Annual Report 2003-2004



Regional

Transportation Alliance

Let's get moving!SM

The Regional Transportation Alliance serves as the Triangle's recognized business leadership organization for transportation. The Alliance identifies, facilitates, and promotes mobility solutions for the Triangle Region—in cooperation with our public and private partners—to ensure economic vitality and sustain a world-class quality of life.



Accomplishments of the Past Year

Successfully lobbied for full Highway Trust Fund loop authorization for southern and eastern Wake freeways during the 2004 legislative session.

Organized the campaign for the proposed Triangle Parkway (NC 147 extension) turnpike facility in Research Triangle Park.

Chairman Duane Long and Steering Committee member Joe Freddoso received legislative appointments to the Highway Trust Fund Committee and Blue Ribbon Commission on Urban Needs.

Improved regional dialogue through expansion of the public-private Regional Transportation Strategy (RTS) team and joint metropolitan planning organization meetings.

Initiated the quarterly Transportation Academy Series to increase knowledge of mobility issues among business and government leaders.

Conducted a Sign Audit of highway US I-64 with NCDOT and other public and private partners.

Increased the number of members by over 35%.

Increased to 16 Chambers of Commerce participating in 5 different counties.

Hosted numerous meetings and events for our members:

- Annual Meeting held at Longistics in October 2003
- NC Board of Transportation reception and dinner held in March 2004
- Regional Elected Officials reception held at the Raleigh City Museum in April 2004
- NC Turnpike Authority dinner held in June 2004



Fellow Alliance Members,

Thank you for your support of the Regional Transportation Alliance—the Triangle's recognized business leadership organization for transportation. In 2003-04, we have seen achievements in all facets of our business plan and we are poised for an even more successful 2005. Our members and staff have worked diligently—with our public and private partners—to ensure that our region's transportation system will be an asset for the Triangle now and in the future.

Alliance members are serving in several transportation leadership roles in North Carolina, including positions on both the Blue Ribbon Study Commission on Urban Transportation Needs and the Highway Trust Fund. An April 2004 presentation to the Highway Trust Fund Commission, followed by persistent lobbying by Alliance staff and leadership, led to Highway Trust Fund loop authorization for completing I-640 around the City of Raleigh.

The Alliance organized the campaign during 2004 to generate broad-based support for the Triangle Parkway—a roadway that the Research Triangle Foundation has planned for since 1958. Our efforts bore fruit, with more than 17 affirmative resolutions in favor of the proposed Turnpike route and a terrific public comment program at the June NC Turnpike Authority meeting. In 2005 we will continue to advocate for the timely funding and completion of the Parkway and other critical roadways.

During the past year we have conducted or sponsored multiple research efforts concerning traffic problems and potential solutions. We are conducting ongoing sign audit partnerships in cooperation with NCDOT and other partners in the region, with initial results to be prominently displayed on US 1-64 freeway guide signs in the coming months! We have greatly expanded the number of events available to our members this year—from the Board of Transportation and Elected Officials receptions to the quarterly Transportation Academy. We will continue to create opportunities to recognize and build relationships with the public officials that serve our region's mobility needs every day. Alliance members are the heart of the organization, and based upon a membership growth that exceeded an ambitious 25% goal in one year, the heart is becoming stronger and more vibrant. This growth has allowed the Alliance to successfully operate simultaneously in multiple points of engagement—a challenging, yet essential task to ensure true multimodal mobility for our region.

As always, we recognize that your focus, diligence, and dedication to both the organization and the region continue to be essential to our success. With your help, we are confident that the Regional Transportation Alliance will continue to provide the consistent *business* leadership that our members require and the Triangle deserves. Thank you for your support, encouragement, and membership.

Let's get moving!

Bill Shore

Bill Shore

Alliance Co-chairman

Duane Long

Alliance Co-chairman

REGIONAL TRANSPORTATION ALLIANCE LEADERSHIP TEAM















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Triangle Business Journal

Triangle Community Coalition
Triangle United Way

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Silver Chamber Partners

Angier Chamber of Commerce
Apex Chamber of Commerce
Benson Area Chamber of Commerce
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Garner Chamber of Commerce
Hillsborough/Orange County Chamber of Commerce
Holly Springs Chamber of Commerce
Knightdale Chamber of Commerce
Morrisville Chamber of Commerce
Rolesville Chamber of Commerce
Wendell Chamber of Commerce
Zebulon Chamber of Commerce

Regional Public Affiliates

Capital Area Metropolitan Planning Organization
Durham-Chapel Hill-Carrboro
Metropolitan Planning Organization
Triangle Transit Authority

Regional and Statewide Partners

Greater Triangle Regional Council
NC Go!
NC Public Transportation Association
Research Triangle Regional Partnership
SmartCommute@RTP

Regional Transportation Alliance

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