



Request for Information

Kansas Turnpike Authority Mobile Application Design and Development Friday, April 16, 2021

1. Purpose of the RFI

The Kansas Turnpike Authority (KTA) invites vendors to provide feedback, information and materials for the Authority to consider for the design, development and ongoing operations and maintenance of its next-generation mobile application.

KTA is seeking responses from organizations and individuals who can knowledgeably and transparently discuss ideas that meet the KTA's stated goals, with discussions about industry trends, best design and development approaches, recommended software, tools and applications, mobile application methodologies, and life cycle maintenance approaches. KTA is primarily seeking vendors that can help KTA design and/or develop mobile applications that will act as interfaces to an existing back office system with customer relationship management (CRM), account management, customer experience (CX) and related capabilities. There is also the potential that a vendor may initially develop the mobile application, but then transition it to KTA for ownership once the application is operational for ongoing support and maintenance.

Applicable organizations and individuals could include, but are not limited to, the following:

- Software application design and development companies with innovative products in the CRM, customer account management, and CX spaces for mobile applications that can act as interfaces to an existing KTA back office system.
- System integrators and/or software developers with expertise in CRM, customer account management, CX and transactional/financial processing and billing systems integration for mobile applications.
- Application developers with experience designing and building customer-specific applications.

Respondents are invited to submit information by Wednesday, May 19, 2021 about their products, systems, innovations and services applicable to this RFI. After receiving and reviewing responses, KTA may request interviews (virtual or in-person) with select Respondents to learn more details and ask outstanding questions. Respondents willing to participate in an interview are responsible for all costs associated with attendance. KTA reserves the right to interview any, all or no Respondents.

As a follow up to this RFI, KTA may issue a request for qualifications (RFQ) and/or request for proposal (RFP) related to the mobile application implementation. However, this RFI does not guarantee an RFQ, an RFP, or any other solicitation document or obligation on the part of KTA to issue a procurement nor award a contract.

2. KTA Program Background

As a recognized leader in the tolling industry, KTA seeks to enhance its customer experience through a new mobile application. To this end, KTA seeks information about best practices for customer account management, mobile toll payment, and other traveler information. This includes both prepaid and postpaid transactions, invoicing, billing, K-TAG transponder management, and other traveler information and data. KTA also seeks information about technologically advanced and future products and service advancements.

KTA currently operates a ticket-based toll collection system that accepts payment electronically through K-TAG and compatible transponders, and manually through cash toll collection at toll plazas located at entry and exit points along the 236-mile turnpike



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system. High-speed, electronic K-TAG/compatible transponder lanes are located at KTA's three mainline toll plazas at the Eastern Terminal, East Topeka and Southern Terminal. All other toll plazas offer lower speed electronic transponder only lanes, and dual electronic/manual cash collection lanes today.

Annually, more than 35 million transactions take place on the Kansas Turnpike, with more than 62% of those utilizing a K-TAG or compatible device to pay for their tolls. Currently, KTA has over 385,000 active accounts in the K-TAG program, which continues to grow significantly. On average, approximately 185,000 statements are issued each month via email and over 10,000 via mail. Approximately 15 – 20,000 K-TAGs are distributed to new and existing customers each month, with roughly 80% of those tags being requested via the website or current mobile application.

In January 2020, KTA announced its plan to transition to cashless tolling by 2024. With the transition, KTA will need to provide the infrequent traveler, who usually stops at a tollbooth, an easy option to pay their tolls. KTA will also be transitioning to a barrier-based toll collection system. KTA may also be partnering with the Kansas Department of Transportation, or other entities, on future toll roads or express toll lane facilities in the state of Kansas in the future.

KTA currently has a mobile application called myKTAG. The existing mobile application uses a payment platform that is not designed or customized for tolling, or specifically for KTA. KTA is seeking information about enhancements and best-in-class services related to electronic customer account management that are available in the mobile application development industry.

