



REQUEST FOR DISCUSSION

Retail Transponder Program

June 2, 2025

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1. BACKGROUND INFORMATION

The State Road & Tollway Authority (SRTA) is a state-level, independent Authority created by the Georgia General Assembly to focus on connecting people, jobs, and communities through preferred mobility solutions and innovative financing. Many road users register for a Peach Pass account. Peach Pass is an electronic toll collection system used primarily for high-occupancy toll lanes and express toll lanes on Interstate I-75 South, I-75 South, I-75 and I-575 North, and I-85 North in metropolitan Atlanta.

A Peach Pass transponder is a small, thin electronic toll UHF 6C RFDD collection device that adheres to your vehicle. The Peach Pass is connected to an account established with the State Road and Tollway Authority (SRTA) that automatically deducts the proper tolls when using Georgia Express Lanes. These lanes give commuters the option to bypass traffic along interstates that are within some of the most congested corridors in metro Atlanta.

Account holders have the option to manage an online account and maintain sufficient funds with a debit or credit card to cover tolls and other charges resulting from their use of the Peach Pass. Each time they drive in a Georgia Express Lane, the toll is automatically deducted from a prepaid balance.

2. RFD OBJECTIVES

In 2025, SRTA will procure a new contract for the Retail Transponder Program through competitive bidding. SRTA will select the Vendor that presents the best value and quality of service. The objective of this Request for Discussion ("RFD") is to educate SRTA on the current marketplace offerings for retail transponder kits and corresponding servicing. This RFD solicits information from respondents with the expectation that SRTA will gather sufficient market information to help inform the development of specifications for a Request for Proposals.

The retail transponder product procurement driving this RFD provides consumers with a different way to pay their tolls. The program makes the electronic tolling system accessible to users who wish to open and manage Peach Pass accounts with cash instead of using a debit or credit card. Much like a prepaid calling card, a retail transponder kit and reload cards are available for purchase and may be reloaded where gift cards and prepaid cards are sold. These kits are available for purchase at several local, participating retail locations. These accounts can also be reloaded with a debit or credit card at a participating retail location, online, by phone through the Peach Pass customer service center, or via the Peach Pass mobile app.

3. RESPONDENT INSTRUCTIONS

3.1. Definitions

The following definitions shall apply when used throughout this Request for Information (RFD):

- (a) Response – a written document prepared by a charging system manufacturer that addresses the requests and inquiries of the RFD.
- (b) Request for Discussion (“RFD”) - This document solicits feedback and gathers information regarding available retail transponder sales options.
- (c) Request for Proposal (RFP) - A formal document used by organizations to announce a project and invite potential vendors to submit detailed proposals for a specific product or service.
- (d) Vendor – provider ultimately selected for SRTA Retail Transponder Program
- (e) Interface Control Document (ICD) - In software engineering, provides a record of all interface information (such as drawings, diagrams, tables, and textual information) generated for a project. The underlying interface documents provide the details and describe the interface or interfaces between subsystems or to a system or subsystem.
- (f) Application Programming Interface (API) - A connection between computers or between computer programs. It is a type of software interface, offering a service to other pieces of software.
- (g) Project Business Management (PBM) - Defined as the utilization of general business management and project management knowledge, skills, tools, and techniques in applying portfolio, program, and project processes to meet or exceed stakeholder needs, and to derive benefits from and capture value through any project
- (h) Southeast Interoperability (SEIOP) - The SEIOP hub is comprised of four major Florida toll agencies including, Florida Turnpike Enterprise (FTE), Lee County (LCF), Miami-Dade Expressway Authority (MDX), and Tampa Hillsborough Expressway Authority (THEA).
- (i) Secure File Transfer Protocol (SFTP) – A secure method for transferring files between computers over a network, utilizing the secure shell (SSH) protocol for encryption and authentication.
- (j) UHF 6C RFDD - Uses fields to automatically identify and track tags attached to objects. An RFDD system consists of a tiny radio transponder called a tag, a radio receiver, and a transmitter. The EPC Gen2 standard was adopted with minor modifications as ISO 18000-6C in 2006.
- (k) E-ZPass – An electronic toll collection system used on toll roads, toll bridges, and toll tunnels in the eastern half of the United States. The group itself is composed of several states’ member agencies, which share the same technology and allow travelers to use the same transponder on toll facilities throughout the network.

