

Regional Transportation Alliance

The voice of the regional business community on transportation

RTA 2019-20 Action Plan

Approved by the RTA Steering Committee in September 2019

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

Strategic goal:

Grow the RTA Leadership Team and our overall financial strength

2019-20 tactical objectives:

Marketing

- Develop and leverage simplified sales materials
- Maximize RTA website and social media presence

Membership sales

- Grow membership by 25% in 18-month period ending July 2020
- Increase size of RTA Leadership Team by 25% in 18-month period ending July 2020

Onboarding

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

Major Investors

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

Engagement

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

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

Strategic goal:

Strengthen our regional business voice and impact via purposeful, sustained collaboration

2019-20 tactical objectives:

Strategic communications

- Use website, social media, traditional media, and partner relationships for engagement
- Create and share blogs, briefings, and reports with partners

Rapid research and deployment / RTA Acceleration Fund

- Deploy targeted RTA funding to catalyze, pilot, and accelerate innovative transportation solutions
- Develop and leverage rapid, targeted research to support policy initiatives

Emerging technology and paradigms

- Highlight and advance innovations including intelligent systems, automation, electric propulsion
- Explore the potential of hyperloop for our market and to connect to nearby regions

RTA council of chambers with member chambers of commerce

- Conduct meetings with RTA member chambers to support mobility and economic development
- Maintain or expand number of member chambers of commerce to strengthen vital relationships

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

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

Special RTA forums, briefings, and tours with regional community and transportation partners

- Consider hosting ad hoc events to advance key priorities such as the RTA BRT Opportunity Series
- Lead periodic RTA Innovations and Solutions Forum series with NCDOT and other partners

Sub-regional connectivity initiatives with municipal and other partners

- Participate in Research Triangle Park, Wake BRT, Raleigh Greenways and other advisory groups
- Lead RDU Airport Infrastructure Development (“AID”) and transit task forces

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

Strategic goal:

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

2019-20 tactical objectives:

Legislation and policy

- Protect and fund the 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, sustainable funding approaches including network access fees, local options
- Support methods to accelerate project delivery

Multimodal 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

Multimodal 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

- Support dynamic left turn intersection (DLTi) pilots and other low-cost operational solutions
- Pursue Synchronized Streets, roundabouts, and other mobility and safety innovations

Traffic operations and safety

- Advance shoulder use pilots, on-ramp signals, other managed freeway elements for I-540, I-40 etc.
- Explore targeted speed limit increases and variable speed limits

Regional transit

- Accelerate rapid transit corridors, “RED” lanes, level boarding, signal priority, simplified fares
- Develop scalable regional bus rapid transit vision via multimodal streets and freeways

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 and air service

- Convene task force for sustainable funding for RDU Airport Infrastructure Development (“AID”)
- Partner with RDU to increase the number of international and domestic flights

2019-20 Top RTA Priorities

1. Accelerate the **540 southeast extension** to I-40
 - 1-A. Identify sustainable funding for **RDU Master Plan objectives** including new runway
2. Advocate **fast, enhanced transit** and accelerated completion of regional transit corridors
3. Promote **congestion relief** for I-40, I-440, 540, US 1, US 70, US 64, and NC 54
4. Advance **innovative solutions** including dynamic left turn intersections, shoulder use
5. Support **short-term relief** as well as **sustainable funding** for surface transportation

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 Ave.**
- Requested and secured funding for **revised I-40 interchanges and new US 70 interchanges**