



“The regional business community has a demonstrated ability to advance transportation priorities that support our growing market through the strong, organized voice of the RTA.”

STEVE BRECHBIEL
Senior Director of
Community Relations
QuintilesIMS
RTA 2017 Chair

REGIONAL TRANSPORTATION ALLIANCE

Powerful business leadership
advancing our mobility future

ABOUT THE RTA

The Regional Transportation Alliance business coalition is comprised of more than 100 leading companies and 20 member chambers of commerce regionwide.

RTA serves as the regional business voice on transportation policy and priorities. We provide a powerful, collaborative voice to advance solutions that will attract top talent, grow prosperity, and sustain the quality of life for the Triangle region.

RTA BUSINESS MODEL

Uniting public and private sectors

Strong regional business leadership is critical to accelerate transportation priorities in our growing market. Major projects face several challenges including limited funding, competing interests, and long project timelines and processes.

With our transportation partners and elected leaders, RTA works creatively to:

- Identify opportunities
- Research solutions
- Offer strategic guidance
- Provide advocacy
- Inspire action and results
- Sustain focus and momentum

“Strong business input and leadership are needed to ensure we have an efficient regional transportation system that will attract talent, expand our economy, and sustain our quality of life.”

BRUCE SARGENT,
Director, IBM North
America Real Estate
Strategy and Operations,
RTA Chair-Elect

RTA GOALS

Focusing on critical transportation priorities

The high-growth Research Triangle region needs sustained, effective investment in regional mobility to remain competitive with peer markets.

Key goals of the RTA business coalition are to:

- Advance congestion relief solutions
- Build regional transit network
- Complete missing freeway links
- Develop new solutions that leverage technology
- Expand domestic and international air service and fund airport improvements

“RTA members determine our priorities, highlight issues important to their companies and the region, and build relationships with fellow leaders.”

KATHLEEN BENTLEY
Director, Regional
Communications
Fidelity Investments,
RTA Events Chair

WHY COMPANIES JOIN Helping employees lose ‘wait’

Leading companies invest in the RTA to:

- Inform mobility priorities
- Gain insights into emerging issues
- Lead solutions from business perspective
- Impact business success

BY THE NUMBERS

RTA results since 2002

250 miles
of new or advanced
freeway improvements

\$1+ billion
for new or expanded
freeways

\$1+ billion
of new, voter-approved
local funding for transit

30+ miles
of approved bus rapid
transit along five corridors

30+ miles
of approved regional
commuter rail

80+ miles
of freeway speed limit
increases

40 connections
through new RDU-Paris
transatlantic flight

60+ miles
Bus On Shoulder System
on regional freeways

\$500 million
retained in funding for
higher-speed rail

3 for 3
in successful local
sales tax referenda for
enhanced transit

“The RTA business coalition is the most effective regional organization in the Triangle — on any issue.”

AARON NELSON
President/CEO of the
Chapel Hill-Carrboro
Chamber of Commerce

INTERNATIONAL AIR SERVICE

Led business community marketing initiative to help secure new nonstop flight to Paris

- Airline consolidation and cost pressures increased the challenge for mid-tier airports to attract non-stop flights.
- RTA launched the Air Service Advancement Project (ASAP) in December 2014 to support RDU's recruitment efforts through a private sector-coordinated and funded marketing effort, including an RDU international air service billboard campaign.
- Delta Air Lines introduced non-stop service between RDU and Paris in May 2016, providing improved service to more than 40 new international destinations for the Triangle and increasing our global competitiveness.

"A true public-private partnership of business, government and community partners and the RTA helped the Airport Authority provide a \$2.2 million, start-up risk mitigation package, as well as marketing support, to secure our Paris flight."

MICHAEL LANDGUTH, A.A.E.
President/CEO,
Raleigh-Durham Airport
Authority

I-40 CONGESTION RELIEF

Relieved region's top bottleneck and advanced innovative traffic solutions

- State budget limitations had forced NCDOT to postpone a plan to expand I-40 between Cary and Raleigh from four to eight lanes.
- RTA developed a fundable proposal to widen the freeway from four to six lanes and lobbied officials to endorse and accelerate the project.
- RTA also spearheaded the "Bus On Shoulder System" (BOSS) freeway initiative, multiple interchange improvements, and freeway speed limit increases regionwide.

ENHANCED REGIONAL TRANSIT

Applying powerful advocacy to create new travel options

- The Triangle faced an uphill battle with expanding transit alternatives due to limited transit usage.
- RTA led the push for a scalable, bus rapid transit-based approach for Wake County, which became the foundation of the approved Wake County transit plan.
- RTA supported successful transit sales tax referenda in Durham, Orange, and Wake counties, including leading the media and communications strategy for the 2016 Wake referendum campaign.

"Without RTA's involvement, we would never have been able to move 540 forward in southeastern Wake County. RTA was the only group that had the relationships and strength to get the project back on track."

TERRY GIBSON, PE
Former Chief Engineer
NCDOT

540/TRIANGLE EXPRESSWAY

Accelerated construction of Triangle Expressway

- With traffic congestion worsening in southwestern Wake County, the extension of I-540 was clearly needed, although state funding limitations had stalled the project.
- RTA spearheaded regional lobbying and educational campaigns and built a broad-based coalition to support accelerated construction of the freeway as a turnpike.
- The \$1 billion Triangle Expressway was completed in 2012, decades earlier than would otherwise have been possible.
- RTA then focused on proposed 540 in southeastern Wake County by gathering regional partners and hiring an environmental policy consultant, leading to the 2013 repeal of the state legislation that had stymied the project.
- NCDOT restarted the study, selecting a preferred route in 2016.

NEW INTERSTATE DESIGNATIONS FOR ECONOMIC DEVELOPMENT

Led successful two-state campaign to advance I-87 corridor to coastal Virginia

- In 2005, RTA began building support for Raleigh's first direct interstate link to mid-Atlantic and northeastern states.
- RTA secured federal and state approvals for the preliminary designation of I-495, announced at the 2013 RTA annual meeting.
- RTA then worked with North Carolina and Virginia elected and transportation leaders to gain Congressional authorization for a new primary Interstate corridor from Raleigh to coastal Virginia in 2016, designated as I-87.

FOR MORE INFORMATION

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Regional
Transportation
Alliance
Business Leadership

RTA MAJOR INVESTORS

Gold and Sustaining Gold members



CLARK NEXSEN



Silver members

- AECOM
- AICPA
- AT&T North Carolina
- Bayer CropScience LP
- Blue Cross and Blue Shield of North Carolina
- Citrix
- Coastal Federal Credit Union
- Credit Suisse
- Duke University
- Fidelity Investments
- First Citizens Bank
- GlaxoSmithKline
- GoTriangle
- Greater Raleigh Convention and Visitors Bureau
- Kimley-Horn
- Lenovo
- McAdams Company
- North Carolina Railroad Company
- Raleigh-Durham Airport Authority
- RATIO
- Red Hat, Inc.
- Smith Anderson
- Stewart
- SunTrust Bank
- TheeDesign Studio
- UNC Chapel Hill
- UNC Health Care / UNC REX Healthcare
- VHB
- WSP | Parsons Brinckerhoff

Senior Regional Partners

- Capital Area MPO
- Durham-Chapel Hill-Carrboro MPO
- GoRaleigh
- GoTriangle
- Raleigh-Durham Airport Authority

Full member list: letsgetmoving.org/memberlist