



For Immediate Release

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BUSINESS AND CIVIC LEADERS JOIN FORCES TO UNITE CENTRAL TEXAS “MEGAREGION”

Central Texas Alliance to Advocate For Long-term Investment to Meet Unprecedented Growth

(AUSTIN, Texas) A coalition of civic, business, economic development, academic and community leaders has come together to support the fast-growing Austin-San Antonio corridor, including the 13-county megaregion with more than 120 cities. The Central Texas Alliance (CTxA) recently formed to address the many opportunities and challenges that come with rapid growth.

Texas enjoys the fastest growing economy and population in the country, and the Austin-San Antonio corridor, now with a population of 5.3 million people, is poised to add 3 million more residents by 2050. The projected growth will put demands on housing, energy and water resources, mobility infrastructure, and the region's workforce.

“The Central Texas Alliance aims to be the go-to organization for the state's top elected leaders, members of the Texas legislature and Texas' U.S. Congressional delegation, as well as all of our stakeholders, to cohesively address how we respond to the unprecedented growth we are experiencing in the state's newest megaregion,” said newly-appointed CEO, A.J. Rodriguez, who formerly served as executive vice president for Texas 2036.

Two business and economic development leaders, Austin's Gary Farmer, president of Heritage Title Company and founder and former Chairman of Opportunity Austin, and San Antonio's Jenna Saucedo-Herrera, Head of Corporate Impact at USAA and former president and CEO of greater:SATX, are serving as co-chairs of the newly formed 501(c)(6) corporation. The organization is being seed-funded by an initial Founding Steering Committee representing leaders from Austin, San Antonio, San Marcos, and New Braunfels.

“We are 13 counties, 11,631 square miles, 120 municipal governments, 2 Metropolitan Statistical Areas, with an economy that generates an annual GDP of approximately \$460 billion. If Central Texas were its own country, we'd rank among the world's largest economies. Those facts tell us that it's time for the Central Texas Alliance,” said Henry Cisneros, CTxA founder, former U.S. Secretary of Housing and Urban Development (1993–97), four-term Mayor of San Antonio (1981–89) and co-author of *The Austin-San Antonio Megaregion: Opportunity and Challenges in the Lone Star State*.

A September 18, 2026, launch event at Texas State University is scheduled where more than 100 leaders from across the region are expected to discuss priorities for the upcoming legislative session.

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