

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.

2024 RTA FOCUS AND
ACCOMPLISHMENTS

RTA Regional Leadership Team

RTA Sustaining Gold Members

Research Triangle Foundation
Amgen
Wake County Economic
Development

Google
Greater Durham Chamber
Kane Realty
Greater Raleigh Chamber

Raleigh-Durham Airport Authority
IBM Corporation
The Sunrock Group

RTA Gold Members

Duke Energy
HDR
Kimley-Horn
Martin Marietta

McAdams
Pinnacle Financial Partners
Smith Anderson
United Therapeutics

VHB
Wetherill Engineering
WSP

RTA Silver Members

Bolton & Menk
Capitol Broadcasting Co
Chatham Park
Coastal Federal Union
Cloud Software
CSL Seqirus
Dominion Energy
DRMP
Duke University
Fidelity Investments
First Citizens Bank
First National Bank
Fox Rothschild LLP

Forge Nano
FUJIFILM Diosynth Biotechnology
GoTriangle
Gannett Fleming, Inc
Greater Raleigh Convention and
Visitor Bureau
KCI
KDC
Lenovo
Novo Nordisk Pharmaceutical
Industries
North Carolina State University
RTI International
SAS Institute

Stewart
STV Inc
TranSystems
The Spectrum Company
TowneBank
The Umstead Hotel and Spa
UBS
UNC Chapel Hill
UNC Health
Wake Tech Community College
York Properties
Westin Raleigh-Durham Airport
Hotel

RTA Member Chambers of Commerce

Angier
Apex
Benson
Cary
Chapel Hill
Chatham
Clayton
Franklin
Fuquay-Varina

Garner
Hillsborough / Orange County
Holly Springs
Knightdale
Moore County
Morrisville
Rocky Mount
Rolesville
Roxboro

Sanford
Triangle East
Wake Forest
Wayne County
Wendell
Wilson
Zebulon

RTA Senior Regional Partners

Capital Area Metropolitan Planning
Org.
Durham-Chapel Hill-Carrboro
Metro Plan. Org.
Central Pines Regional Council
City of Durham

GoRaleigh / City of Raleigh
GoTriangle
Raleigh-Durham Airport Authority
Chapel Hill Transit / Town of
Chapel Hill

Town of Cary
Town of Morrisville
Town of Holly Springs
Town of Wake Forest

For full membership list, including Bronze and Basic, visit letsgetmoving.org/membership.