

2023-2027 NTTA 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 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
- Advance employee communication and engagement strategies