



The voice of the regional business community on transportation – for more than 20 years.

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 companies and employers, and 25 member chambers of commerce across 13 counties, that are dedicated to ensuring that transportation projects take “less forever”.

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.

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

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

- **Influence** on regional business priorities
- **Impact** on this region
- **Insights** that are actionable for your company
- **Recognition** for your leadership on a critical employee satisfaction issue
- **Relationships** and connections with leaders throughout our metro area

**RTA BENEFITS AND MEMBERSHIP LEVELS – SUMMARY**

**RTA Regional Leadership Team**

- RTA Sustaining Gold: \$10,000 Event sponsor of major event; 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](https://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 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

*““RTA’s continuous results show business leaders’ commitment to an issue that affects everyone in our region. I cannot overstate the confidence we have in our partnership.”*

- Geoff Durham, President and CEO, Greater Durham Chamber of Commerce

## RTA: 2026 BUSINESS PLAN SUMMARY

### Strategic advocacy priorities

- Identify sustainable business model for RDU infrastructure
- Lobby for solutions to modernize and strengthen state highway revenue
- Promote innovative, scalable funding and project delivery

### Rapid implementation initiatives

- Accelerate US 1 Capital freeway
- Advance construction on BRT, I-40/RDU Airport exchange station, RTP transit center
- Drive consensus and implementation of I-40 mobility and safety improvements
- Implement multiple intersection innovations

### Organizational priorities

- Grow RTA Leadership Team investments and expand overall RTA membership
- Maintain RTA Leadership Team pricing for 24th consecutive year

## RTA: A STRONG LEGACY OF REGIONAL BUSINESS LEADERSHIP SINCE 2002

### Freeways, regional boulevards, and interchanges

- **540 / Triangle Expressway** - Led lobbying and campaign to build state's first turnpike
- **540 / Southern Wake 540** - Spearheaded private sector advocacy to keep project moving
- **I-885 Connector** - Garnered regional support for Triangle Connector to I-85
- **I-40 Cary/Raleigh widening** - Successfully proposed scalable option to relieve top bottleneck
- **I-40, US 70 interchanges** - Requested, secured funding for improved interchanges
- **US 1 / Capital freeway** - Lobbied for toll revenue focus to accelerate multimodal freeway
- **I-87 from Raleigh to SE Va.** - Secured bi-state support and federal approval for designation
- **Speed limit increases** - Received approvals for I-40, I-540, US 1, 15-501, Wade, Aviation

### Metropolitan rapid transit and intercity rail

- **County transit referenda** - Successfully advocated for Wake, Durham, Orange local option
- **Wake Transit Plan** - Pushed for approved new plan with bus rapid transit (BRT) basis
- **Intercity rail west of Raleigh** - Supported grant funding effort led by NC Railroad Co., partners
- **Bus on Shoulder System** - Coordinated plan for North Carolina's first BOSS operation
- **FAST transit studies** - Spearheaded \$1m studies to advance regional BRT

### RDU Airport

- **RDU – Paris nonstop flight** - Led "ASAP" private sector marketing campaign
- **RDU runway / infrastructure** - Funded study, led task forces, elevated regional campaign

### Innovations and sustainability

- **State low-cost projects fund** - Successfully highlighted business case to secure fund
- **Dynamic Left Turn pilots** - Developed concept to reduce intersection delay, first sites in US
- **Transportation electrification** - Advocated for federal bus grants, elevating member initiatives

***“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, RTA legislative and policy chair, Research Triangle Foundation of NC*