



The voice of the regional business community on transportation – for more than 20 years.

RTA is a metropolitan, private-public partnership that drives consensus and action – through focus and cooperation between the business community and elected and transportation leaders.

RTA has only two core values: service to the region, urgency of our action.

Those values translate into four consistent benefits for our members:

- Influence on regional business priorities, and impact on this region
- Insights that are actionable for your company
- Recognition for your leadership on a critical employee satisfaction issue
- Executive relationships and connections throughout our metro area

RTA 2025 Business Plan – primary action areas:

Strategic Advocacy Priorities

- Identify sustainable business model for RDU
- Lobby for expanded access user fee
- Complete FAST study, accelerate BRT / transit

Rapid Implementation Initiatives

- Accelerate US 1 / Capital Blvd. freeway
- Implement Dynamic Left Turn intersections
- Secure funding for I-40 SMART freeway

RTA MEMBERSHIP LEVELS – SUMMARY

RTA Regional Leadership Team

- RTA Sustaining Gold: \$10,000 Premier sponsor of major events; join RTA Steering Cmte.
- RTA Gold: \$7,500 Prominent logo at all events; town hall on your campus
- RTA Silver: \$5,000 Logo at all RTA events; join Regional Leadership Team

Supporting members

- RTA Bronze: \$2,500 Recognition at all RTA events; RTA retreat invite
- RTA Basic: \$500 – \$2,000 Ticket to all RTA events; e-newsletter

See: letsgetmoving.org/membership for a current list of all RTA members, and detailed member benefits

“RTA helps leading businesses have strong, informed, public voices, ensuring focused efforts on infrastructure to support employment, mobility, and growth.”

- Sarah Gaskill, RTA Chair, 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, RTA immediate past chair, First Citizens Bank

RTA delivers business leadership to get our region moving faster.

RTA: HIGHLIGHTS OF A LEGACY OF REGIONAL BUSINESS LEADERSHIP SINCE 2002

Freeways, regional boulevards, and interchanges

- **540 Triangle Expressway turnpike built** - led lobbying and campaign to build state's first turnpike
- **Southern Wake 540 open** - spearheaded private sector advocacy to keep project moving
- **Future I-885 opens** - garnered and sustained regional support for Triangle Connector to I-85
- **540 express shoulder lane** - conceived, highlighted, and advanced pilot concept 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** - requested increases for I-40, I-540, US 1, 15-501, Wade, Aviation
- **US 1 / Freeway** - **successfully lobbied for turnpike study to accelerate multimodal freeway**

Metropolitan rapid transit and intercity rail

- **Transit referenda passed in Orange, Durham, Wake** – advocated for local option legislation
- **Wake Transit Plan approved** - pushed for approved new plan with bus rapid transit (BRT) basis
- **High performance rail grant** – supported funding effort led by NC Railroad Co. and partners
- **Bus on Shoulder System launched** - coordinated plan for North Carolina's first BOSS operation
- **I-40 transit priority shoulder** – led multiple studies, informed advocacy for multimodal freeways
- **Freeway, Arterial, Street, Tactical (FAST) transit** - leading \$900k study to accelerate regional plan
- **Zero Fare transit policy** – commissioned studies, advanced conversations for regional zero fare

RDU Airport

- **New RDU – Paris nonstop flight launched** – led “ASAP” private sector marketing campaign
- **RDU “Carry on” campaign** – supported post-pandemic air service recovery initiative
- **RDU runway / infrastructure funding** – funded study, led task forces, elevated regional campaign

Innovations and sustainability

- **Dynamic Left Turn intersection (DLTI)** – developed concept to reduce off-peak delay, first 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, elevating member initiatives

“The Triangle is finally aligning around a regional, scalable, multi-modal transportation vision that can work! The RTA has convened our business and governmental leaders to embrace the strategy. Continued investments in RTA will see us through implementation.”

*– Scott Levitan, Research Triangle Foundation of NC
RTA Steering Committee and RTA Regional Leadership Team*