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In 2006, a group of concerned business leaders, landowners and residents came together for a common purpose: improving traffic congestion and enhancing property values along the I-35W North Corridor from downtown Fort Worth into Denton County.

Addressing a Critical Need

Traffic congestion along the I-35W North Corridor is significantly impacting the bottom line of businesses and quality of life of residents along the corridor. Employees are stuck in gridlock, cutting into both their work and family time. Products cannot move efficiently through the region. Future economic development is jeopardized as businesses choose to locate in other areas that do not have the same mobility challenges as our region.

Efficient transportation is critical to the economic vitality, livability and sustainability of our region. The Dallas-Fort Worth Metroplex is the fastest-growing metropolitan area in the United States, yet our current transportation infrastructure cannot keep up with the explosive growth.



Our Priorities

- **Funding and completion of the North Tarrant Express**, a multi-phased transportation improvement project along SH 183, I-820 and I-35W. Construction on Phase I (I-820 from I-35W to SH121) is scheduled to begin in 2010; reconstruction of the I-35W/I-820 interchange and improvements to I-35W are equally critical to improving mobility
- **Passage of the Texas Local Option Transportation Funding Act (SB855/HB9)**, which will enable counties, subject to voter approval, to levy a menu of fees to generate new revenues to fund regional rail, roadways and transit that are necessary to increase transportation capacity in the region.
- **Adoption of Development Guidelines**, recommend the design criteria for new development in the region, which will protect the investments of current and future landowners, investors and users.

Benefits of Membership

The 35W Coalition is an organization that ensures a high return on your investment. You can have a direct impact on the solutions to our region’s transportation crisis and play an active role in enhancing our region’s livability, sustainability and economic vitality.

As a member, you receive the following benefits:

- **Measurable Results.** Through the Coalition's advocacy efforts, we accelerated improvements to I-35W North by several years. *We get things done.*
- **Access to Key Decision-makers.** As a member, you have access through our quarterly meetings, invitation-only receptions and legislative visits to key elected officials and transportation executives who drive transportation decisions in our state. The Coalition also affords you valuable networking opportunities with other business leaders in the region.
- **A Common Platform.** There is strength in numbers. As a member, you have the opportunity to be part of a powerful and credible organization that uses the unified voice of its members to leverage change and move key transportation projects forward.

What Our Supporters Are Saying

The 35W Coalition has had great success informing elected officials and transportation executives of the importance of the I-35W North Corridor as it relates to the region and the Metroplex. Coca-Cola Enterprises has a major manufacturing and distribution center along I-35W and is concerned with the on-the-road delays. Improving mobility along this corridor will greatly assist businesses in our region.

*Jay Long, Public Affairs Manager
Coca-Cola Enterprises*

The Coalition has tremendous political capital and has made significant in-roads on advancing the transportation projects that are vital to our region's economic vitality and quality of life. No other organization has been able to engage the private sector in solutions to the mobility crisis like the Coalition.

*Russell Laughlin, Senior Vice President
Hillwood Properties*

Being a part of the Coalition makes good business sense for us. We must ensure that the improvements to I-35W happen **now**; we cannot wait. Gridlock is hurting our business and our customers, who tell us that the number one reason they do not come to events at our facility is traffic congestion.

*Eddie Gossage, President
Texas Motor Speedway*

The 35W Coalition is successful because it represents the voice of the private sector and engaged citizens. This gives the group tremendous credibility; it is a powerful force to be reckoned with.”

*The Honorable Mike Moncrief, Mayor
City of Fort Worth*

More Information

The 35W Coalition, the **only** non-profit membership organization of private sector companies **and** individuals, actively advocates for transportation policies, funding and solutions that will support the corridor's economic vitality and improve the quality of life for residents, businesses and their employees.

The Coalition works to educate its members, the public, and state and local elected officials about the urgent mobility challenges in the region. It is also focused on ensuring that future development along the corridor meets a high standard that will protect the investments of current and future landowners, investors and users.

Quarterly membership meetings, special events, advocacy efforts, regular member communications and a comprehensive web site (www.35WCoalition.com) provide timely updates on key issues, projects and pending legislation that affect mobility and economic prosperity in the region.

For more information on membership, legislative outreach, transportation projects or upcoming meetings, please call (972) 580-0662 or visit our web site at www.35WCoalition.com. Come join us!