

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

- Grow investment in RTA
- Inform all members
- Create excellent events
- Engage major investors

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
- Highlight technology innovations
- Explore and leverage new paradigms
- Create council of chambers on mobility
- Lead Triangle Mobility Action Partnership
- Coordinate I-40 Regional Partnership
- Advance Multimodal 54 Initiative

3. Advance transportation solutions

Strategic goal: Leverage the strength of the unified regional business community to advance transportation solutions for commuting, commerce, transit, and tourism

- Lobby for effective, sustainable funding
- Complete freeway corridors
- Optimize freeway operations
- Enhance streets to improve accessibility
- Create robust transit networks
- Develop effective freight and intercity rail
- Strengthen air service at RDU

2016-17 transportation priorities:

- Wake Transit referendum
- Durham-Orange transit corridor
- Complete 540 to I-40 in SE Wake
- RDU international London/Paris flights
- I-40 / Fortify
- Multimodal 54 Initiative
- RDU domestic flights and master plan
- On-ramp signals for I-540
- Express shoulder lanes on I-540
- I-87 and I-42 interstate corridors
- US 70 and US 1 conversions to freeway
- CCX project in Rocky Mount/eastern Triangle
- Regional bicycle share pilot in Raleigh
- Higher speed rail to DC, Charlotte

Regional Transportation Alliance

Regional business leadership advancing transportation solutions

RTA 2016-17 Action Plan

MISSION of the organization

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

VISION for our future

An efficient and resilient regional transportation system through business leadership and partnership between the public and private sectors

RTA Business Model

Identify opportunities and issues

Research needed solutions

Connect regional partners

Offer strategic guidance

Activate member companies

Provide powerful advocacy

Inspire action and results

Sustain focus and momentum

RTA History of Success

Led lobbying and campaign to build the \$1 billion **540 / Triangle Expressway turnpike**

Convened local partners, hired national firm to **save Complete 540 turnpike in S. Wake**

Proposed means to relieve region's top bottleneck **via widening of I-40 in Cary/Raleigh**

Garnered regional support for **I-885 freeway from RTP to I-85/Durham**

Pushed bus rapid transit concept as **basis of approved Wake Transit plan**

Launched private-sector marketing initiative for **new RDU – Paris nonstop flight**

Secured bi-state support for **Interstate 87 from Raleigh to coastal Va.**

Advocated for local option legislation enabling **Durham, Orange transit referenda**

Coordinated the creation of North Carolina's first **Bus on Shoulder System (BOSS) for I-40**

Successfully pushed for **increased speed limits on I-40/540, US 1**

Requested and secured funding for **new/enhanced I-40, US 70 interchanges**