3.2. Deadline for RFD Response

Responses must be delivered by email to procurement@srta.ga.gov on June 19, 2025, by 2:00 PM EST

Subject line of email: RFD Feedback for Retail Transponder Program [vendor name]

3.3. Response Format

One (1) email electronic copy in Portable Document Format (PDF) answering questions in Section 4 Requested Information (Section 4.1 thru 4.4) ***The RFD responses are not scored; however, we will review all RFD submissions, and those that closely align with SRTA's requirements will be invited to participate in an one-on-one discussion.***

Subject line of email: RFD Feedback for Retail Transponder Program [vendor name]

RFD Responses sent to procurement@srta.ga.gov on June 19, 2025, by 2:00 PM EST. Late responses will not be accepted or reviewed.

3.4. Question and Answer Period

Please contact Staci Winston, Issuing Officer at procurement@srta.ga.gov with any questions regarding this RFD.

All questions must be submitted in writing via email no later than 4:00 PM EST on June 6, 2025.

Subject line of email: RFD Questions for Retail Transponder Program [vendor name]

SRTA will respond to questions on June 12, 2025.

3.5. RFD Schedule of Events

RFD Schedule of Events	
RFD	
RFD Sent out	June 2, 2025
Submit RFD Questions	June 6, 2025, by 4:00 PM EST
SRTA Response to RFD Questions	June 12, 2025
Written Feedback to RFD Section 4 (4.1 through 4.4)	Submit no later than June 19, 2025, at 2:00 PM EST <i>(Late submissions will not be accepted or reviewed)</i>
After Review of RFD	
One-on-Ones and Presentation	Will be held from July 7 th through July 11 th , 2025 <i>(By invitation only)</i>

3.6. Restrictions on Communications with SRTA during RFD Period

All official communications to and from SRTA regarding this RFD will be transmitted in writing (defined as being sent or received via electronic mail).

All Respondent communications concerning this RFD should be directed to the SRTA Issuing Officer. Any oral communications will be considered unofficial and non-binding on SRTA. Respondents should only rely on written statements issued by the SRTA Issuing Officer.

All Respondents and representatives or partners of any Respondent are strictly prohibited from contacting any other SRTA staff or Board member or third-party representatives of SRTA on any matter related to the RFD.

3.7. Confidentiality

SRTA recognizes that a Respondent may wish to include information in its response to this RFD that the Respondent may consider proprietary, confidential, or a trade secret. All materials submitted in response to this RFD are subject to public inspection, pursuant to the provisions of Georgia's Open Records Act upon completion of the RFD process. SRTA's receipt, review, evaluation or any other act or omission concerning any such information shall not be considered to create an acceptance of any obligation or duty for SRTA to prevent the disclosure of any such information except as required by the Open Records Act. Respondents that decide to submit information they believe should be exempt from disclosure under the Open Records Act shall: (i) clearly mark each page containing such information as confidential, proprietary or exempt, (ii) shall include such information in a different color from the rest of the proposal text, (iii) shall state the legal basis for the exemption with supporting citations to the Georgia Code, and (iv) for records containing trade secrets, Proposers who wish to keep such record confidential shall also submit and attach to the records an affidavit affirmatively declaring that specific information in the records constitute trade secrets pursuant to Article 27 of Chapter 1 of Title 10 of the Georgia Code.

Pursuant to Georgia Law, if the information is requested under the Open Records Act, SRTA shall make a final determination if any exemption exists for SRTA to deny the request and prevent disclosure. SRTA will withhold such information from public disclosure under the Open Records Act only if SRTA determines, in its sole discretions, that there is a legal basis.

