



Meeting Date: October 27, 2026
Consent Agenda: BRT Real-Time Information Digital Signs

BACKGROUND:

The GRTC Pulse Bus Rapid Transit (BRT) system represents the Richmond region's most significant transit infrastructure investment in decades. Designed to provide faster, more reliable, and more accessible transit service, Pulse has transformed mobility along the Broad Street corridor and serves as the foundation for future regional transit expansion.

GRTC initiated an initiative to modernize GRTC Pulse BRT stations by replacing static signage and printed passenger information with intelligent digital display kiosks that provide real-time, dynamic customer communications. Building upon the success of the Pulse station network, this project transforms stations from passive information points into connected customer engagement platforms.

HIGHLIGHTS:

- Staff issued a Request for Proposals on Jul 7, 2026. Proposals were received from 4 firms. The evaluation committee identified ETA Phi Systems, Inc. as the highest-ranked proposer. ETA's Best and Final offer is \$1,490,937.38 for project implementation and deployment services. The contract term is to be five (5) years from the date of Notice to Proceed.
- The proposed initiative provides messaging features such as:
 - Real-time bus arrival and departure information
 - Service alerts, detours, and disruptions
 - Emergency and public safety messaging
 - Weather advisories and operational impacts
 - Accessibility enhancements including visual and audio announcements
 - Community information and rider education content
 - Future integration with QR codes, trip planning, and mobile applications
- This initiative converts BRT stations from static infrastructure into intelligent customer communication hubs, improving the rider experience, strengthening safety and operational responsiveness, and positioning GRTC as a leader in innovative and customer-focused public transportation.
- This purchase will be funded with federal, state, and local funds.

Federal (28%)	State (68%)	Local (4%)
\$ 417,462.47	\$ 1,013,837.42	\$ 59,637.49

RECOMMENDATION:

That the Board of Directors authorize the CEO to contract with ETA Phi Systems, Inc. to implement and deliver the BRT Display Sign project for a not-to-exceed price of \$1,490,937.38.

Ellen Robertson, Secretary
GRTC Board of Directors

Date