



NTTA

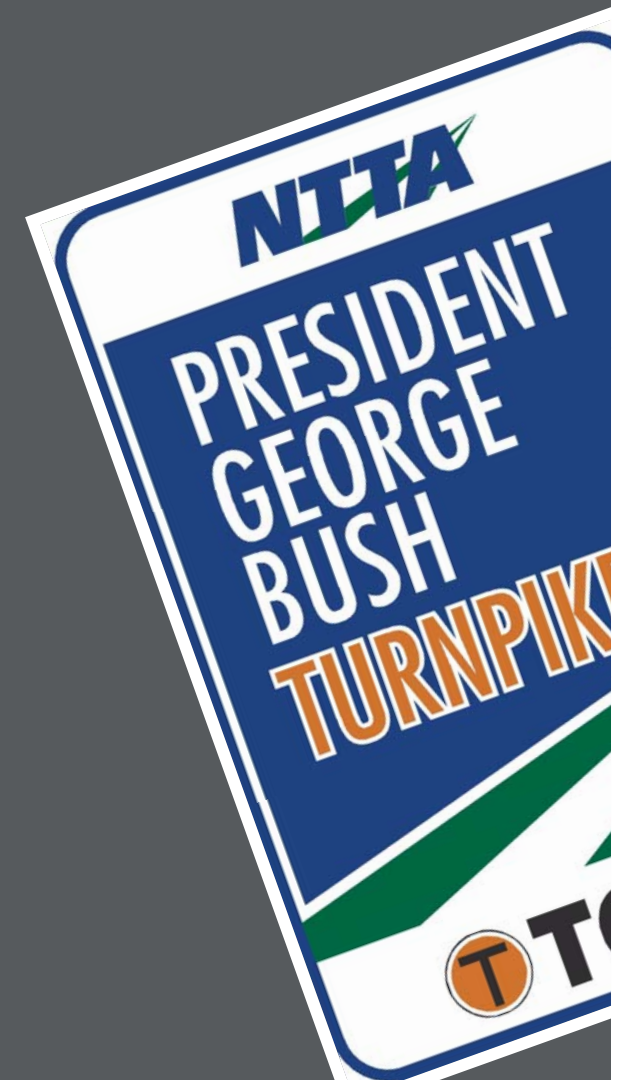
Keep the Change NTTA's Transition to all-ETC

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June 26, 2007

Situation Analysis

- Mature tollway system toll booths and electronic tolling
- Open to traffic while under conversion construction
- Commuter toll roads – high TollTag penetration rate
- System expansion
- Along came ZipCash
- Employee driven transition



Communications Objectives

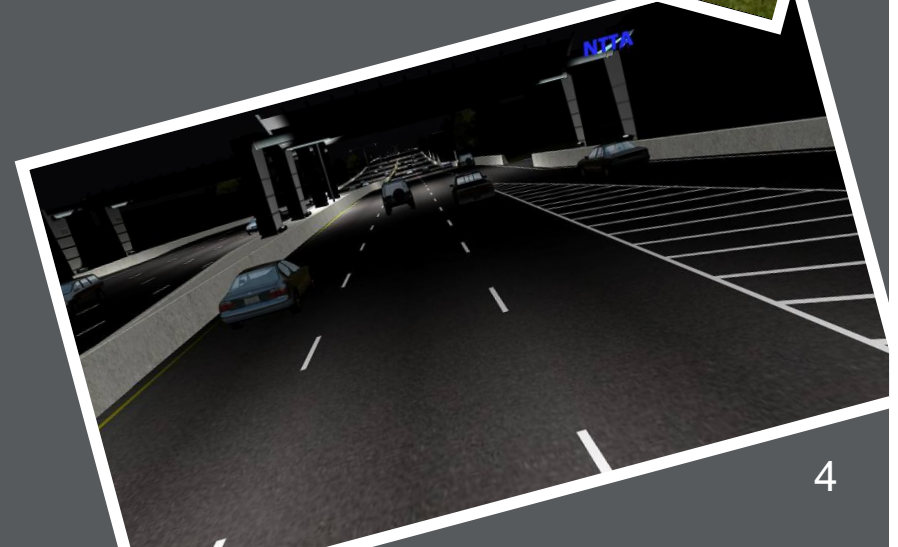
NTTA

“Tell them early, tell them often and then tell them again.”

- Inform customers of construction activities
- Employee communications critical
 - Conversion schedule vs. transition timeline
- Educate customers on all-ETC payment i.e. ZipCash
- Increase TollTag penetration rate

Key Messages

- Informational Message
- Benefits Message
- Cash Customer Benefits Message
- Marketing Message
- Employee Message



What is Working

The logo for NTTA, consisting of the letters 'NTTA' in a bold, blue, sans-serif font. It is positioned in the upper right corner of the slide, overlaid on a background image of a highway interchange.

- NTTA brand equity is strong
 - Technology leader, high marks for customer service, established customer base
- Communication and coordination internally
 - Team effort, signs, lane level communication
- Open and honest communication
 - Opportunity for quick wins
- Opportunity for more innovation



The North Texas Tollway Authority provides a fiscally sound system of innovative toll facilities, services and solutions that improves the mobility, quality of life and economy of the North Texas Region.