

RTA is a metropolitan, private-public partnership that drives consensus and action on transportation through focus and cooperation between the business community and elected and public sector leaders.

The mission of RTA is to deliver business leadership to get our region moving faster.

RTA represents more than 100 leading businesses across the metropolitan Triangle – along with 28 chambers of commerce across 13 counties in central, southern, and eastern North Carolina – that are dedicated to ensuring that transportation projects take “less forever”.

RTA 2025 BUSINESS PLAN

The regional business community provides essential focus and persistence through the RTA to accelerate and ensure results on an intentionally limited set of vital priorities.

Strategic Advocacy Priorities

- Identify sustainable business model for RDU
- Lobby for expanded access user fee
- Scalable, innovative project delivery

Rapid Implementation Initiatives

- Accelerate US 1 / Capital Blvd. freeway
- 6 BRT corridors with RTP, RDU station
- Fund comprehensive I-40 improvements

RTA members and professional staff engage in purposeful, sustained actions to advance the business plan, including advocacy, outreach, positioning, reframing issues, research, tours, and events.

RTA CORE VALUES, BENEFITS, AND MEMBERSHIP LEVELS

RTA has exactly two core values: **service** to the region, **urgency** of our action.

Our commitment to those values translates into four overall benefits for our members:

- **Influence** on regional business priorities, and impact on this region
- **Insights** that are actionable for your company
- **Recognition** for your leadership on a critical employee satisfaction issue
- **Executive relationships** and connections throughout our metro area

The following summary highlights specific benefits at all RTA membership levels.

RTA Regional Leadership Team

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|---------------------------------|--|
| • RTA Sustaining Gold: \$10,000 | Premier sponsor of major events; join RTA Steering Cmte. |
| • RTA Gold: \$7,500 | Prominent logo at all events; town hall on your campus |
| • RTA Silver: \$5,000 | Logo at all RTA events; join Regional Leadership Team |

Supporting members

- | | |
|------------------------------|---|
| • RTA Bronze: \$2,500 | Recognition at all RTA events; RTA retreat invite |
| • RTA Basic: \$500 – \$2,000 | Ticket to all RTA events; e-newsletter |

See: letsgetmoving.org/membership for a current list of all RTA members, and detailed member benefits

“RTA helps leading businesses have strong, informed, public voices, ensuring focused efforts on infrastructure to support employment, mobility, and growth.”

- Sarah Gaskill, RTA Chair, FUJIFILM Biotechnologies

RTA: HIGHLIGHTS OF A LEGACY OF REGIONAL BUSINESS LEADERSHIP SINCE 2002

Freeways, regional boulevards, and interchanges

- **540 Triangle Expressway turnpike built** - led lobbying and campaign to build state's first turnpike
- **Southern Wake 540 open** - spearheaded private sector advocacy to keep project moving
- **Future I-885 opens** - garnered and sustained regional support for Triangle Connector to I-85
- **540 express shoulder lane** - conceived, highlighted, and advanced pilot concept for I-540
- **I-40 widening in Cary/Raleigh completed** - proposed means to relieve region's top bottleneck
- **I-40, US 70 interchange improvements** - requested, secured funding for improved interchanges
- **I-40 / Aviation Parkway** - commissioned study, led to improved traffic signal, reduced delays
- **I-87 designation from Raleigh to coastal Virginia** - secured bi-state support and federal approval
- **Speed limit increases approved** - requested increases for I-40, I-540, US 1, 15-501, Wade, Aviation
- **US 1 / Freeway** - successfully lobbied for turnpike study to accelerate multimodal freeway

Metropolitan rapid transit and intercity rail

- **Transit referenda passed in Orange, Durham, Wake** - advocated for local option legislation
- **Wake Transit Plan approved** - pushed for approved new plan with bus rapid transit (BRT) basis
- **High performance rail grant** - supported funding effort led by NC Railroad Co. and partners
- **Bus on Shoulder System launched** - coordinated plan for North Carolina's first BOSS operation
- **I-40 transit priority shoulder** - led multiple studies, informed advocacy for multimodal freeways
- **Freeway, Arterial, Street, Tactical (FAST) transit** - leading \$900k study to accelerate regional plan
- **Zero Fare transit policy** - commissioned studies, advanced conversations for regional zero fare

RDU Airport

- **New RDU - Paris nonstop flight launched** - led "ASAP" private sector marketing campaign
- **RDU "Carry on" campaign** - supported post-pandemic air service recovery initiative
- **RDU runway / infrastructure funding** - funded study, led task forces, elevated regional campaign

Innovations and sustainability

- **Dynamic Left Turn intersection (DLTi)** - developed concept to reduce off-peak delay, first in U.S.
- **New state funding for low-cost projects** - successfully highlighted business case to secure fund
- **Electrification of transportation** - advocated for federal bus grants, elevating member initiatives

"RTA gives us a voice to positively influence transportation initiatives that impact the lives of our employees and clients here in the Triangle."

- Jay Irby, RTA immediate past chair, First Citizens Bank

"The Triangle is finally aligning around a regional, scalable, multi-modal transportation vision that can work! The RTA has convened our business and governmental leaders to embrace the strategy. Continued investments in RTA will see us through implementation."

- Scott Levitan, Research Triangle Foundation of NC
RTA Steering Committee and RTA Regional Leadership Team

"RTA is not a 'transportation group'. We are a leadership group representing the business community that focuses exclusively on accelerating regional mobility to enhance prosperity and quality of life."

- Joe Milazzo II, PE
RTA Executive Director