3. KTA Goals and Expectations for Mobile Application

The KTA has the following specific goals and expectations related to the next-generation mobile application design and development:

- State-of-the-art CRM, CX and customer account management functionality and services.
- Capable of making mobile toll payments through a range of payment options and digital wallet services.
- User-friendly functionality for customers with and without a KTA customer account to make mobile toll payments and to update personal information by interfacing directly with KTA's back office system.
- Compliance with evolving security, PCI, fraud prevention/due diligence and privacy laws and regulations.
- Enhanced traveler information, incident management and other CX functionality via customer notifications.

4. General Conditions

This RFI does not constitute an RFQ, an RFP, or any other solicitation document or obligation on the part of KTA to issue a procurement nor award a contract. KTA will not pay for the preparation of any response or information submitted for the KTA's use related to this RFI.

Responding to this RFI is not a pre-requisite to participating in a future procurement of a KTA mobile application. By responding to this RFI, Respondents can provide valuable input and help shape the framework for the development of the KTA mobile application and its future procurement process.

KTA may, at its sole discretion, use information provided in response to the RFI; however, the KTA is not obligated to use any information so received. To the extent that information to be provided in response to this RFI may be considered as divulging a Respondent's intellectual property including copyrights and trade secrets, or confidential proprietary information (CPI), the following statements shall apply:

- **Confidential Information.** KTA does not require CPI or trade secrets be submitted in response to this RFI.
- **KTA Use.** KTA shall consider all submitted response materials as its property. KTA shall have the right to use all ideas, concepts



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or know-how that any response presents, unless a Respondent affirmatively notes all objections as part of its response. Notwithstanding copyright designations contained on the face of responses, KTA shall have the non-exclusive right to reproduce and distribute responses internally, and to comply with public record or other disclosure requirements under the provisions of the State of Kansas or U.S. statutes or regulations, or rules or orders of any court of competent jurisdiction.

5. Information Requested

Through this RFI, the KTA is interested in soliciting views and suggestions from interested parties regarding its next-generation mobile application design and development. KTA asks that parties responding to this RFI submit their perspectives on mobile application functionality, needs and any issues or challenges, and answer the provided questions for which they are qualified in as much detail as possible. KTA's hopes are that each Respondent can provide broad-based perspectives and insights on the full range of questions. While Respondents are not required to respond to each question or information request, all Respondents are asked to include the information identified in Section A, General Information. If a question does not apply to your area of expertise, please write "N/A" in response. Please provide numbered responses to match the questions and information requests identified in this RFI.

A. General Information

- A1. Identify a primary point of contact for the Respondent, along with full contact information.
- A2. Provide a brief (no more than two pages) summary of the Respondent's organization, qualifications and any previous experience with similar projects relevant to mobile application design and development.
- A3. Provide a minimum of two (2) project references including a key point of contact, address, email and phone contact information.
- A4. List your specific services or technologies related to the RFI goals. KTA encourages you to provide brochures, screen shots, product sheets, customer testimonials or online links thereto that further explain your offerings. (Note: this will not count against the 10-page limit and can be included in an appendix to your response.)
- A5. Share project successes and lessons learned that may help the KTA in making decisions about its new mobile application.

B. Application Design, Development and Integration

- B1. Is your organization PCI/DSS compliant or are you able to show proof of the use of secure coding practices and ongoing developer education?
- B2. Can a mobile application you develop or provide directly interface to an internet-accessible, secure (RESTful) web API provided by KTA and not do so through any intermediary system(s)?
- B3. Do you develop both a mobile phone application and tablet applications? Please explain what types of mobile devices and OS(s) are your applications developed for as a best business practice.
- B4. What do you view as a realistic time frame for a mobile application to be developed once a scope of work is defined and the contract has been awarded?
- B5. What steps/stages/phases would your organization consider to successfully execute a new mobile application?
- B6. What is the general range of costs you would assign to the mobile application design/development based on your responses to B3 and B4 above?
- B7. Once design and development are complete, do you typically provide ongoing maintenance plans with your clients? What does ongoing support look like from your organization once the mobile application has been launched?
- B8. Will your mobile application store or cache KTA-provided customer data outside of KTA systems?



