

A Leadership Investment in Your Community's Success



Regional Transportation Alliance

Transportation impacts regional economic growth—either ***positively*** or ***negatively***.



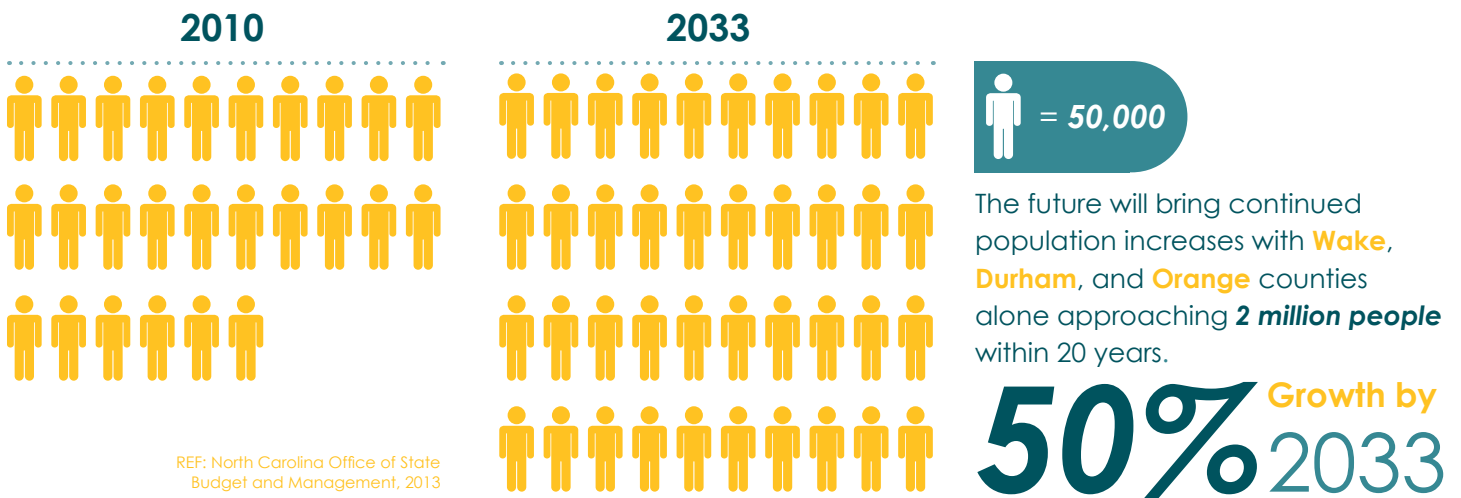
[LETSGETMOVING.ORG](https://letsgetmoving.org)

Mobility problems do not take care of themselves.

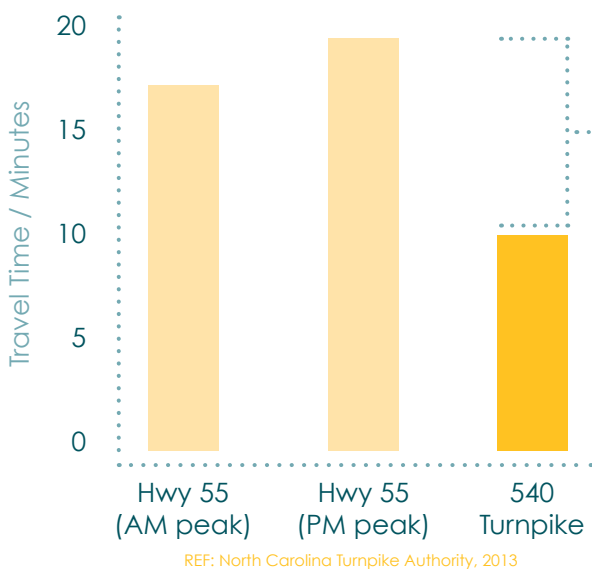
It takes business leadership to accelerate transportation projects to provide immediate, critical benefits and keep long-term initiatives on track. The Regional Transportation Alliance engages businesses across the region and more than 20 member chambers across central North Carolina.

What We Do

RTA has provided a powerful voice for our area's private sector for more than a decade to ensure that the mobility needs of the business community are identified, heard, and met.



RTA provides the regional strategy and focused approach necessary for improved mobility, reduced congestion, continued growth, and ongoing talent attractiveness—and the results speak for themselves.



8 minute savings = **40% faster**

If **talent attraction** and **retention** are mission critical for your business, RTA Leadership Team membership is a wise corporate investment.

RTA Leadership Team members develop **strong relationships** with decision makers and community leaders from across the region in pursuit of **regional mobility**.

