



# Electric Signage for Light Rail Shelter Replacement

Presented to: Operational Planning & Infrastructure  
Committee

January 7, 2024

*Connecting  
the  
Community*

# Replacement of Light Rail Shelters, Part C: Digital Signage

- Forty-two epaper digital passenger information signs to transmit GTFS real time light rail arrival estimates, route information, and alerts including a 5-year service package.
- Epaper signage can be solar powered
- Located at westbound light rail stations and connecting bus stops

# Replacement of Light Rail Shelters, Part C: Digital Signage

- Seven (7) 13” grid connected signs
- Twenty-three (23) 13” solar powered signs
  - Sixteen (16) on 2’ diameter pole
  - Seven (7) to share a stanchion pole and solar platform with a separate solar panel for shelter lighting, connected to a sign located inside the shelter
- Five (5) spare 13” signs



# Replacement of Light Rail Shelters, Part C: Digital Signage



- Seven (7) 32” grid powered signs for platform and waiting area at Van Aken Warrensville Station

Greater Cleveland Regional Transit Authority

*Connecting  
the  
Community*

# Replacement of Light Rail Shelters, Part C: Digital Signage



- Option for forty-three (43) Falcon Push to Talk Buttons
- Falcons will “read” the sign information when activated
- Can be stand-alone without sign

# Procurement Overview

- RFP issued on September 22, 2024
- Accessed on the GCRTA website by fifteen (15) interested parties
- Proposals due November 1, 2024
- Two (2) firms proposed

# Procurement Overview

## Evaluation Panel Members:

- Programming & Planning
- Engineering & Project Development
- Central Facilities Maintenance
- Safety
- Information Technology
- Procurement

# Procurement Overview

## Evaluation Criteria:

- Responsiveness to Technical Specifications
- Cost Effectiveness
- Qualifications of Project Team
- Proposed Schedule



# Procurement Overview

Recommended Firm: Connectpoint, Inc.

- Founded in 2014
- Headquartered in Goleta, CA
- Leading digital signage and content management software provider to U.S. transit
- Original Equipment Manufacturer
- Safety and Security
  - Data, weather, vandalism

Greater Cleveland Regional Transit Authority

*Connecting  
the  
Community*

# Procurement Overview

Recommended Firm, continued:

- Custom Implementation Plan
- Innovation and Recognition
- Options, Flexibility and Scalability
- Customer Service Responsiveness

# Procurement Overview

## Firms Experience:

GCRTA, Central Ohio Transit Authority (COTA), Butler County Regional Transit Authority (BCRTA), PACE, King County Metro, TriMet Portland Streetcar, LINK Transit, Regional Transportation Commission of Southern Nevada (RTC), Southeastern Pennsylvania Transportation Authority (SEPTA) , among many others.

Greater Cleveland Regional Transit Authority

*Connecting  
the  
Community*

# Procurement Overview

## Recommendation:

Staff requests that the Operational, Planning & Infrastructure Committee recommend to the Board of Trustees the award for Electric Signage for Light Rail Shelter Replacement to Connectpoint, Inc. in a total negotiated base contract amount NTE \$380,055.00, with an option for up to forty-three (43) Push-to-Talk Buttons in an amount NTE \$97,610.00, for a total contract amount NTE \$477,665.00 for a five-year period.

# Questions

Greater Cleveland Regional Transit Authority

*Connecting  
the  
Community*