in this area, including GVF partners Bikesport, Montgomery County Community College, PA Department of Environmental Protection, and Urban Engineers

Awards

- 5 time recipient
- Recognized as:
  - Gold Level Employer
  - Gold Level Supporting Agency
Employer Investment

**Why invest in TDM programs:**

- Provide ROI for employers
- Serve as retention and recruitment tools
- Improves air quality throughout the region
- Reduces congestion on local roadways
- Creates a more sustainable environment

Employer Outreach

How can GVF help X employer with implementation of TDM programs that ultimately improve better quality of life for your employees and provide a return on your investment?
Employee Engagement

- Commuter Tools
  - Customized survey to gauge your employees interests in alternatives
  - Designed and developed: wearetdm.com – one stop shop for commuter questions!

Marketing & Communication

A Better Way to Commute

- We Are Biking
- We Are Carpooling
- We Are Public Transit
- We Are Shuttles
- We Are Vanpooling
- We Are Work From Home
Marketing & Communication

• Created headers for social media posts and website
• Created hashtags for posting: #wearetdm #GVF25years

Outreach Events: Bike to Work Day

• Partnership with two County Commissioners, SEPTA, Valley Forge Historical Park, elected officials
• Over 60 cyclists
Outreach Events

Show us how you’re commuting, take a picture and use #smartercommute to be enter into a raffle

Outreach Events: PARK(ing) Day
Outreach Events

- Employee Appreciation Day
- Lunchtime event
- Event location: Transportation Center
- Transform bus shelter/transportation center
- Partnership with SEPTA
- Encourage employees to take transit, carpool, bike to work

Sustainability

- Shuttle Management
  - Two decades of experience, managed over 1 million trips
  - Fortune 500 companies, universities, national parks and local government
  - Provide job access to and from area train stations or other areas designated by the employer
  - GVF will map the route and develop the schedule that meets the commuting needs of the employees
Employee Engagement

• TDM Promotion and Education
  • Designate employee transportation liaisons
  • Promote Public Transportation/Carpool/Park N Ride lots/Vanpooling/Biking to work (phenomenal trail network)
  • Provide amenities and incentives
    • Upfront parking
    • Transit pass
    • Bike racks, lockers, showers
    • Flex time and/or work from home

Annual Sustainable Awards

• Recognized 45 employers on September 14th, which 36% increase from 2014
• Program criteria – GVF works with employer to implement TDM programs
• Bronze, Silver, Platinum level
• Event also had:
  - 6abc as “MC”
  - Keynote, UrbanTrans
Montgomery & Chester Counties Have a Daytime Population of...

OVER

1.2 MILLION COMMUTERS

GVF’s Service Area

OVER 600,000 Daytime Population

Which is equal to:

And is greater than:
AWARD RECIPIENTS

Represent close to 300,000 Daytime residents/commuters

THIS IS GREATER THAN

- SALT LAKE CITY
- SCOTTSDALE
- BOISE
- NORFOLK
- RENO
- ORLANDO
- BUFFALO

Employer Outreach

GVF works with its partners to develop programs and initiatives that help to reduce congestion and improve air quality, through transportation demand management (TDM) and best sustainable practices.
Employer Success Story!

**Commuter Olympics**
- 10 week challenge to choose alt. to driving alone

Incentivized employees weekly with fun prizes

Weekly recognition with bronze, silver or gold “Olympic” status

It was a race to the finish!

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**Employer Success Story!**

**Guess Who?**
- These employees saved over 730 lbs of CO2
- Saved 1,356 miles, which is equivalent to traveling from Toronto to New Orleans

Take a guess?
Employer Success Story!

As a smaller team, GVF was able to have this impact and YOU CAN TOO!

ALWAYS INCREASING #'S

45 RECIPIENTS
36% Increase from 2014

TOTALING
OVER 57,500
EMPLOYEES
TOP TDM STATS AMONG 2015 RECIPIENTS

89% Installed Bike Racks or Storage
80% Designate On-Site Contact for Employee Commute Issues
80% Provide Commuter Information for Employees

TOP TDM STATS AMONG 2015 RECIPIENTS

31 ACCESSIBLE TO PUBLIC TRANSIT
27 OFFER ON-SITE AMMENITIES
21 USE ALTERNATIVE FUEL VEHICLES
Recognition Videos

Visit to view the featured videos:

TDM Resources
Advocacy

• Legislation and Policy
  • Formed a Public Policy Committee
  • Organized trips to Harrisburg & D.C
• Construction projects
• Coalitions

Partnerships

• Diverse Membership
  • 95% retention rate
• Long standing partnerships with transit agencies, DOT, Local, State and Federal legislators and associations
Signature Events

21st Annual Transportation Conference

Monday, November 9, 2015
7:30am – 1:30pm
Crowne Plaza Hotel in King of Prussia
Visit www.gvftma.com/events to register!

GVF events have over 700 attendees and offer opportunities for networking and informative speakers!

Marketing & Communications

• Weekly email
• Sent every Monday AM
• GVF and industry news
Marketing & Communications

Channels

• **Video**
  - Great way to tell a story
  - Show progression of a construction project

Exploring TDM

Examples of Successful Design

Understanding Infrastructure

News

Partners in Sustainability

GVF News (56)

Partners in Sustainability (30)

Understanding infrastructure (45)

Examples of Successful Design

GVF Celebrates Bike to Work Day 2015

Marketing & Communications

• **Social Media**
  - All platforms
  - Industry news
  - GVF news
  - Hashtags
    - #GVF25years
    - #TDMleaders

GVF featured


Great job by @GVFTMA & @SEPTA in putting on #StandUp4Transportation rally in Philly today Great collection of transp: advocates down there
With everything – Have Fun!

Thank you!
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