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C. Customer Experience

- C1. Share your experience with creating a mobile application with the same “look and feel” user interface as the browser version of the KTA website, or if a new, dedicated user interface is recommended.
- C2. Will the mobile application be a native application?
- C3. What innovative tools or techniques has your organization used to enhance customer experience through a mobile application? Please provide specific examples.
- C4. What innovations have you explored to promote safe use of mobile applications to deter texting while driving or to promote hands-free operation of the mobile application for drivers?
- C5. Describe the range of options you have delivered in the mobile application to maximize the flexibility and convenience for accepting customer payments for the banked, underbanked, and unbanked populations.
- C6. What innovations should KTA consider implementing in their mobile application to enhance KTAG distribution, activation, and use and to encourage timely payment of tolls?

D. Business and Contracting

- D1. Please provide a sample(s) of a successful RFP, scope of work and/or contract (without proprietary business details) you were awarded? (Note: this will not count against the 10-page limit and can be included in an appendix to your response.)
- D2. Please provide your ideal contracting approach for: 1) design and development of a mobile application, and 2) ongoing support, upgrades and maintenance.

E. Security

- E1. Describe your experience implementing Encryption / TLS standards.
- E2. What provider is used to host the application?
- E3. Describe your experience implementing security controls at the provider level and what best practices are recommended.
- E4. Describe your experience delivering the latest mobile device security features (fingerprint/biometrics, Face ID, etc.).
- E5. Will code obfuscation be implemented?
- E6. What type of authentication will be implemented?
- E7. Will requests made to KTA’s web API be done through a secure, HTTPS connection?

F. Other Information

- F1. Do you have other recommendations or suggestions that KTA should consider incorporating to make its new mobile application a best-in-class application?
- F2. What other recommendations or suggestions do you have to make this project attractive to you or your organization?
- F3. Are there restrictions that limit you from responding fully to this RFI?
- F4. What similar mobile applications are you familiar with that might provide valuable concepts or ideas that KTA should be aware of when planning for the next-generation mobile application?

6. Response Instructions

A. Guidelines for Responses

Page limits: Respondents are requested to limit responses to a maximum of 10 pages with a font size of 11 points or larger. The 2-page organization summary required in Section 5(A2) is included in this page count.



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Content: KTA is requesting the specific information identified in this RFI, but is not requesting proposals, detailed plans or confidential proprietary information from Respondents.

Delivery: The RFI due date is Wednesday, May 19, 2021 by 3:00 p.m. CST. Respondents are requested to submit an electronic version of the written response (in Adobe PDF format) to the Point of Contact identified in section 6(F) below.

Respondents can reply to any or all sections of this RFI that apply depending on qualifications and experience providing mobile application software development or services.

B. Vendor Interviews

After receiving and reviewing responses, KTA may request virtual interviews with select Respondents to learn more details and ask outstanding questions. KTA reserves the right to interview any, all or no Respondents.

C. Cost of Preparing Response

KTA assumes no financial responsibility in connection with the Respondents' costs incurred in the preparation and submission of the RFI response, or by attending the interview, if such interviews are conducted by KTA at its sole discretion.

D. Questions from Respondents

Questions regarding this RFI shall be submitted electronically to the Point of Contact in section 6(F) below by Friday, April 30, 2021. All questions may be made publicly available via KTA's website. When submitting questions, Respondents are requested to identify the KTA contact identified in Section 6(F) and use the email title "KTA RFI for Mobile Application Design and Development". Responses to questions will be posted by Wednesday, May 5, 2021.

E. Changes and Additional Project Information

Changes to this RFI will be posted as addenda to the RFI on KTA's website (<https://www.ksturnpike.com/business-opportunities>). Respondents are encouraged to monitor the website on a regular basis for updates, questions and responses, addenda and additional information.

F. Point of Contact

All responses shall be addressed to the following KTA point of contact:

Rachel Bell
Director of Business Services and Customer Relations
Kansas Turnpike Authority
9401 E. Kellogg Drive
Wichita, KS 67207
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