

# Regional Transportation Alliance

The voice of the regional business community on transportation

## 2021-22 Action Plan: Accelerated Metropolitan Mobility

1. Advance sustainable funding for RDU Airport
2. Accelerate metropolitan rapid transit system
3. Promote "rapid relief" freeway improvements
4. Support mobility innovations, technology, and pilots
5. Modernize revenues for multimodal freeways and streets

### Advocacy focus: equity and opportunity

- **Federal funding for RDU primary runway**  
– coordinate private-public campaign
- **Airport-controlled capital funding**  
– promote increased RDU parking, access fees
- **Municipal owner contributions to RDU**  
– push modernized, increased investments
- **Regional commuter rail**  
– advance and accelerate passenger rail
- **Regional bus rapid transit**  
– fund study, lobby for interconnected BRT network
- **Zero fare transit**  
– push policy to increase equity, ridership
- **Transit priority shoulders for freeways**  
– focus on I-40, 540, make standard practice
- **Complete 540**  
– push to preserve, accelerate corridor
- **US 1 / Capital Boulevard**  
– accelerate one or more interchanges
- **I-40 next**  
– identify, advance scalable improvements
- **Multimodal freeway, street upgrades**  
– secure improvements to US 70, 64, 15-501; NC 54
- **Intersections for everyone**  
– lead dual left turn study, promote pilots
- **Triangle Bikeway along I-40, NC 54**  
– lead follow-up outreach study, advance corridor
- **Access user fee for highways**  
– elevate solutions to stabilize revenues

### Member focus: engagement and growth

- **RTA focus area chairs**  
– increase engagement and representation
- **RTA task forces**  
– build upon RDU AID success, focus on transit
- **RTA 20<sup>th</sup> annual meeting**  
– deliver outstanding event given pandemic
- **RTA tour to South Florida**  
– maximize attendance, leverage event
- **RTA transportation breakfast**  
– execute successful annual event in 2022
- **RTA weekly briefings, blogs**  
– elevate ongoing communications
- **RTA membership sales**  
– sustain positive growth trajectory
- **RTA research initiative / acceleration fund**  
– expand, increase member investments
- **RTA member success strategy**  
– ensure sustained partnership and value
- **Equitable economic development**  
– support member chambers of commerce

## Regional business leadership since 2002

### *Freeways and interchanges*

- **540 Triangle Expressway turnpike built** - led lobbying and campaign to build state's first turnpike
- **Southern Wake 540 under construction** - led private sector support initiatives to keep project moving
- **Future I-885 nearing completion** - garnered regional support for Triangle Connector to I-85
- **540 express shoulder lane** - conceived, highlighted, and advanced pilot 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 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 And Street-based Transit (FAST)** – funded study, led to statewide policy change at NCDOT
- **Zero Fare transit policy** – commissioned study, advanced conversation on regional zero fare

### *RDU Airport*

- **New RDU – Paris nonstop flight launched** – led “ASAP” private sector marketing campaign
- **2021 RDU “Carry on” campaign** – supported post-pandemic air service recovery initiative
- **RDU capital infrastructure funding** – created task forces, funded study, pushed recommendations

### *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