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NTTA Works with Mothers Against Drunk Driving to Help Prevent Drunk-Driving in North Texas

Plano, TX – The North Texas Tollway Authority (NTTA) is working with Mothers Against Drunk Drivers (MADD) to communicate the dangers of drunk driving and, in turn, enhance safety on NTTA roadways.

The initiative was launched after a spate of incidents caused by intoxicated motorists driving the wrong-way on the Dallas North Tollway (DNT).

“Preventing wrong-way drivers is a top priority for the NTTA, and we are committed to doing everything we can to make sure our roads are as safe as possible,” said NTTA Executive Director Allen Clemson. “We are looking forward to working with MADD in spreading this vital safety message.”

The initiative kicks-off Sept. 7 with the NTTA’s “Safe Driving Tour” – an eight-week campaign consisting of on-air, online and onsite promotions aimed at eliminating drunk driving in the Dallas/Fort Worth metroplex.

MADD also will be on hand this fall at several NTTA events, such as road openings and TagWagon visits, distributing red ribbons for their oldest public awareness campaign, “Tie One On for Safety.”

“We are greatly encouraged to have another community leader like the NTTA participate in our Campaign to Eliminate Drunk Driving,” said Mary Kardell, MADD North Texas executive

director. “Teaming up with organizations that are concerned about roadway safety to get the message to motorists about drunk driving is very important to MADD North Texas.”

Safety is and has always been paramount at NTTA, as evidenced by a three-pronged approach the Authority has already implemented to help prevent wrong-way driver situations:

- Engineering – Installing additional “Wrong Way” and “Do Not Enter” signs and adding reflective tape to those signs; adding one-way pavement markers at the south end of the DNT; installing raised pavement markers and piloting a detection system; using the NTTA’s current intelligent transportation system of more than 1,000 cameras, pavement sensors and large messaging signs to ensure the safety of our motorists.
- Enforcement – Working closely with DPS and local police to increase patrols during late-night hours, holiday weekends or other periods when drunk driving is likely.
- Education – Working with MADD and reaching out to motorists to sign the pledge to eliminate drunk driving and make a simple and life saving request: Don’t drink and drive, and don’t let friends drink and drive.

About the NTTA

The North Texas Tollway Authority, a political subdivision of the state of Texas, is authorized to acquire, construct, maintain, repair and operate turnpike projects in the north Texas region. The nine-member governing board is comprised of Chairman Paul N. Wageman; Vice Chairman Victor Vandergriff; and Directors Kenneth Barr, Gary Base, Bob Day, David Denison, Michael Nowels, Bob Shepard and Alan E. Sims.

The NTTA serves Collin, Dallas, Denton and Tarrant counties and is responsible for the NTTA System, consisting of the Dallas North Tollway, President George Bush Turnpike, Sam Rayburn Tollway, Addison Airport Toll Tunnel, Lewisville Lake Toll Bridge and the Mountain Creek Lake Bridge. The NTTA is able to raise capital for construction projects through the issuance of turnpike revenue bonds. NTTA toll projects are not a part of the state highway system and receive no direct tax funding. Tolls are collected to repay debt and to operate and maintain the roadways.

Visit the NTTA Web site at www.ntta.org or call 214-461-2000 for additional information about the NTTA. For customer service, please call 972-818-NTTA (6882).

About MADD

Founded in 1980, MADD is a non-profit organization with approximately 600 affiliates and two million members and supporters nationwide. MADD’s mission is to stop drunk driving, support the victims of the violent crime and prevent underage drinking. For more information, visit www.madd.org or call 214-637-0372.

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