

**OHIO TURNPIKE AND
INFRASTRUCTURE COMMISSION
682 Prospect Street
Berea, Ohio 44017**

**REQUEST FOR PROPOSALS FOR
E-ZPASS® TRANSPONDER DISTRIBUTION SERVICES**

**ISSUE DATE:
May 9, 2014**

**INQUIRY END DATE:
5:00 P.M. (E.D.T.), May 21, 2014**

**OPENING DATE *PREVIOUSLY EXTENDED*:
2:00 P.M. (E.D.T.), *June 2, 2014***

ATTENTION OF RESPONDENTS IS DIRECTED TO:

ANSWERS TO QUESTIONS RECEIVED THROUGH 5:00 P.M., MAY 21, 2014.

Q#1 In reference to page 5, B. Distribution

What is the full value of tags if lost, stolen, tampered with, etc.?

A#1 Transponders will be ordered by the retailer in cases of 50 tags at a cost of \$10.00 per transponder.

Q#2 If the contract is for five years, why do the passes have to be returned every year? Can they be kept for the duration of the contract?

A#2 Only transponders that have been in the retailer's inventory for one year should be returned. This is to insure that the retailer rotates the stock properly since the transponder battery has a limited life.

Q#3 In reference to page 6, C. Payments for Orders

What is the charge for each pass ordered designated by the Commission for each E-ZPass?

A#3 See answer to no. 1 above.

Q#4 How will retailer be invoiced for the passes sold?

A#4 The retailer will be billed when it orders transponders from the Commission and will have 30 days to pay.

Q#5 In reference to page 8, E. Transaction Offerings

What is the base price if customers purchase our passes at the store before commission was determined?

A#5 Transponders will be ordered by the retailer in cases of 50 transponders at a cost of \$10.00 per transponder. The retailer will charge the customer a sales price of \$12.00 per transponder.

Q#6 What is the process for a customer when they purchase an E-ZPass to activating it?

A#6 The packaging on the transponder will direct the customer to open an E-ZPass account and activate their transponder on the Ohio Turnpike's website www.ohioturnpike.org or by calling the Commission's customer service center. In order to open an E-ZPass account a customer will be asked to provide their name,

address, phone number, e-mail address, make and model of car, license plate number and a credit card number. The customer's E-ZPass account will be credited for the \$12.00 that the customer paid the retailer and an additional \$13.00 will be charged the customer's credit card and credited to the customer's E-ZPass account. At this time the customer's E-ZPass account will be charged a \$3.00 activation fee leaving a balance of \$22.00 in their E-ZPass account. The customer will be able to use their transponder by 6 a.m. the day after activation.

Q#7 Will each transponder have a unique serial number to accompany it that vendors may use to track inventory?

A#7 Yes, each Ohio Turnpike transponder has a unique serial number but the number will not be visible to the retailer.

Q#8 What will the net cost be per transponder?

A#8 The net cost per transponder is \$10.00 to the merchant and \$12.00 to the customer. See answer to Question 5.

Q#9 Per page 7 of the RFP, section D - Will the vendor be solely responsible for advertising the E-ZPass transponders, or will the Commission provide funding for advertising? Does the Commission have a marketing plan or budget in place on any advertising (radio, TV commercials, or print ads) it may provide to help promote the E-ZPass and the vendors that will be selling it? If so, how often will the Commission plan on advertising and promoting the E-ZPass and the vendor that will be selling it?

A#9 Part of the goal of the retail program is to raise the profile of E-ZPass in Ohio through cross-marketing efforts. The Ohio Turnpike will incorporate the chosen retailer(s) into current E-ZPass marketing efforts to make customers and potential customers aware of all locations where E-ZPass is available. The Ohio Turnpike currently uses printed and electronic advertising, social media, display signage, Turnpike TV and other methods to promote E-ZPass. The Ohio Turnpike will also provide retailer(s) with some printed advertising and informational materials to be displayed or distributed in the retail locations. The Ohio Turnpike may take into consideration the amount of E-ZPass advertising being provided by the bidder as part of the final bid evaluation.

Q#10 Also, under the same section, if signage and promotional materials provided by the Commission are revised, does the Commission provide new signage or promotional

materials with the updated content, or will the vendor have to pay for the cost of revised materials?

A#10 Any promotional materials initially provided by the Ohio Turnpike will be updated and provided to the retailer(s).

Q#11 Per page 11 of the RFP, section G - is there a minimum amount of space the Commission is requiring for each vendor to devote to displaying the E-ZPass transponders?

A#11 The minimum amount of space the Commission is requiring is half shelf display with E-ZPass graphics directly behind the cashier with FAQ Brochure at service desk.

Q#12 Per page 22 of the RFP, section E, will the monthly required report to the Commission showing sales at each location and inventory levels be required to show the individual serial numbers sold, as well as what is in inventory?

A#12 The Commission desires to track the information, however, the details will be finalized with the Selected Vendor.

Q#13 Per page 7 of the RFP, section D, if the minimum order is 50 to a central location, but those 50 are disbursed to different retail locations to sell, does the first in, first out (selling in the order they were received into stock) apply to the lot of 50 tags ordered? For example, if 50 were shipped to the central location, and units 1-10 went to location A, and units 11-20 went to location B, is it acceptable if location B sells the first transponder, even though it was unit #11?

A#13 Yes, this is acceptable. The retailer is expected to make reasonable efforts to sell "first in, first out" at each location.

Q#14 I would also like to request a copy of all submitted questions as well as the Commission response to each as noted on page 18, section B of the RFP, upon the completion of the Inquiry Period on May 21st.

A#14 It is the Commission's practice to send all questions and answers to every known, potential bidder.

Receipt of Request for Proposals for *E-ZPASS*[®] Transponder Distribution Services to Q&A No. 1 is hereby acknowledged:

(Firm Name)

(Signature)

(Typed Name)