

Regional Transportation Alliance

The voice of the regional business community on transportation

RTA 2017-18 Priorities and Action Plan

Approved September 8, 2017 by the RTA Leadership Team

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RTA 2017-18 Transportation Priorities

1. Accelerate the **540 southeast extension** to I-40
2. Fund **RDU Master Plan** including new primary runway
3. Push **fast, effective transit** and **bike share** implementation regionwide
4. Advance **congestion relief** efforts including I-440, I-40, I-540, US 70, Multimodal 54
5. Promote new tech and **flexible, scalable solutions** including express shoulder lanes

RTA Action Plan Summary

1. Increase business strength

Strategic goal: Grow the RTA Leadership Team and the overall RTA organization by 50% in 36 months beginning July 1, 2016

- Leverage marketing materials
- Execute membership sales campaign
- Improve volunteer onboarding
- Increase outreach to existing major investors
- Enhance engagement and member retention
- Hold excellent events

2. Provide regional leadership

Strategic goal: Strengthen the voice of the regional business community through simplified communication, purposeful collaboration, and rapid information gathering and sharing

- Provide strategic communications
- Conduct rapid research and execute tour
- Push innovations and new paradigms
- Continue council of chambers on mobility
- Lead Triangle Mobility Action Partnership
- Coordinate I-40 Regional Partnership
- Finalize Multimodal 54 Initiative
- Launch Regional Travel Experience initiative

3. Advance transportation solutions

Strategic goal: Leverage the strength of the regional business community to advance congestion relief and mobility solutions for commuting, commerce, regional travel, and tourism

- Lobby for effective policy and funding
- Push to accelerate freeway corridors
- Identify viable improvements to key streets
- Elevate traffic operations solutions
- Advocate for accelerated enhanced transit
- Focus on effective freight and commerce
- Advance intercity higher speed rail efforts
- Support efforts to strengthen RDU Airport

1. Goals and Objectives: Business Strength

Strategic goal:

Grow the RTA Leadership Team and the overall RTA organization by 50% in 36 months beginning July 1, 2016

2017-18 tactical objectives:

Marketing

- Leverage simplified sales and outreach materials for RTA volunteers and staff
- Maximize RTA website and social media presence for marketing and outreach efforts

Membership sales

- Execute volunteer-driven, staff-led simple sales campaign to grow membership base by 20%
- Focus on major investors to increase size of RTA Leadership Team by 20%

Onboarding

- Provide direct volunteer and staff contact during first 90 days of membership
- Seek multiple volunteer contacts from each new and existing major investor

Major Investors

- Engage major investors via the annual Retreat and quarterly Leadership Team meetings
- Meet as a Steering Committee at least semiannually, or upon the call of the chair
- Continue executive reviews and town halls for RTA Leadership Team investors

Engagement

- Continue distribution of timely, informative weekly member briefings to all RTA members
- Retain 90% of all members and continue semiannual general membership meetings

Events

- Continue Annual Meeting event in fall, leverage for growth/retention, policy advancement
- Keep annual Breakfast event in summer, leverage for growth/retention, policy advancement
- Recognize major investors at all RTA events as well as event sponsors

2. Goals and Objectives: Regional Leadership

Strategic goal:

Strengthen the voice of the regional business community through simplified communication, purposeful collaboration, and rapid information gathering and sharing

2017-18 tactical objectives:

Strategic communications

- Leverage responsive website, social media, and traditional media to maximize engagement
- Create targeted resources to advance policy priorities

Rapid research

- Conduct a successful 2017 leadership briefing and tour to Richmond, Virginia
- Engage member firms on rapid, targeted research on key issues and focus areas

Emerging technology and paradigms

- Convene a regional transportation summit to provide additional focus on our mobility future
- Highlight innovations and emerging paradigms to identify and accelerate new solutions
- Strengthen RTA leadership role in transportation policy, funding, pricing, and allocation

RTA council of chambers *with member chambers of commerce*

- Continue dedicated meetings among RTA member chambers of commerce on mobility
- Support member chamber efforts on public policy, economic development, and outreach

Triangle Mobility Action Partnership *with local, regional, state, federal partners*

- Hold quarterly Tri-MAP meetings at Research Triangle Park headquarters
- Maintain strong agendas and participation to maximize value and action

