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NTTA launches \$20 TollTag for less frequent toll drivers

The North Texas Tollway Authority announced a \$20 TollTag option this week for drivers who use tolls less often.

That's half the cost of the regular toll tag but drivers still save 50 percent versus using ZipCash, said Michael Rey, NTTA spokesman. To sign up for the TollTag, [click here](#).

The idea is to make it attractive to drivers who don't use NTTA roads every day, he said. The NTTA surveyed ZipCash drivers and found the majority were infrequent users who couldn't justify spending \$40 to recharge the toll tag.

"It's not part of their daily life but occasionally they find it convenient to jump on an NTTA roadway," he said.

The \$20 TollTag draws from the account when the balance gets below \$5. The regular TollTag draws from the account when the balance falls below \$10. The NTTA also has a free app called Tollmate that allows drivers to manage their accounts.

The NTTA gets charged a fee from the banks to access the account so if the TollTag is used frequently, the NTTA could bump it up to the \$40 level, Rey said. The customer would be notified.

ZipCash customers have their license photographed as they pass through the toll gates and a bill is generated. The NTTA has recently changed its policy for delinquent drivers, charging a flat administrative fee per notice rather than per toll.

The NTTA now has the authority to crack down on repeated scofflaws by blocking vehicle registration and even towing vehicles and banning them from NTTA roads.

In July, the NTTA raised tolls on its highways about a penny per mile for TollTag customers. ZipCash customers pay about 50 percent more.