

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

RTA 2025 Action Areas

Strategic Advocacy Priorities:

- Identify sustainable business model for RDU
- Lobby for expanded access user fee
- Complete FAST study and accelerate BRT / transit

Rapid Implementation Initiatives

- Accelerate US 1 / Capital Boulevard Freeway
- Implement Dynamic Left Turn Intersections (DLTi)
- Secure funding to activate SMART freeway for I-40

“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, 2024 RTA chair, First Citizens Bank

Regional Transportation Alliance membership delivers:

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

RELATIONSHIPS ... and connections throughout our metro area

RTA MEMBERSHIP LEVELS – SUMMARY

RTA Regional Leadership Team

- 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 Leadership Team

Supporting members

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

See: letsgetmoving.org/benefits for details of membership benefits at all levels.

See: letsgetmoving.org/membership for a current list of all RTA members.

“Regional business leadership means service, and a heightened responsibility for inclusion, purpose, action, and growth.

RTA members remain with us, year after year, to better their companies and our region.”

- Harold Hicks, RTA immediate past chair, RTI International

RTA delivers business leadership to get our region moving faster.

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** - pushed increased limits for I-40, I-540, US 1, 15-501, Wade, Aviation

Metropolitan rapid transit

- **Transit referenda passed in Orange, Durham, Wake** – advocated for enabling local option legislation
- **Wake Transit Plan approved** - pushed for approved new plan with bus rapid transit (BRT) basis
- **Bus on Shoulder System launched** - coordinated the creation of 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 follow-up study to accelerate solutions
- **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 pilot 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, supporting Duke Energy initiatives

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

- Sarah Gaskill, RTA Chair-elect, FUJIFILM Diosynth Biotechnologies