



New Signs for New Times: Options for Electronic Toll Collection Signage

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DFW Turnpike 1957



Dallas North Tollway 1968



Toll Collection



Electronic Toll Collection

- TollTags first used on the DNT in 1989



ETC Lanes



- First All-ETC Express Lanes were opened on President George Bush Turnpike in 1998

TollTag Express Lanes



Opportunity and Innovation

- Truck hits existing Main Lane Plaza 1 in 2001 on DNT; express lanes installed



Opportunity and Innovation

- Express lanes installed on existing DNT





The Dallas Morning News '01, Universal Press Syndicate 5

**Wycliff Plaza converted to
ZipCash® system
→ January 2007**

**NTTA Board of Directors approved
phased all-ETC conversion
→ August 2007**

**NTTA took over operations of
Sam Rayburn Tollway
→ April 2008**

**President George Bush Turnpike
Converted to all-ETC
→ July 2009**

**SWP, LLTB and PGBT EE
built as all-ETC
→**

**Remainder of NTTA system
Scheduled converted
→ December 2010**

All-ETC Transition Timeline

ZipCash Branding



The Transition



Communication



All-Electronic Toll Collection begins July 1 on the President George Bush Turnpike.

KEEP MOVING!

(We'll bill you.)

For more information:
www.ntta.org or 972.818.NTTA (6882)

The Way to Go

Keep Moving Work Zone Signage



Toll Rate Differential



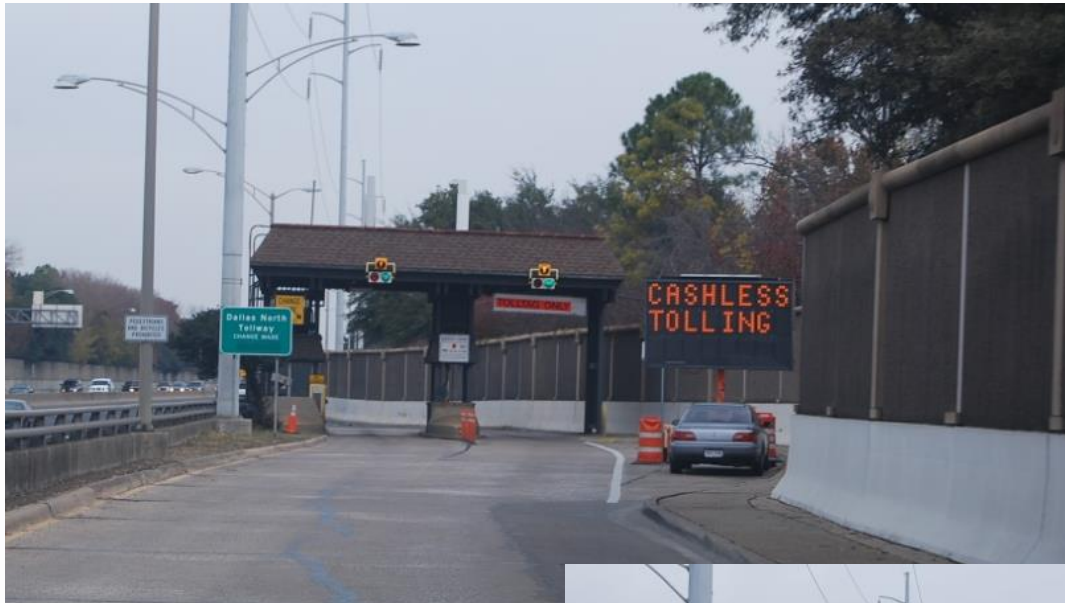
Sign Purpose:

- Traffic signs communicate regulatory, warning, guidance to road users
- Traffic signs must be detectable, legible, and comprehensible
- NTTA follows FHWA and TxDOT's MUTCD guidelines

