

Regional Transportation Alliance – 2025 RTA Business Plan

RTA mission: *Deliver business leadership to get our region moving faster.*

Strategic advocacy priorities

- **Identify sustainable business model for RDU infrastructure** – Support RDU expansion by advancing sustainable infrastructure business model, including new funding and faster environmental approvals
- **Lobby for expanded access user fee for state transportation funding** – Build upon legislative successes for electric and hybrid vehicles by modernizing partial access fee rates and applying to non-diesel vehicles
- **Complete FAST study, accelerate BRT and transit priority** – Support NCDOT, municipal, regional partners for advancing BRT corridors and transit priority infrastructure, including freeway cap exchange stations

Rapid implementation initiatives

- **Accelerate US 1 / Capital Boulevard freeway** – Advance upgrade of US 1 to multimodal freeway between I-540 and Franklin Co., with BRT/transit priority elements, using tolls to start construction by 2025
- **Implement multiple Dynamic Left Turn intersections (DLTi)** – Work with NCDOT and area municipalities to quickly approve and activate several low-cost DLTi improvements to reduce delay and emissions
- **Secure funding to activate SMART freeway for I-40** – Work with NCDOT and MPOs to gain funding for rapid relief and SMART freeway improvements, including on-ramp signals and dynamic shoulders

Organizational priorities

- **Grow RTA Leadership Team investments** – Support RTA major investors in their efforts to expand the RTA Leadership Team, encourage upgrades, and promote additional investment in the organization
- **Expand overall RTA membership** – Promote expansion of RTA organization by leveraging introductory pricing for small businesses (25 employees or less) that are already members of an RTA member chamber
- **Create member recognition initiative to promote electrification** – Elevate and recognize member efforts on electrification to increase awareness and further RTA organizational goals around sustainability

RTA overview

A metropolitan private-public partnership that drives consensus and action, RTA has served as the voice of the regional business community on transportation for more than two decades. RTA represents more than 100 leading companies and over 25 member chambers of commerce across 13 counties in central, southern, and eastern North Carolina on vital mobility issues and priorities. RTA is a regional program of the Raleigh Chamber.

RTA purpose

The regional business community believes that advancing mobility options that improve transportation and safety is essential for the quality of place and life of our associates, customers, suppliers, visitors, and the broader community – and that accelerating results will attract and retain top talent and equitable economic development.

RTA advocacy approach

RTA works with our elected and transportation partners to advance key priorities, elevate opportunities, and accelerate results. We create essential focus through purposeful and sustained advocacy, support, regional collaboration, events, tours, research, synthesizing information, reframing issues, and targeted outreach.

Transportation projects will always take “forever.” RTA works with our partners to make them take “less forever,” ... which means less risk, more certainty, and faster, better solutions for our members and the region.

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Ongoing priorities and initiatives

- **Promote innovative, scalable solutions** – Identify new approaches and funding, with streamlined project development and public engagement, to reduce inflation risk and deliver results faster
 - **Advance US 70 improvements** – Forge consensus on potential for upgrading US 70 between Durham and west Raleigh to multimodal junior freeway, with BRT/transit priority, possibly using tolls to accelerate
 - **Create Triangle Bikeway system** – With I-40/I-885 parallel bikeways as backbone, develop regionwide higher speed bikeway network, ideally in concert with shared e-bicycle options at mobility hubs
 - **Advance Southeast higher-speed intercity rail** – Support passenger rail from Raleigh to Wake Forest/Richmond/Washington, new RTP station, rail station spacing guidelines, and mobility hub linkages to BRT
 - **Cultivate business community members for key board and commission roles** – Help identify, encourage, and support business leaders to join important mobility-related boards in our region
 - **Continue strong regional RTA events** – RTA Annual Meeting/The State of Mobility will be held in January, with the RTA Transportation Brunch held in August. We will add field visits, quick tours, etc. if/as need be.
 - **Maintain RTA Leadership Team pricing levels for 23rd consecutive year** – Retain RTA Leadership Team pricing (\$5,000 RTA Silver; \$7,500 RTA Gold; \$10,000 RTA Sustaining Gold) to simplify member budgeting
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RTA chair leadership

- Jay Irby, First Citizens Bank -- *RTA chair*
- Sarah Gaskill, FUJIFILM Diosynth Biotechnologies – *RTA chair-elect*
- Harold Hicks, RTI International – *RTA immediate past chair*

RTA focus area chairs

- Alex Culpepper, The Sunrock Group – *commerce and logistics chair*
- Frederico Egli, IBM – *emerging technology chair*
- Avi Halpert, United Therapeutics -- *partnerships and outreach chair*
- Lilyn Hester, Google – *innovation chair*
- John Kane, Kane Realty – *real estate and mobility chair*
- Scott Levitan, Research Triangle Foundation of North Carolina -- *legislative and policy chair*
- Dana Martinez, Amgen – *sustainability and environment chair*
- Shaylah Nunn Jones, Novo Nordisk – *air service and infrastructure chair*
- Stelfanie Williams, Duke University – *regional transit chair*

RTA team contact information

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