



REQUEST FOR LETTERS OF INTEREST FOR MOBILE APPLICATION DESIGN SERVICES

The Ohio Turnpike and Infrastructure Commission (“Commission”) issues this request for letters of interest (“LOI”) from firms interested in developing a mobile application for use with smart phones or tablets. This solicitation serves to identify qualified contractors with the capability of developing platform-specific applications and to obtain suggestions for contract scoping and specification writing. The Commission will consider these responses in developing a Request for Proposals (“RFP”) for the services in the coming months.

The Commission seeks to obtain the services necessary to deploy a mobile application that is available for download that is compatible with a range of device platforms, including Apple iPhones and iPads, Google Android-based phones and tablets, and Windows-based phones and devices. The Commission anticipates providing the application to users as free downloads to help promote the Ohio Turnpike, improve overall customer experiences and augment its current web presence at www.ohioturnpike.org.

The main focus of the application should be to improve the Commission’s ability to communicate with customers, especially with respect to traffic alerts. The Commission is interested in incorporating the following functionalities in the Mobile Phone App:

1. Emergency notification by way of GPS enabled locating techniques
2. Detour or diversion routing off and back to the Ohio Turnpike
3. Toll fare calculator with Return on Investment for using *E-ZPass*® and the Ohio Turnpike, with ability to provide annual savings
4. Ability for customers to communicate with the Commission for roadside assistance and general inquiries
5. Travel information features such as fuel prices, service plaza map/amenities listing
6. Ability to locate off-Turnpike attractions and lodging – with special promotions
7. Weather integration
8. OhGo.com integration
9. Ability to transmit data back to the Commission relative to traffic issues/slow downs
10. Ability for customers to interact with the Commission social media platforms from application

Besides the attributes described above, the Commission is also interested in obtaining the ability to utilize a mobile application for improving certain business operations. Some of these include:

1. Registration of *E-ZPass*® transponders and account management
2. Incident reporting for incidents called into the Turnpike radio room
3. Incident notification on social media from radio room
4. Dispatching and incident management of disabled vehicle services

The Commission prefers that the design of the application mirror existing electronic assets of the Ohio Turnpike and that its functionality is compatible with existing resources.

Any firm interested in submitting a Letter of Interest is invited to do so by **5:00 p.m. (Eastern Time), on August 7, 2015. One (1) original and three (3) copies of the LOI are required.** LOI's should include general information demonstrating the firm's qualifications to perform the services required, and should provide following information:

1. Describe a tentative Project approach.
2. Recommend defined deliverables, App. features and functionalities, and contract specifications for the Commission to include in the RFP. Provide a review of comparable applications, body of work, illustrative examples and innovative ideas.
3. Provide a tentative schedule timeline to complete the work, identify a prioritization of features needed for initial rollout and indicative range of budget (not a firm price proposal).
4. Identify specific systems, platforms, and information outside of the Commission's website required to developm the application and suggested additional offerings to be made available to the public.
5. Identify the location of the principal office where work will take place and any other offices. Also, specify the number of personnel, by discipline, and those based in the office in which the bulk of the work will be performed.
6. Address the experience on similar projects, and provide references for recently completed similar projects.

Although the Commission strives to protect proprietary information whenever possible, respondents should be aware that all submissions to the Commission may constitute a public record and be subject to public disclosure.

Letters of Interest must be submitted to the Commission no later than close of business, Friday, August 7, 2015 at the following location (LOI's sent via email are not acceptable):

**Ohio Turnpike and Infrastructure Commission
Attn.: Kevin Golick, Procurement Manager
682 Prospect Street
Berea, Ohio 44017**