

NORTH TEXAS TOLLWAY AUTHORITY

POLICY FOR NAMING OF NTTA PROJECTS

SECTION 1. - BACKGROUND AND RATIONALE

- 1.1. To facilitate travel on and to North Texas Tollway Authority ("NTTA") toll projects, provide useful information to NTTA customers, and enhance toll and other revenues, it is important to clearly designate NTTA System projects and the destinations and locations they serve. As non-NTTA toll projects begin operating in north Texas, the need for clear and consistent designation of NTTA System projects will likely increase.
- 1.2. Existing NTTA projects have names that are well known to NTTA customers, the NTTA's regional partners, the investment community, and the general public throughout north Texas. As the NTTA System continues to grow, new projects will require naming. Also, NTTA projects that formerly were part of the state highway system may not continue to use the former state highway designation, and must be renamed.
- 1.3. The NTTA allocates significant resources to define and implement the characteristics of a unified tollway system. The structures, lighting and landscaping elements of NTTA projects reflect not only the communities through which they pass, but also demonstrate that the NTTA System is an efficient and unified transportation system serving north Texas. The naming of NTTA projects is an important element in promoting these goals.
- 1.4. The NTTA Board of Directors ("Board") has determined that it is in the best interests of the NTTA to designate projects according to a naming protocol that enhances usefulness of the NTTA System for customers and other stakeholders, and, when appropriate, posthumously honors persons who made demonstrated, lasting contributions to this region, state, or nation.
- 1.5. The following shall constitute the NTTA's policy to establish the names of new NTTA projects and define the process by which the names of existing projects may be re-considered or modified.

SECTION 2. - PROTOCOL FOR PROPOSING A NAME FOR AN NTTA PROJECT

- 2.1. To be eligible for consideration by the NTTA, a proposal to name an NTTA project must comply with the standards and criteria set forth in Section 3 below.
- 2.2. Except for a proposal offered by a serving NTTA director described in section 2.5 below, every proposal to name an NTTA project shall be made only by the county commissioners court of a county or the city or town council of a city or town in which all or a portion of the subject NTTA project is or will be located (each such body being referred to hereinafter as a "local government"). A local government may not propose a name for a project unless at least a portion of the project is located within

the local government's jurisdictional limits. A proposal made by a local government shall be in the form of a resolution or other official action of the local government that requests the NTTA Board to consider adopting the proposed name as the name of the affected NTTA project.

- 2.3. All resolutions adopted by local governments shall be submitted to the chairman of the Board of the NTTA.
- 2.4. NTTA staff shall report to the NTTA Board regarding any proposal received from a local government that complies with Section 2.2, Section 2.3.b, and Section 3.
- 2.5. An NTTA director then serving on the Board may submit to the chairman of the Board a project name that complies with Section 3. The chairman shall report to the NTTA Board regarding any proposal received from an NTTA director or proposed by the chairman.

SECTION 3. - NAMING STANDARDS AND CRITERIA

- 3.1. This policy shall apply only to NTTA projects named or renamed after the adoption of this policy. Without limiting the foregoing, except for a proposal to rename any portion of one of the existing or proposed projects listed below, the following projects, together with extensions, enlargements, or reconstructions thereof, shall not be subject to this policy: Dallas North Tollway, President George Bush Turnpike (including the Eastern Extension of the President George Bush Turnpike), Addison Airport Toll Tunnel, Mountain Creek Lake Bridge, Lewisville Lake Toll Bridge, Southwest Parkway and Trinity Parkway.
- 3.2. Except as described in Section 3.7 below, and subject to the other provisions of this policy, each project name should reflect the geographic location of the project or one or more landmarks, major destinations, infrastructure, or historic sites located near or served by the project; references already commonly in use in the community shall be preferred (e.g., Addison Airport Toll Tunnel or Lewisville Lake Toll Bridge).
- 3.3. NTTA project names shall not include the names of businesses, products, or other commercial ventures; the names of charitable, benevolent, or professional organizations; or trademarked, licensed or other names in which third parties have compensable rights; and NTTA project names shall not include the names of particular groups, constituencies, or institutions (e.g., educational institutions).
- 3.4. Names of NTTA projects should avoid referencing cardinal directions unless the designation is consistent with other established community references to transportation projects (e.g., North Freeway, West Freeway).
- 3.5. NTTA limited-access highway toll projects shall be designated as "tollways," rather than "turnpikes," "parkways," or other designations. All other toll projects, including non-highway facilities, such as bridges or tunnels, shall include the word "toll" in the project name.

- 3.6. An NTTA project shall not contain the name of, or a direct or indirect reference to, any living person.
- 3.7. Notwithstanding Section 3.2, the NTTA may name an NTTA project for an individual who has made demonstrated and lasting contributions to the region, the state, or the nation, provided that such person has been deceased at least five (5) years.
- 3.8. All NTTA projects shall be subject to renaming in accordance with this policy for any reason, including, without limitation, if it is later learned that an individual for whom a project was named failed to adhere to moral and ethical standards required by the NTTA.

SECTION 4. - ACTION CONCERNING A NAMING PROPOSAL

- 4.1. If directed by the Board, NTTA staff shall solicit public input to assess community and regional sentiment about a proposed project name that complies with Section 2 or any name proposed by an NTTA director. Solicitation of public input shall, at a minimum, include notice to directly affected local governments and Web-based or other surveys, or other opportunities by which representatives of affected local governments and members of the public may express their views regarding the project's proposed name.
- 4.2. Following solicitation of public input as required by Section 4.1, NTTA staff shall report to the Board the results of such solicitation; following such report, a resolution to name an NTTA project that conforms to Section 3, including a resolution offered in response to a proposal by local government that conforms to Section 2, may be placed upon the agenda of a regularly scheduled NTTA Board meeting in accordance with the NTTA's bylaws.
- 4.3. The vote of a majority of the directors present at a meeting at which a quorum is present will be necessary to adopt a resolution to name an NTTA project that has not previously been named by official action of the NTTA or its statutory predecessor, the Texas Turnpike Authority ("TTA").
- 4.4. A proposal to rename an NTTA project that has already been named by official action of the NTTA or the TTA shall conform to all of the requirements contained in this policy, including the additional requirement that:
 - a. before the Board shall consider a proposal to rename the project, NTTA staff shall brief the Board regarding costs and other issues arising from or related to the renaming of the project, including, but not limited to: costs to the NTTA of revising or replacing roadway signs, trailblazer signs, NTTA maps, promotional materials, engineering and technical documents, the NTTA Web site, and other project-identifying materials; the effect of potential confusion by investors or potential investors; legal fees; reasonably foreseeable effects on toll revenues; and the estimated costs that will be incurred by businesses and individuals whose address includes the project's name;

- b. the vote of seventy-five percent (75%) of the directors present at a meeting at which a quorum is present will be necessary to adopt a resolution to rename an NTTA project that has already been named by official action of the NTTA or the TTA; and
- c. if the Board determines it to be advisable, approval of a resolution requested by one or more local governments to rename an NTTA project previously named by the NTTA or TTA may be conditioned upon an agreement by the local governments making such request to participate in paying costs associated with the renaming on terms the Board determines to be advisable.
- d. Section 4.4.b. shall not apply to a non-substantive revision of an NTTA project name (e.g., changing President George Bush Turnpike to President George Bush Tollway).