

EXECUTIVE SUMMARY

121 Tollway Proposed Naming Resolution

January 30, 2009

Background/History

- The NTTA assumed maintenance, operations, and construction responsibilities for State Highway 121 for 50 years on September 1, 2008.
- Until NTTA formally names the toll road, it is being referred to as the "121 Tollway." Interim signs have been placed on Segments 1 and 2 of the 121 Tollway to assist customers.
- Naming the 121 Tollway will follow the process specified in the NTTA's Policy for Naming NTTA Projects (the "Naming Policy"), approved by the Board in July 2008.
- On October 15, 2008, the NTTA Board of Directors voted to send the 121 Tollway naming resolution back to the Systems Projects and Operations Committee (SPOC) for further review and consideration.

General Overview

- The goal of the roadway naming process is to adopt names that define the characteristics of a unified NTTA System and provide easy identification for customers.
- This process is meant to be a collaborative effort among the NTTA and project stakeholders, directed by and subject to final approval by the NTTA Board.
- As a customer-centric authority, it is important to clearly identify an NTTA roadway to inform customers, provide payment information, and to assist first responders.
- Eight names were proposed to the SPOC in September 2008.
- In January, members of the SPOC reconsidered two short listed for discussion and consideration by the full NTTA Board of Directors. The names are (in alphabetical order): the Interurban Tollway and the Sam Rayburn Tollway. Background information on each name is included in this packet.
- If approved by the NTTA Board of Directors, selected names will be forwarded to the three corridor counties, Collin, Dallas and Denton, and the nine corridor municipalities, Allen, Carrollton, Coppell, Fairview, Frisco, Lewisville, McKinney, Plano and The Colony, requesting comment and feedback in accordance with the Naming Policy. In addition, public comment will be solicited via the NTTA Web site, www.ntta.org.
- Comments will be incorporated into a report to be presented to the SPOC and NTTA Board at future meetings before selection of a final name for the 121 Tollway.

Budget/Future Impact

Permanent trailblazer costs are part of the 121 Tollway project costs.

Staff Recommendations

The Board directs the Interim Executive Director, in accordance with the NTTA Naming Policy, to solicit public input to assess community and regional sentiment concerning the following proposed project names: "Interurban Tollway" and "Sam Rayburn Tollway" in accordance with the NTTA Naming Policy.