Changeable Message Signs



Changeable Message Signs

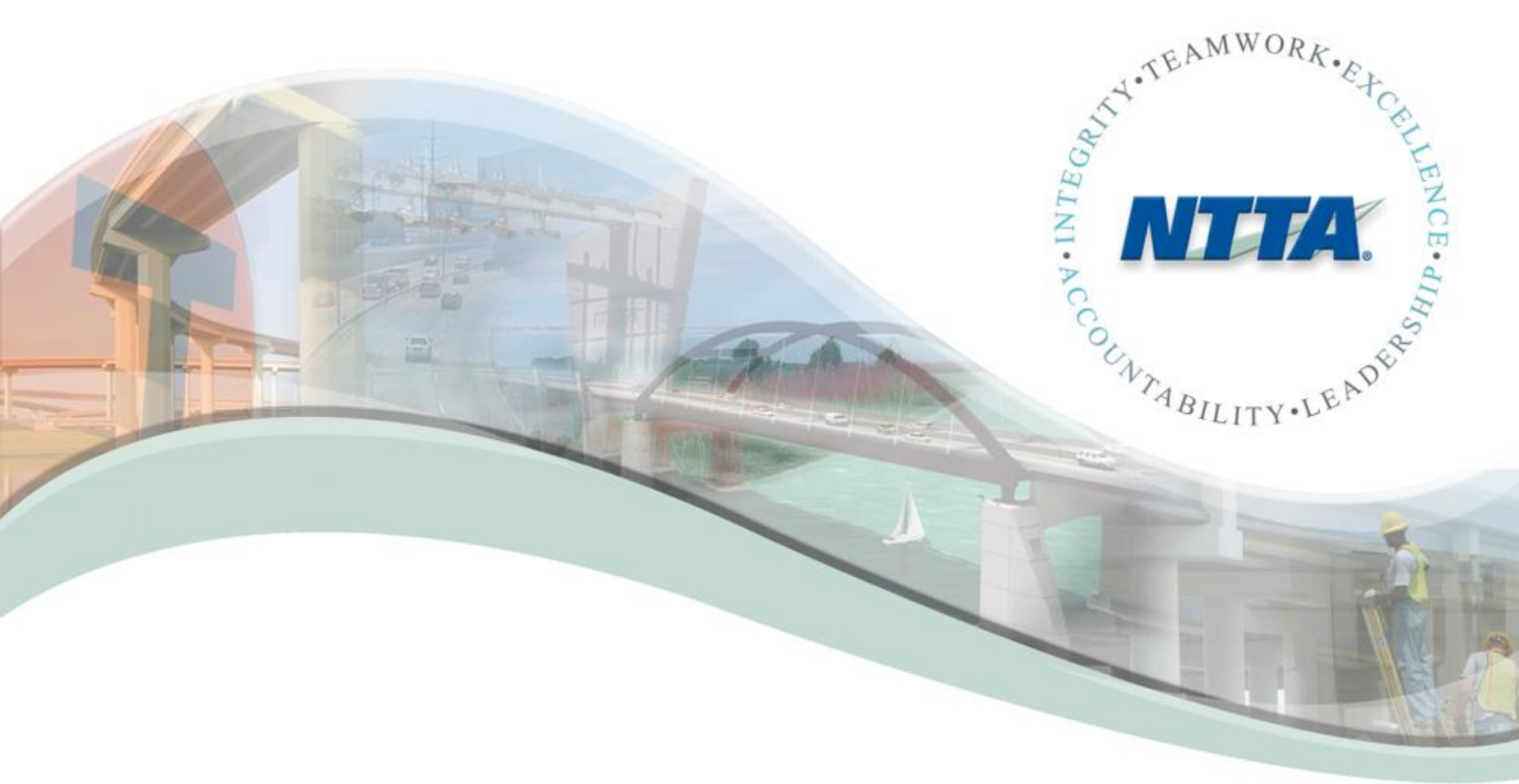


Results



Results





The mission of the North Texas Tollway Authority is to enhance mobility through responsible and innovative tolling solutions.