



NORTH TEXAS TOLLWAY AUTHORITY

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TollTag Reaches Milestone Anniversary

Plano, TX – Twenty years ago this month, the Dallas North Tollway was the first toll road in the nation to use the electronic TollTag system. Today, tolling authorities nationwide have followed the North Texas Tollway Authority's (NTTA) lead by implementing this innovative technology.

Since the TollTag's debut, the NTTA has issued nearly 2.3 million TollTags. During its first decade, more than 300,000 TollTags were issued. That number more than doubled over the next 10 years to more than 1.8 million.

The TollTag was first introduced in 1989 as a hard-case transponder, which has since been replaced with a slim, adhesive version, similar to a vehicle registration sticker. It offers a quicker, more accurate read than its hard-case predecessor because it contains a chip that send a stronger signal as vehicles travel through the toll gantries.

Today, the NTTA collects nearly 85 percent of its toll revenue electronically. The NTTA intends to convert its existing system to an all-electronic toll collection (all-ETC) system through the end of 2011, beginning with the President George Bush Turnpike on July 1. To accommodate cashless tolling, the NTTA's ZipCash method of "drive now, pay later" is designed to provide customers with the option to pay tolls without a TollTag. In addition to providing greater mobility, TollTags offer a savings of up to 45 percent over cash-paying or ZipCash customers.

TollTags can be used on any toll road in Texas. Customers whose accounts are backed with a credit or debit card can also use their TollTags for parking and pass through at D/FW International Airport and for parking at Dallas Love Field Airport.

For more information or to sign up for a TollTag, visit www.ntta.org.

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).

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