

# **Regional Transportation Alliance**

The voice of the regional business community on transportation

## **RTA 2018-19 Action Plan**

*Approved by the RTA Steering Committee in August 2018*

### **RTA MISSION:**

RTA delivers business leadership to get our region moving faster.

### **RTA BUSINESS MODEL:**

RTA identifies opportunities, provides focus, and builds consensus with partners to get results.

### **RTA MEMBER VALUE PROPOSITION:**

RTA members help their business succeed while making an informed, prominent impact on the region.

## 1. Goals and Objectives: Business Strength

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### **Strategic goal:**

Grow the RTA Leadership Team and our overall financial strength

### **2018-19 tactical objectives:**

#### Marketing

- Leverage simplified sales and outreach materials
- Maximize RTA website and social media presence

#### Membership sales

- Grow membership by 50% in 36-month period ending July 2019
- Increase size of RTA Leadership Team by 50% in 36-month period ending July 2019

#### Onboarding

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

#### Major Investors

- Engage major investors via Retreat, quarterly Leadership Team, semiannual Steering meetings
- Conduct periodic executive reviews and town halls for RTA Leadership Team investors

#### Engagement

- Provide timely, informative weekly briefings to all RTA members
- Retain 90% of all members via consistent communications, engagement, and interaction

#### Events

- Continue Annual Meeting and Transportation Breakfast events, leverage for growth and impact
- Recognize major investors at all RTA events as well as event sponsors

## ***2. Goals and Objectives: Regional Leadership***

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**Strategic goal:**

Strengthen our regional business voice via purposeful collaboration and promoting innovations

**2018-19 tactical objectives:**

Strategic communications

- Use website, social and traditional media, and partner relationships for engagement
- Use annual regional mobility report to advance policy priorities

Rapid research and deployment

- Leverage rapid, targeted research and consider RTA tour to support policy initiatives
- Deploy targeted RTA funding to catalyze, pilot, or accelerate innovative transportation solutions

Emerging technology

- Incorporate results of 2018 regional summit series in action plan development and execution
- Highlight new innovations and paradigms, including Autonomous 540, to accelerate solutions

RTA council of chambers with member chambers of commerce

- Conduct periodic meetings among RTA member chambers of commerce
- Expand number of member chambers and support public policy, economic development efforts

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

- Hold three Tri-MAP meetings at Research Triangle Park headquarters
- Use rapid agendas and relevant guest speakers to maintain and expand participation

I-40 Regional Partnership with NCDOT and other partners

- Gather local, regional, state, and federal partners at annual I-40 Regional Partnership meeting
- Support operations and safety initiatives to improve I-40 and parallel/reliever routes

Sub-regional connectivity initiatives with municipal and other partners

- Participate in Research Triangle Park, Downtown Raleigh and other advisory groups
- Catalyze freeway cap and related connectivity tools across the region

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

- Create visitor arrival experience through enhanced roadway design and landscape maintenance
- Connect communities and destinations via improved wayfinding and guiding road aesthetics

## 3. Goals and Objectives: Transportation Solutions

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### Strategic goal:

Advance congestion relief and flexible, scalable mobility solutions to support commerce

### 2018-19 tactical objectives:

#### Legislation and policy

- Protect the bipartisan, data-driven Strategic Transportation Investments prioritization law
- Support land use policies to maximize success of transit, highway, and freight rail investments

#### Funding and financing

- Explore innovative funding approaches including network access fees and bonus exits
- Support methods to accelerate project delivery including BUILD NC innovative financing tool

#### Freeways

- Accelerate the Complete 540/Southeast extension to I-40
- Promote congestion relief for I-440, I-40; US 1, US 70 conversions to freeway; advance I-87, I-42

#### Streets

- Accelerate multimodal, scalable improvements for US 1, US 64, US 70, and NC 54
- Support a focus on complete streets, including bicycle share programs and bike lane initiatives

#### Intersections

- Promote variable number of left turns lanes pilot and pursue VNLTL expansion
- Pursue Synchronized Streets, roundabouts and other mobility and safety innovations

#### Traffic operations and safety

- Advance I-540 express shoulder lanes pilot and support expansion of freeway on-ramp signals
- Explore targeted speed limit increases on limited access roads and modified speeds elsewhere

#### Transit

- Promote fast, effective transit and accelerated completion of regional transit corridors
- Promote dedicated “RED” transit lanes, transit signal priority, and simplified fares and passes

#### Intercity higher speed rail

- Support Southeast corridor improvements between Raleigh, Richmond, N. Virginia, and D.C.
- Advocate “metro express” intercity rail service to Charlotte to improve trip times and reliability

#### RDU Airport / Air Service Advancement Project (ASAP)

- Identify sustainable funding for RDU Master Plan objectives including new runway
- Partner with RDU to increase the number of international and domestic flights

## 2018-19 Top RTA Priorities

1. Accelerate the **540 southeast extension** to I-40
2. Identify sustainable funding for **RDU Master Plan objectives** including new runway
3. Advocate **fast, enhanced transit** and accelerated completion of regional transit corridors
4. Promote **congestion relief** for I-440, I-40, US 70, US 1, NC 54 and **540 shoulder lanes**
5. Advance **innovative mobility solutions** including variable number of left turn lanes

## RTA History of Success

- Led lobbying and campaign to build the **540 / Triangle Expressway** turnpike
- Gathered local partners, hired national firm to **save and accelerate 540 SE extension to I-40**
- 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, **future I-885 from RTP to Durham**
- Successfully pushed for bus rapid transit 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 **increased speed limits on I-40, I-540, US 1, 15-501, Wade Av.**
- Requested and secured funding for **revised I-40 interchanges and new US 70 interchanges**