

The Case for RTA REGIONAL LEADERSHIP TEAM INVESTMENT

The Challenge for Business in Our Growing Market

The Triangle continues to experience incredible growth in population, job creation, metropolitan area size, and competition for talent. Effective transportation can and must link our expanding region – connecting people to jobs, housing, and opportunity.

Unfortunately, vital transportation projects invariably cost more and take far longer than we expect, with potential implications for talent attraction and quality of life.

RTA: The Regional Business Community's Response – Our Focused, Dedicated Voice

The Regional Transportation Alliance (RTA) business coalition has an unmatched 20+ year record of successfully championing the most critical mobility priorities for our growing region's success.

RTA leverages the strength and tenacity of the organized regional business community – working in concert with key partners – to ensure that vital projects happen, and accelerate, amidst an uncertain policy, prioritization, and funding environment.

RTA is the Metropolitan Private-Public Partnership That Drives Consensus and Action

- ▶ RTA serves as the lead private sector voice on mobility in the metropolitan Triangle.
- ▶ RTA relentlessly pursues and elevates opportunities to advance mobility solutions for our more than 100 leading companies and 25+ area chambers of commerce.
- ▶ RTA applies focus, initiates and funds research, leads public-private cooperation, synthesizes and reframes issues, lobbies for priorities, and promotes faster solutions.
- ▶ RTA inspires action, accelerates impact, and delivers results for our members.

RTA 2025 Strategic Advocacy Priorities

- ▶ Sustainable business model for RDU
- ▶ Access user fee for highway funding
- ▶ Accelerated BRT and FAST transit links

RTA 2025 Rapid Implementation Initiatives

- ▶ US 1/Capital Blvd. freeway upgrade
- ▶ Dynamic left turn intersections (DLTI)
- ▶ SMART freeway for I-40

RTA: A Strategic Investment in a Core Talent Attraction and Employee Satisfaction Issue

The mission of RTA is to deliver business leadership to get our region moving *faster*.

Companies join RTA to advance regional executive relationships, receive visibility and recognition, gain strategic insights, and provide meaningful impact on critical priorities.

RTA Leadership Team investments begin at \$5,000 annually. Visit: letsgetmoving.org/join

“The 540 turnpike – accelerated by the vital leadership of RTA – is a core component of our ability to recruit and retain a diverse workforce by expanding our talent market.”

– Sarah Gaskill, RTA Chair-Elect, FUJIFILM Diosynth 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, 2024 RTA Chair, First Citizens Bank

“Transportation projects will always take forever. RTA makes sure they take ‘less forever.’”

– Joe Milazzo II, PE, RTA Executive Director