

CUSTOMER-DRIVEN ORGANIZATION

- PROVIDE A HIGH QUALITY CUSTOMER SERVICE EXPERIENCE
 - ENSURE EQUITABLE COLLECTION OF TOLLS
- DRIVE CORPORATE BRANDING AND EDUCATE THE PUBLIC ABOUT USING TOLL ROADS

FINANCIALLY SOUND & VIBRANT ORGANIZATION

- MAINTAIN COMPLIANCE WITH TRUST AGREEMENTS
 - MAINTAIN EFFECTIVE INTERNAL CONTROLS
- IMPROVE, MAINTAIN, AND OPTIMIZE FINANCIAL PROCESSES
- ALIGN PERFORMANCE METRICS TO MANAGE COSTS

DELIVERING TRANSPORTATION SOLUTIONS

- PLAN AND BUILD QUALITY, ENVIRONMENTALLY RESPONSIBLE TOLL FACILITIES
 - EFFICIENTLY MAINTAIN AND OPERATE SYSTEM ASSETS
- DRIVE INTERNAL AND EXTERNAL SAFETY IMPROVEMENTS
- LEVERAGE ASSETS TO CREATE NEW CUSTOMER VALUE

RESPECTED LEADER AND PARTNER

- ADVOCATE THE VALUE OF NTTA TO PARTNERS, STAKEHOLDERS AND GOVERNMENT ENTITIES
 - DEVELOP STRATEGIES AND COLLABORATE ON REGIONAL ROAD PLANNING
- FOSTER MANAGEMENT AND BUSINESS RELATIONSHIPS THAT REFLECT THE REGION'S DIVERSITY

HIGHLY QUALIFIED, ENERGIZED & ENGAGED TEAM

- RECRUIT, DEVELOP AND RETAIN HIGH-QUALITY PEOPLE
 - RECOGNIZE AND REWARD PERFORMANCE
- DEVELOP AND OPTIMIZE HUMAN RESOURCES PROCESSES
- ADVANCE EMPLOYEE COMMUNICATION AND ENGAGEMENT STRATEGIES

NTTA 2019-2023 STRATEGY MAP