I-40 Regional Partnership *with NCDOT and other partners*

- Gather local, regional, state, and federal partners at annual Partnership meeting
- Maintain ongoing focus on continued viability of I-40 and parallel/reliever routes
- Support operations and safety-related initiatives to improve I-40 in short and long-term

Multimodal 54 Initiative *with GoTriangle and other partners*

- Identify immediate action items to enhance multimodal performance of NC 54 west of I-40
- Encourage regional and statewide partners through Multimodal 54 Initiative

Regional Travel Experience initiative *with CVBs, NCDOT, RDU, GoTriangle and other partners*

- Create a guest awareness mindset for travel and tourism as it relates to mobility
- Examine opportunities to improve the travel experience including wayfinding and aesthetics

3. Goals and Objectives: Transportation Solutions

Strategic goal:

Leverage the strength of the regional business community to advance multimodal congestion relief and mobility solutions for commuting, commerce, regional travel, and tourism

2017-18 tactical objectives:

Legislation, policy, and funding

- Maintain leadership role in transportation policy and funding
- Protect the bipartisan, data-driven Strategic Transportation Investments law

Freeways

- Prioritize the acceleration of Complete 540/Southeast extension to I-40
- Advance I-40, I-440 widening, scalable interchange improvements, and Future I-87 and I-42
- Accelerate US 70 core and US 1 north conversions to freeway and Aviation freeway extension

Streets

- Identify and accelerate multimodal improvements for NC 54, US 1 north, US 64 and US 70
- Support bicycle share pilot programs across the region
- Ensure a multimodal/complete streets focus including flexible design and scalable solutions

Traffic operations

- Support I-540 on-ramp signals for congestion relief
- Advance express shoulder lanes pilot on I-540 and support regional toll study
- Highlight Synchronized Streets and other intersection innovations

Transit

- Push fast transit implementation regionwide on freeways, streets, and dedicated corridors
- Support land use policies to maximize the success of light rail, commuter rail, bus rapid transit
- Lead regional business efforts to encourage transit use and expanded travel options

Freight and commerce

- Support the CCX project in Rocky Mount and other opportunities to strengthen freight
- Encourage policies and projects that maintain efficient trucking and freight rail operations
- Promote freight and commerce corridors and maintain manufacturing site availability

Intercity higher speed rail

- Advance the Raleigh-Petersburg-Richmond higher speed rail corridor via CSX S-line
- Support SE Corridor improvements between Richmond, Northern Virginia, and D.C.
- Push metro express intercity rail service to Charlotte that improves trip times and reliability

RDU Airport / Air Service Advancement Project (ASAP)

- Support RDU's master plan objectives and advance new airport revenue sources
- Partner with RDU to improve the number of domestic destinations and flights
- Support existing and catalyze future international flights; leverage ASAP if/as needed

MISSION of the organization

RTA leverages the strength and leadership of the regional business community to advance critical transportation solutions that support our growing market

VISION for our future

An efficient and resilient regional transportation system through sustained business leadership and partnership with the public sector

RTA Business Model

Unite the regional business community
to provide powerful advocacy

Identify and promote key priorities
that grow our economy

Align public and private sectors
by building support and consensus

Guide effective strategy
using a business approach

Lobby for innovative solutions
that enhance regional mobility

RTA History of Success

- Led lobbying and campaign to build the **540 / Triangle Expressway** turnpike
- Convened local partners, hired national firm to **save 540 southeast extension**
- Proposed means to relieve region's top bottleneck **via widening of I-40 in Cary/Raleigh**
- Garnered regional support for Triangle Connector to I-85, the **future I-885 from RTP to Durham**
- Successfully pushed for bus rapid transit-based approach as basis of **approved Wake Transit plan**
- Launched private-sector marketing initiative for **new RDU – Paris nonstop flight**
- Secured bi-state support and lobbied for federal approval of **I-87 from Raleigh to coastal Va.**
- Advocated for local option legislation enabling **approved transit referenda in 3 counties**
- Successfully highlighted business case for new **state fund to accelerate low-cost projects**
- Coordinated the creation of North Carolina's first **Bus on Shoulder System (BOSS)**
- Conceived, highlighted, and advanced an **express shoulder lane pilot project for I-540**
- Successfully pushed for several **increased speed limits on I-40, I-540, US 1, 15-501, Wade Av.**
- Requested and secured funding for **enhanced I-40 interchanges and new US 70 interchanges**