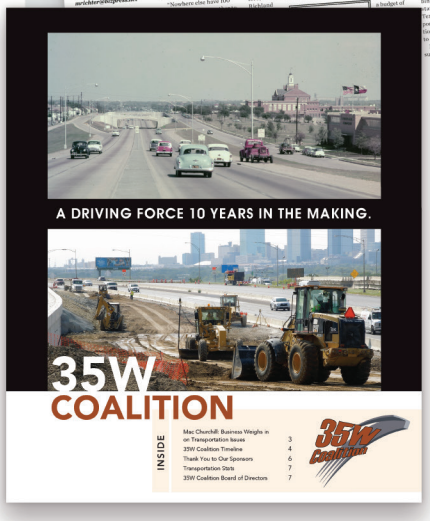
35W Coalition



Transportation is a vital issue for every community, one that is directly tied to economic vitality and job creation, as well as quality of life. Yet, it is a highly complex issue — from funding mechanisms, to legislative policy, to decision-making at the local level — that is often a challenge to distill down into simple messaging that will engage and motivate the general public.

Paving the way for the expansion of Interstate 35W through Fort Worth — an international trade corridor connecting Mexico and Canada — has been a high priority for the local business community. In 2005, a group of business leaders turned to the Cooksey team to help create and launch a private-sector coalition to advocate for the highway expansion, along with legislation necessary to ensure funding for critical projects in Fort Worth and the surrounding region.

Cooksey has successfully worked to engage and educate the business community, general public, legislators and key influencers and has helped the coalition to mobilize and advance numerous legislative bills and nearly $4 billion in infrastructure projects.

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