RTA has led the accelerated development of the 540/147 turnpike since 2004.

SPEED
LIMIT
70



RTA successfully requested freeway speed limit increases across the extended Triangle area, with portions of six freeways now posted at 70 mph within Wake County alone.

How Your RTA Leadership Team Investment Shapes Transportation Policy and Economic Growth

The Regional Transportation Alliance:

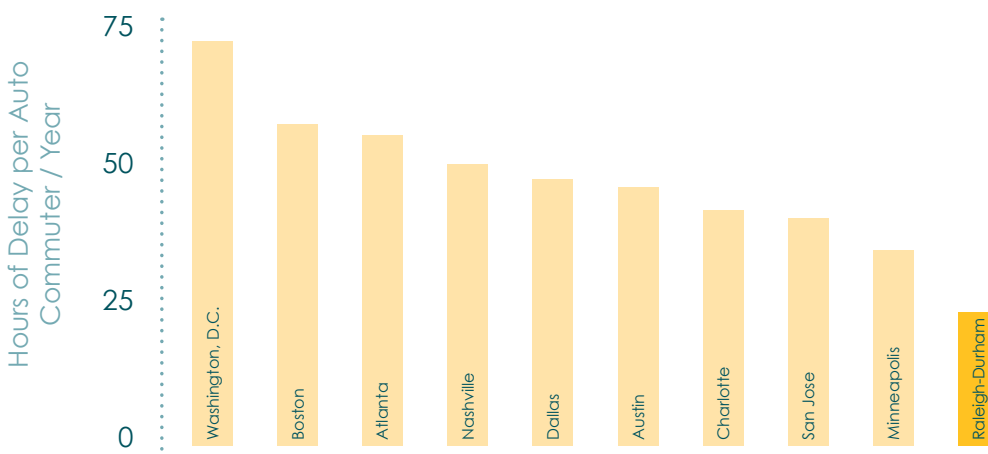
- Encourages strategic mobility investments and improvements
- Identifies crucial projects beneficial to our market
- Supports a regional approach that attracts and retains businesses
- Provides guidance to community leaders and brings key partners together
- Lobbies for legislation to drive the mobility agenda forward
- Builds relationships with key players to identify goals and generate action

RTA accelerated the widening of I-40 between Cary and Raleigh to six lanes—relieving our region's most congested bottleneck and creating a **70 percent reduction of variability** in travel time for a **more reliable commute**.



A Decade of Success

- Completion of the new 540/Triangle Expressway, our state's first modern turnpike and North Carolina's largest highway project ever, a mobility investment exceeding \$1 billion
- Passage of regional transit referenda in Orange and Durham counties and promotion of a future referendum in Wake County, which will activate more than \$1 billion in new local funding
- Implementation of the first Bus On Shoulder System (BOSS) in North Carolina, which keeps transit moving in congested conditions on I-40 in Durham and Wake counties
- Acceleration of a new interchange for U.S. 70 at Brier Creek Parkway that will start the conversion of U.S. 70 to a freeway west of I-540, as well as improvements for the existing I-40 Aviation Parkway interchange
- Successful advocacy of the new statewide Strategic Transportation Investments formula as a data-driven prioritization process to accelerate key mobility projects



Keeping the Triangle Moving

A combination of favorable geography and **timely, strategic investments** have resulted in our region having **the lowest traffic congestion of any major metro area** in the United States.

REF: Texas Transportation Institute, 2013

Make an Impact on Our Community's Future

Invest in the Regional Transportation Alliance and help shape economic growth—**positively**.

"My engagement in RTA gives me the opportunity to build important relationships with key stakeholders and decision makers at the local and state levels. RTA Leadership Team membership ensures that our company and our employees are represented regarding transportation issues in the Triangle area."

- **Ed Paradise, Cisco Systems, Inc., RTA 2014 Chair**

"RTA provides critical representation, a solid business perspective, and timely information to help ensure that our company—and our economy—will continue to be successful."

- **Clymer Cease, Clark Nexsen, RTA 2013 Chair**

"Mobility across our region is a significant factor in our ability to attract and retain talent. RTA provides our company and employees with strong representation and leadership on transportation and traffic issues that will impact our quality of life in the years to come."

- **Jim Captain, Credit Suisse, RTA 2011 Chair**

"I have a responsibility to my community and employees to engage on transportation issues that affect the long-term success of our market. RTA membership enables me to help shape policies and priorities in the region that will leave a better mobility future for our children."

- **Ed Willingham IV, First Citizens Bank, RTA 2007 Chair**

