

Regional Transportation Alliance – 2025-26 RTA Business Plan

RTA mission: *Deliver business leadership to get our region moving faster.*

Strategic advocacy priorities

- **Identify sustainable business model for RDU infrastructure** – Support RDU expansion by advancing new revenue tools and innovative project delivery methods, as well as faster environmental approvals
- **Lobby for solutions to modernize and strengthen state highway revenue** – Build upon existing state fee framework for electric, hybrid vehicles by exploring access fee, sales tax, gas tax options
- **Promote innovative, scalable funding and project delivery** – Identify new funding methods, project development, and public engagement options to reduce inflation risk and speed results

Rapid implementation initiatives

- **Accelerate US 1 Capital freeway** – Ensure faster upgrade of US 1 to multimodal freeway and parallel access road system north of I-540, via innovative funding, financing, and/or project delivery
- **Advance construction on BRT, I-40/RDU Airport exchange station, RTP transit center** – Support Raleigh New Bern BRT construction; accelerate regionwide BRT network, stations, and FAST infrastructure
- **Drive consensus and implementation of I-40 mobility and safety improvements** – Work with NCDOT and partners on rapid relief, SMART freeway treatments; explore pathways for a broader I-40 solution
- **Implement multiple intersection innovations** – Work with NCDOT and municipalities to install dynamic left turns and other low-cost intersection improvements to reduce delay and emissions

Organizational priorities

- **Grow RTA Leadership Team investments** – Support RTA major investors in their efforts to expand the RTA Regional Leadership Team, encourage upgrades, and promote additional member investments
- **Expand overall RTA membership** – Promote awareness and expansion of RTA organization by leveraging introductory pricing for small businesses that are already members of an RTA member chamber
- **Maintain RTA Leadership Team pricing for 24th consecutive year** – Retain Leadership rates (\$5,000 Silver; \$7,500 Gold; \$10,000 Sustaining Gold) to simplify member budgeting and promote value

RTA overview

The voice of the regional business community on transportation since 2002, RTA is a metropolitan, private-public partnership that drives consensus and action. RTA represents more than 100 leading companies and 25 member chambers of commerce across 13 counties. RTA is a regional program of the Greater Raleigh Chamber.

RTA purpose

RTA believes that advancing mobility infrastructure is essential for prosperity, economic mobility, and quality of place and life for our members and our region, and that applying sustained business focus will accelerate solutions.

RTA advocacy approach

RTA works with our elected and transportation partners to advance key priorities, elevate opportunities, and accelerate results. We create essential focus through purposeful and sustained advocacy, support, regional collaboration, events, tours, research, synthesizing information, reframing issues, and targeted outreach.

Transportation projects will always take “forever.” RTA works with our partners to make them take “less forever,” ... which means less risk, more certainty, and faster, better solutions for our members and the region.

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Ongoing priorities and initiatives

- **Advance Southeast higher-speed intercity rail** – Support passenger rail from Raleigh to Wake Forest/Richmond/Washington, new RTP rail station, and strategic multimodal linkages with BRT
 - **Advance US 70 improvements** – Forge consensus on US 70 upgrade between Durham and Raleigh to multimodal junior freeway or regional boulevard, potentially using toll revenue to accelerate
 - **Jumpstart Triangle Bikeway system** – Create I-40/I-885/NC 54 bikeways parallel to freeways as backbone, develop regionwide higher speed bikeway network and multimodal hubs
 - **Cultivate business community members for board and commission roles** – Help identify, encourage, and support business leaders to join important transportation and mobility-related boards
 - **Continue strong RTA events** – Hold excellent RTA Annual Meeting/The State of Mobility 2026 event and RTA Transportation Brunch event; add field visits, quick tours, etc. if/as need be
 - **Strengthen member recognition initiative to promote electrification** – Support member efforts to increase awareness and further RTA organizational goals around sustainability
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RTA chair leadership

- Sarah Gaskill, FUJIFILM Diosynth Biotechnologies – *RTA chair*
- Jay Irby, First Citizens Bank – *RTA immediate past chair*
- Harold Hicks, RTI International – *RTA prior past chair*

RTA focus area chairs

- Alex Culpepper, The Sunrock Group – *commerce and logistics chair*
- Federico Egli, IBM – *emerging technology chair*
- Avi Halpert, United Therapeutics -- *partnerships and outreach chair*
- Lilyn Hester, Google – *innovation chair*
- John Kane, Kane Realty – *real estate and mobility chair*
- Scott Levitan, Research Triangle Foundation of North Carolina -- *legislative and policy chair*
- Dana Martinez, Amgen – *sustainability and environment chair*
- Nicole Niwa, Novo Nordisk – *air service and infrastructure chair*
- Stelfanie Williams, Duke University – *regional transit chair*

RTA team contact information

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