Tru Armstrong LTEC 3220-020 17 October 2019

## TAP:

With the expansion of the Dallas North Tollway, this brings growth and value for this major cities and towns along the northern sector of the North Texas region. This will be the major artery for residents and businesses to come. The NTTA encourages drivers even if they rarely use the tollroads to buy a NTTA tolltag. By 2024, up to 700,000 residents will be accessing the Dallas North Tollway to reach Frisco, Prosper, Celina and all the way to Grayson County.

## Self:

This ad will help promote drivers to use the Tolltags to save time and money to help reach theor destinations. I recently moved to Celina and saw that there is potential growth in that part of Collin County. Along with Prosper, Frisco and McKinney, this area will be in the need for massive transportation. In five years, the population within a 30-mile radius will explode to almost a million or more. It is also another reason that this could potentially pay off toll roads and become free highways.

