



North Texas Commission

Overview

The North Texas Commission was founded in 1971 as a nonprofit, membership-supported organization with the goal of unifying the North Texas region to maximize the visibility of the area as a place to live and do business. In the beginning, the North Texas Commission played a key role in securing air routes for the Dallas-Forth Worth International Airport.

Today, the North Texas Commission (NTC) has evolved into a regional nonprofit team of roughly 400 businesses, cities, counties, chambers of commerce, economic development entities and higher education institutions. It is recognized throughout the North Texas region as the one and only public-private regional organization committed to enhancing the overall economic vitality and quality of life of the area.

NTC tries to improve the region's economy, infrastructure and lifestyle by leading and directing regionally cooperative initiatives to accomplish objectives in four primary areas: transportation, aviation, environment and long-range strategies.

Regional Priorities

In the last decade, the North Texas Commission has worked hard to market the North Texas region by promoting its important industries and assets such as aviation, logistics and the information/communications industry. It also made strides in addressing issues related to aviation resources, regional air quality, surface transportation and water resource development. For example, the NTC helped found the North Texas Clean Air Coalition, a group of several local organizations committed to ensuring that the North Texas region is able to achieve clean air compliance standards set by the U.S. Environmental Protection Agency. (See box on next page.)

In addition to efforts made to improve air quality within the region, NTC has also placed its time and energy behind regional strategies that will generate support for resources, policies, programs and projects to implement regional mobility.

ORGANIZATIONAL SNAPSHOT

Type of Organization

Multi-sector: Led by partnership of business, government, civic, community and other leaders

Unit of Membership

Company/organization

Number of Members

2003: 400

1998: 400

Membership by Type

Businesses: 50%

Chambers and Economic

Development Agencies: 33%

Cities: 12%

Higher Education Institutions: 4%

Dues Determined by

Number of company employees; city populations; number of students at universities

Annual Dues Paid by

Largest Member Companies: >\$10,000

Smallest Member Companies: \$1,200

Annual Operating Budget

2003: \$1 million to less than \$2 million

1998: \$1 million to less than \$2 million

Staff Members (FTE)

2003: 11

1998: 11

Board Members

2003: 42

Regional Priorities

Transportation, Air Quality, Workforce Development and Education

NORTH TEXAS CLEAN AIR COALITION

The North Texas Clean Air Coalition was founded in 1993 by the North Texas Commission, the Fort Worth Chamber of Commerce, the Greater Dallas Chamber and the North Central Texas Council of Governments. Soon after the Coalition was founded, the Dallas Area Rapid Transit and the Fort Worth Transportation Authority also joined. In 2002, the North Texas Commission was awarded a \$900,000 federal grant to manage an air quality public information program in cooperation with the North Texas Clean Air Coalition. The coalition is also actively involved in promoting employer-organized ridesharing programs such as transit passes, vanpools or carpools, and other incentives for employees who participate in trip reduction programs.

See <http://www.ntc-dfw.org/ntcprogramenvironmental.html>

According to the North Texas Commission, in the early 1990s “there was very little public-private collaboration in the interest of regional mobility, and no effective, region-wide transportation advocacy program.” Moreover, local officials, business and nonprofit leaders felt that the lack of a transportation advocacy group made it difficult for the North Texas region to receive its fair share of transportation funding from Austin or Washington, D.C. As a consequence, the transportation infrastructure (roads, highways, bridges, etc.) of the North Texas region was deteriorating due to age, increased usage, heavy vehicles and inadequate maintenance levels.

As a result, the NTC’s North Texas Regional Transportation Task Force joined forces with the Dallas/Fort Worth Area Partners in Mobility. This collaboration engages in informing the Texas Transportation Commission of the region’s priorities and needs; informing citizens and organizations of the region’s transportation needs and the importance of mobility to the region’s economic vitality and quality of life; collaborating with transportation interest groups in order to build a statewide constituency for increased investment in transportation; communicating the region’s transportation needs to elected representatives at all levels of government; and supporting and cooperating with all other transportation-related agencies.

In recent years the North Texas Commission has also become interested in ensuring that workforce development strategies and programs as well education-related issues keep pace with the changing demographics of the North Texas region.

Structure and Operations

The North Texas Commission is unique in that it is the only regionally-focused public-private organization within the “Dallas/Fort Worth Metroplex” (a term coined by NTC in 1972). As such, any North Texas business, city, county, chamber of commerce, economic development agency or institution of higher education may join. The organization is guided by a group of seventy-two leaders representing the public, private, nonprofit and higher education sectors. During the last five years, the organization

has weathered the storm of the recession very well compared to many other groups. For example, the North Texas Commission's membership did not decline, but instead remained relatively flat at around 400 members. It has also been able to maintain a consistent annual operating budget of \$1 to \$2 million since 1998.