

PROJECT PROFILE



FACILITATING COMMUNITY CONVERSATIONS FOR STRATEGIC PLANNING PURPOSES, "TARRANT TRANSIT VISION" '11
The T (now Trinity Metro)
COORDINATION OF LOCAL MARKETING INITIATIVES '19, '20, '21
Via in cooperation with Trinity Metro

In 2011, Project Partners facilitated community conversations for Trinity Metro, the public transportation agency in Fort Worth. At that time, people envisioned calling for a ride from their cell phone app - but that seemed light years away. Almost a decade later, the Trinity Metro ZIPZONE program was launched - the agency's "first mile/last mile" solution for users of public transportation - through an on-demand rideshare service, Via. In 2019, Project Partners worked with Via to supplement their local outreach initiatives for the launch of ZIPZONE in the Mercantile area, and again in 2020 and 2021 for the launch of ZIPZONE in Crowley and the Near Southside.

"Thank you so much for your efforts to promote ZIPZONE in Crowley and Near Southside!! I know the turnaround time was quick, but your efforts were mighty and we can't say thank you enough! Great work!"

Cequila Greer, Sales/Business Outreach Manager
Trinity Metro

"We made the right decision when hiring Project Partners to facilitate our community conversations, a part of our strategic planning process. Lerii was a master at engaging our diverse stakeholder groups, and their detailed report of the comments has guided our follow up actions. This process was one of the most effective we have experienced in gaining input from a broad base of stakeholders."

Nancy K. Amos, Former Sr. Vice President
The T (now Trinity Metro)

PROJECT PROFILE

Mission The North Texas Clean Air Coalition is the only nonprofit organization in the region dedicated solely to encouraging voluntary efforts to improve air quality in North Texas through educating, engaging and recognizing the business community.

Experience tells us when we influence our companies to take many pro-active, voluntary clean air measures available to them, it is not only good for our air, it's good for business. Yet, serving a nine-county area and working to influence literally hundreds of businesses representing thousands of employees and tenants is a job. Our work is cut out for us and we need your help.

History and Leadership Recognizing the potential dangers and economic consequences the region could face if we failed to achieve clean air compliance, the commission, the Fort Worth Chamber of Commerce, and the North Central Texas Council of Governments joined in 1993. Dallas Area Rapid Transit members, Other leading ... and all

2009 Annual Sponsorship Program
Securing pledges to Sustain the 2009 Working for Clean Air™ Program of Work
Our Region. Our air. Our business.
Do Your Share Today!

NTCAC Nine County Service Areas

Working for cleanair™ Award

Congratulations to this year's winners!

OPINION Editorial
Editorial: Employers should help clean the air
By Jim COFFMAN, July 26, 2010
Traffic congestion wastes time, wastes money, it's bad for business...
Traffic congestion also adds tons of unnecessary greenhouse gases into the air...
Texas cities... those most hit by the smog problem and with people in the most...
...and for business...
Understanding their role in a healthier, more prosperous region...
...and voluntary steps to get stay air the need to help clean the air...
People involved deserve a salute. In fact, many have already recognized...
...and the North Texas Clean Air Coalition deserves...
...and the North Texas Clean Air Coalition deserves...



NORTH TEXAS CLEAN AIR COALITION

'95, '96, '01 - '11

In cooperation with the Fort Worth Chamber of Commerce, the Dallas Regional Chamber, North Texas Commission, North Central Texas Council of Governments, The T, and DART.

In 2007, while providing comprehensive project direction for the NTCAC board and committee and complete event management and business outreach/marketing services across the region, Project Partners was engaged to develop and manage a sponsorship program. With the board members and task force, Project Partners developed the strategy and implementation of the new sponsorship program—the sponsorship levels, benefits to those levels, the marketing materials, the processes of prospecting, cultivating, and soliciting donors and the required follow up. More than \$500,000 was pledged to the program. In 2008, while continuing to provide the project direction, event management, fundraising, and marketing/community outreach services, we provided strategic planning consulting services, budget development and implementation as well as research and application for 501c3 status. The status was granted in September 2008. Project Partners then provided comprehensive project direction and management of this small nonprofit, working with hundreds of employers in the North Texas region to do their share for cleaner air.

“Project Partners provides expert management of all components of our small nonprofit. They make us [board members] look good.”

Richard Maxwell, Vice President of Marketing
The T and 2010 Chairman

“The expertise and service you provided was extraordinary. You coached and guided us to achieve the engagement of others that we needed.”

Cathy Altman, Partner
Carrington, Coleman, Sloman & Blumenthal
Former Chair of the Board

“The Coalition would not be the success that it is today without the help of the Project Partners team.”

Chris Klaus, Senior Program Manager
North Central Texas Council of Governments

“I highly recommend Project Partners. We would not have been as successful without them.”

Nancy K. Amos, Senior Vice President,
The T