

## **2012 CUSTOMER SURVEY: NTTA WANTS TO HEAR FROM YOU**

*Customers Can Enter to Win an iPad2™*

**PLANO, Texas – March 5, 2012** – The North Texas Tollway Authority has rolled out its [2012 Customer Survey](#) to help the NTTA learn what is important to our customers and gain an understanding of the overall customer experience.

The online survey focuses on communications, driving experience and the overall perception of the NTTA. The survey results will help the NTTA develop future customer initiatives and communication efforts.

Participation is simple and only takes a few minutes. ZipCash or TollTag customers can simply click the following survey link: [NTTA 2012 Customer Survey](#). The survey will be available until March 31. Customers also may visit [www.NTTA.org](http://www.NTTA.org) for a link to the survey.

Those who complete the survey will be entered automatically in a drawing to win one of 14 iPad2s™. Only one entry per household will be accepted. The survey link should not be passed on.

For questions about the survey, contact NTTA at [TalkToNTTA@NTTA.org](mailto:TalkToNTTA@NTTA.org) or 214-461-2000.

### ***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 Kenneth Barr; Vice Chairman Bill Moore; and Directors David Denison, William D. Elliot, Matrice Ellis-Kirk, Michael Nowels, George “Tex” Quesada, Victor Vandergriff and Jane Willard.

The NTTA serves Collin, Dallas, Denton and Tarrant counties and owns and operates 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.

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