

**RFI Number – 03937-NTT-00-PS-CS**  
**Request For Information**  
**North Texas Tollway Authority**  
**Distribution Source for Retail TollTag Sales**

The North Texas Tollway Authority (the “Authority”) is issuing this Request For Information (the “RFI”) to potential sources for distribution of TollTags through North Texas retail outlets. This RFI is for gathering information for the purpose of determining the feasibility of retail distribution of TollTags.

**PROGRAM OBJECTIVES**

The company will be required to work with the Operations department – specifically the NTTA Regional TollTag Partner team – to secure financially sound retail outlets to distribute TollTags. The program will be built around the following core objectives:

1. Increases TollTag penetration
2. Increases ZipCash to TollTag conversion
3. Make NTTA’s product and services easily accessible to drivers in NTTA corridor (Dallas, Denton, Tarrant, Johnson, Grayson counties)
4. Negotiate quarterly special offers with distribution outlets to incentivize ZipCash customers
  - a. Sign up for a TollTag account and receive \_\_\_\_\_.

**PROGRAM SCOPE**

NTTA is seeking a vendor that will assist NTTA identify and secure key distribution outlets in the Dallas Fort Worth area. The selected company must be able to provide the services required by NTTA at a reasonable fee and within the time limitations required by NTTA. Vendor must have the ability to handle all aspects of the program including – but not limited to:

1. Identify financially sound distribution partners.
2. Make connection with the distribution partners in behalf of the NTTA.
3. Negotiate vendor fee for the distribution of NTTA’s product and services.
4. Established Dallas-Fort Worth metroplex area retail outlets.
5. Implement and enforce sales goals directed by the NTTA.



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6. Monitor performance of the distribution outlets.
7. Negotiate special offers for NTTA's ZipCash customer / incentive to get them to convert to TollTag customer.
8. A Dallas-Fort Worth presence highly preferred.

**QUESTIONS:**

1. NTTA prefers to be charged a flat fee for this service. (Commission based structure will not be acceptable.) How do you propose to charge NTTA for your services?
2. How would your company handle inventory; warehouse; distribution of tags through NTTA to the retail outlets?
3. NTTA is looking for a process that will provide us with end buyer information to go into our system. How would your company propose to gather and handle sensitive information?
  - a. Name, address, phone number, email, credit card number for future replenishment of account.
  - b. Activation process of TollTag / Account?
  - c. Is your process PCI compliant?
  - d. Integrate with our IT systems?
4. How would your company propose to flow \$/payments back to NTTA.
  - a. Cost of TollTag.
  - b. Opening account/activation.
5. Please describe how you would go about meeting the **PROGRAM OBJECTIVES.**
6. Please describe how you would go about accomplishing the **PROGRAM SCOPE.**



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**RFI Submittal Schedule**

Issue RFI	<b>October 29, 2013</b>
RFI Questions Deadline	<b>November 7, 2014 at 5:00 pm</b>
RFI Submission Date	<b>November 25, 2014 at 2:00 pm</b>

**Question:** The Authority will accept written questions from interested parties. Questions will be accepted by e-mail to Vernie Rambo, Sr. Buyer at [vrambo@ntta.org](mailto:vrambo@ntta.org). The deadline for written questions is **November 7, 2014 at 5:00 pm** (CDT).

**Submittals:** Please submit your response to this RFI via e-mail by no later than **November 25, 2014 at 2:00 pm** to Vernie Rambo at [vrambo@ntta.org](mailto:vrambo@ntta.org). The subject title response should read, RFI - **03937-NTT-00-PS-CS -Submission\_ Distribution Source for Retail TollTag Sales**. All submittals are limited to 5 pages; please note that late submittals will not be considered.