3.8. Reserved Rights

Issuance of this RFD does not commit SRTA to issue an RFP or award a contract. SRTA may amend or cancel this Request for Discussion at any time, for any reason.

SRTA will not assume any expense incurred by vendors participating in the Request for Discussion, Request for Discussion Response, Request for Discussion One-on-Ones, or Presentations. Vendors are solely responsible for their own expenses.

4. REQUESTED INFORMATION

The following information is requested from interested retail transponder program Vendors. Additional relevant information, such as product brochures, test results, real-world deployment data, and end-user references can be attached to your response.

Ideas and concepts presented by vendors in written feedback or during these meetings may be incorporated into the final RFP or other elements of the procurement; therefore, vendors should refrain from providing information, ideas, and concepts considered to be proprietary, confidential, or trade secrets.

4.1. Contact Information

4.1.1. Provide the following business information:

- Company name
- Company street address
- Company web address

4.1.2. Provide the following contact information:

- Point of contact name
- Point of contact title
- Point of contact email address
- Point of contact phone number

4.2. Business Structure

- When was your company founded?
- Is your company publicly- or privately held? List major shareholders.
- Describe your business structure. List any parent companies or subsidiaries.

- What is the total number of persons employed by your company? How many of those persons are employed in the United States?
- Describe your current financial standing and any recent bankruptcy filings.
- Describe any open litigation in which your company is involved.

4.3. Retail Transponder Program High-level Requirements

4.3.1. Comment on how your program would respond to the following statements if they were requirements in an RFP:

- The selected Vendor shall comply to an interface control document (ICD) provided or the purpose of exchanging system to system information with SRTA and thus meeting the requirements of the contract.
- The selected Vendor shall provide the capability for customers to purchase Peach Pass transponders in retail stores. The Vendor shall own and manage all aspects of supplying the retail packaging to the retail stores. SRTA only provides the transponders. SRTA shall be a party to the design of the retail tag packaging and marketing and shall approve the final design.
- The selected Vendor shall provide the capability for customers to make cash point of sale replenishments of their electronic toll accounts. The Vendor shall own and manage all aspects of the point-of-sale account replenishment capability, contractual or otherwise.
- The Vendor shall perform development/unit, quality assurance, and integration testing before being approved by SRTA for go-live of the shared interface between Vendor and SRTA, and the start of the Vendor program. SRTA must approve all test plans. The Account Services Provider shall maintain test environments defined by SRTA for the full term of the contract.
- Vendor shall provide information regarding how return of the product will be handled if a customer experiences a problem with the product. SRTA is not willing to reimburse the Vendor for inventory after Vendor takes possession of the product.

- Any violations would be the responsibility of the individual customer, or the vendor.
- Vendor shall submit a monthly sales report of all starter kit sales and point-of-sale replenishments.
- Vendor shall provide monthly tag inventory reporting and will be responsible for informing SRTA when additional inventory is needed. Vendor is responsible for all tag inventory tracking and ensuring adequate lead times for transponder reorders.
- Vendor will work with SRTA to detail all reports required for program auditing, operations metrics, SLAs, KPIs, inventory, and revenue reporting.
- The PBM Transition/Cutover Plan shall include a detailed accounting for all activities, operations, and systems necessary for the transition and Go-Live, including, but not limited to, transition tasks and activities, pre-deployment tasks, deployment tasks, post-deployment tasks and end of contract termination/ transition.
- Vendor shall provide a performance monitoring solution and reporting
- Any and all fees charged to the customer must be approved by SRTA in negotiations.

4.4. Sales and Deployment Experience

- 4.4.1.** Provide the following information for each of your past and present customers that you provide Retail Transponder Programs for:

- Customer Name (e.g. transit agency name, company name, etc.) Can list 'prefer not to disclose' if appropriate, however, named references are preferred.
- Number of transponders sold per year
- Describe your current customer base, specifically in Georgia or the SEIOP (Southeast Interoperability) region
- Number of active users of your product
- Marketing that you have provided for the customer
- Customer service level offered