

NTTA 2021-2025 STRATEGIC PLAN

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
- MANAGE METRICS TO MAXIMIZE PERFORMANCE

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 AND TECHNOLOGY TO CREATE NEW VALUE FOR CUSTOMERS

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
- ADVANCE EMPLOYEE COMMUNICATION AND ENGAGEMENT STRATEGIES