

Driving Solutions for a Growing Region: 2024 RTA FOCUS AND ACCOMPLISHMENTS

In 2024, the Regional Transportation Alliance (RTA) continued our over two-decade legacy of bringing together key partners — including governments and area businesses — to accelerate transportation solutions for our rapidly expanding region.

Key Events and Policy Highlights

January: RTA hosted our 22nd Annual Meeting, where our members highlighted key priorities and opportunities across all modes of transportation.

April: Held RTA Airline CEO Forum event in concert with Raleigh-Durham International Airport and Copa Airlines to promote the new airline, flight, and connections within the Americas.

May: Held field visit of 540/Southern Wake freeway prior to opening the largest highway project in North Carolina history.

June: Held online RTA general membership meeting on transit acceleration opportunities.

June: Led well-attended RTA QuickTour to Richmond, VA to highlight and advance freeway cap opportunity as well as Bus Rapid Transit (BRT) in a peer city.

August: Held effective RTA Transportation Brunch to spotlight the opportunity for advancing multimodal freeways in our region, in concert with the I-40 Regional Partnership.

November: Held the first RTA-NCDOT BRT/FAST/SMART Team meeting at SAS Institute to promote multi-modal transportation and highlight challenges.

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

- ▶ **Transit:** Completed fundraising and worked with NCDOT to successfully launch a nearly \$900K FAST transit study to make roadways transit-ready.
- ▶ **US 1 / Freeway Acceleration:** Successfully lobbied for turnpike study of accelerating multimodal freeway upgrade for US 1 north of I-540, including part-time toll scenario.
- ▶ **Resilient Highway Funding:** Broadened outreach and increased business community support for access user fee approach to create sustainable, predictable state funding.
- ▶ **High-Performance Rail:** Supported successful rail infrastructure grant led by NC Railroad Company in concert with NCDOT, Norfolk Southern, CSX, and Amtrak.

RTA Organizational Success

- ▶ **RTA Membership:** Retained stable RTA Leadership Team pricing for the 22nd consecutive year, representing a value savings of more than 75% for all members.
- ▶ **RTA Marketing:** Created one-page case for RTA Leadership Team investment.
- ▶ **RTA Member Chambers:** RTA represented and supported more than 25 chambers of commerce across 13 counties, including a strategy gathering held in December.

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