

Regional Transportation Alliance

Regional business leadership advancing transportation solutions



RTA 2016-17 Action Plan



Approved by the RTA Leadership Team July 28, 2016

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
- Create excellent events
- Inform all members
- 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
- Create council of chambers on mobility
- Conduct rapid research
- Lead Triangle Mobility Action Partnership
- Highlight technology innovations
- Coordinate I-40 Regional Partnership
- Explore and leverage new paradigms
- 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
- Create robust transit networks
- Complete freeway corridors
- Develop effective freight and intercity rail
- Optimize freeway operations
- Strengthen air service at RDU
- Enhance streets to improve accessibility

2016-17 transportation priorities:

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

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

2016-17 tactical objectives:

Marketing

- Create, refine, and simplify sales and outreach materials for RTA volunteers and staff
- Maximize RTA website and social media presence for marketing and outreach efforts

Development

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

Onboarding

- Designate primary volunteer contact for each new major investor
- Provide direct volunteer and staff contact during first 90 days of membership

Engagement

- Continue distribution of timely, informative weekly member briefings to all RTA members
- Utilize data to improve RTA member engagement and retain 90% of all members

RTA Events

- Continue State of Mobility event in fall, leverage for growth/retention, policy advancement
- Move annual Breakfast event to summer, leverage for growth/retention, policy advancement

RTA Leadership Team and RTA Steering Committee

- 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

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

2016-17 tactical objectives:

Strategic communications

- Create communications calendar to prioritize simplified, consistent RTA outreach efforts
- Enhance responsive website, social media, and other tools to maximize engagement
- Create media outreach plan to leverage media presence and advance policy priorities
- Develop and monitor key metrics and modify communications based on results

Rapid research

- Conduct rapid, targeted research on key issues and focus areas
- Consider a 2017 field visit, potentially with a member chamber, if aligned with RTA priorities

Emerging technology and paradigms

- Highlight technology innovations and emerging paradigms to identify new solutions
- Strengthen RTA leadership role in transportation funding, pricing, and allocation

RTA council of chambers with member chambers of commerce

- Initiate 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
- Review Tri-MAP format and modify as needed 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

- Gather regional and statewide partners at periodic Multimodal 54 meetings
- Develop enhanced focus on multimodal performance of NC 54 west of I-40

3. Goals and Objectives: Transportation Solutions

Strategic goal:

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

2016-17 tactical objectives:

Legislation and Policy

- Create a regional mobility legislative and policy agenda with partners and member chambers
- Protect the bipartisan, data-driven Strategic Transportation Investments law
- Maintain leadership role in transportation revenue, pricing, and allocation

Freeway corridors

- Prioritize the approval of Complete 540/Southeast extension to I-40
- Accelerate US 70 Durham-Raleigh and US 1 north freeway conversions and Aviation freeway
- Advance I-87 and I-42 corridors for economic development, spur opportunities
- Support new interchanges and scalable interchange enhancement solutions

Freeway operations and safety

- Support I-40/Fortify and similar initiatives to preserve our trunk freeway system
- Highlight benefits of I-540 on-ramp signals for peak period congestion relief
- Advance express shoulder lanes pilot on I-540 and support regional toll study
- Consider targeted speed limit increases in Triangle and on primary travel corridors statewide

Streets

- Identify and accelerate improvements for NC 54 west, US 1 north, US 64 west, and US 70
- Push Synchronized Streets and similar treatments to improve operations and safety
- Ensure a multimodal/complete streets focus to increase availability and use of travel options
- Support bicycle share pilot program and future expansion for seamless regional system

Transit

- Pass the Wake Transit referendum for a dedicated, locally-controlled funding source
- Accelerate Durham-Orange and other major regional rapid transit corridors
- Encourage use of new technologies and approaches to accelerate regional transit investments
- Lead regional business efforts to encourage transit travel options including bus on shoulder

Freight and intercity rail

- Support the CCX project in Rocky Mount and other opportunities to strengthen freight
- Advance the Raleigh-Petersburg-Richmond higher speed rail corridor via CSX S-line
- Push metro express intercity rail service to Charlotte that improves trip times and reliability

Air service / Air Service Advancement Project

- Leverage ASAP to strengthen RDU's nonstop transatlantic flights to Paris, London
- Partner with RDU to improve the number of domestic destinations and flights
- Support RDU's master planning process and advance new airport revenue sources

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**