

GRTC Unveils New Bus Stop Signs

RICHMOND, Va. (July 8, 2015) – GRTC customers will benefit from new GRTC bus signs beginning this month! Three new types of signs are being installed in the transit system that will make it even easier for riders to use transit in the Greater Richmond Area.

GRTC CEO David Green says about the project, “One of the most frequent requests our customers make is for better, more helpful information at bus stops, and I’m very excited to be to the point where we can finally implement this important project. Replacing every bus stop sign throughout our system is neither simple nor inexpensive, but it will be far worth the effort in the long run. Not only will it enhance the overall experience of our current riders, but it will make it easier for new riders to understand how transit works. Increasing ridership is our biggest priority and attracting new riders is part of that equation. Providing clear, easy to understand information at bus stops will help us achieve that goal.”

Basic Bus Stop Signs

There are approximately 2,000 basic bus stop signs in the GRTC system, and they will all be replaced and upgraded, starting this Summer with two popular bus routes: 32 Ginter Park and 72-73 Ampthill. During this Pilot phase, patrons will see the new bus stop signs displayed at all 32 Ginter Park and 72-73 Ampthill local bus stops. It has been nearly 20 years since these signs had a makeover, and GRTC is excited for the new look and upgrades in design and functionality. Replacing every bus stop sign across the system is expected to take two years, with the last sign upgraded Downtown in the Spring/Summer of 2017.

The new basic bus stop signs feature a taller, more visible pole in accordance with VDOT standards (7 feet off the ground) with a round bus icon at the top. Beneath that are signs featuring the bus stop number, GRTC customer contact information and the route(s) serviced by that bus stop. Braille “BUS” markers will remain at the standard height on the bus stop pole, as is the case now.

An additional feature on some basic bus stop signs will also be a lower level sign displaying a printed schedule and map relevant to that specific route and stop.

Eventually, all basic bus stop signs will also have this feature, but to initially there will be 300 signs with this lower schedule sign.

Information Kiosk

Another new type of bus sign is the information kiosk, which is a four-sided grey cube. Nine of these new kiosks will serve select high-density bus stops. For example, as of this press release, one is currently fully installed with new system maps at Broad and Robinson by the Science Museum of Virginia.

Here is the list of where all nine information kiosks will be located by the time the project is complete:



- Broad & 1st . Westbound (by Stop ID #364)
- Broad & Robinson – Westbound (by Stop ID #460)
- Broad & Davis – Eastbound (by Stop ID #418)
- Broad & Harrison - Westbound (by Stop ID #433)
- Broad & Harrison – Eastbound (by Stop ID #3306)
- 14th & Franklin – Southbound (by Stop ID #7)
- Brook & Azalea – Northbound (by Stop ID #505)
- Southside Plaza (Community Center) – Parking Lot Neighborhood Shelter. Location proposed! (by Stop ID #2082)
- Willow Lawn (at shelters) – Northbound. Coming Soon! (by Stop ID #2378)
- At the top of the new information kiosk, customers will see a panel on each side indicating the name of the stop and the direction of the route. The top sign will also indicate which routes serve that bus stop by route numbers. Each side of the four-sided kiosk displays different information to help customers plan their trips.



1. One panel shows a [new transit System Map](#) that includes all route information. Major destinations throughout the service area are also featured.
2. The second panel shows a Destinations Map featuring destinations that are served by that current bus stop, as well as destinations in the direction the buses travel from that stop. This panel will help riders know whether to use this bus stop or another one, especially if a customer wants to travel in another direction. The Destinations Map includes a table showing the approximate time between trips for each route by time of day and day of the week.
3. The third panel features tables showing the exact scheduled times for each bus to pass that stop each day. Customers can find the route they want to take, and then look at the table for the next time the bus is scheduled to arrive. Fare information is also included on this panel.

4. The fourth panel features GRTC Marketing messages for customers, such as information about the GRTC Transit On The Go! free mobile app or the Bus Tracker tool.

Schedule Information Solar Panel

The final new bus stop sign type launching this week is the new Schedule Information Solar Panel. By the time the project is complete, there will be 18 of these installed in the system:

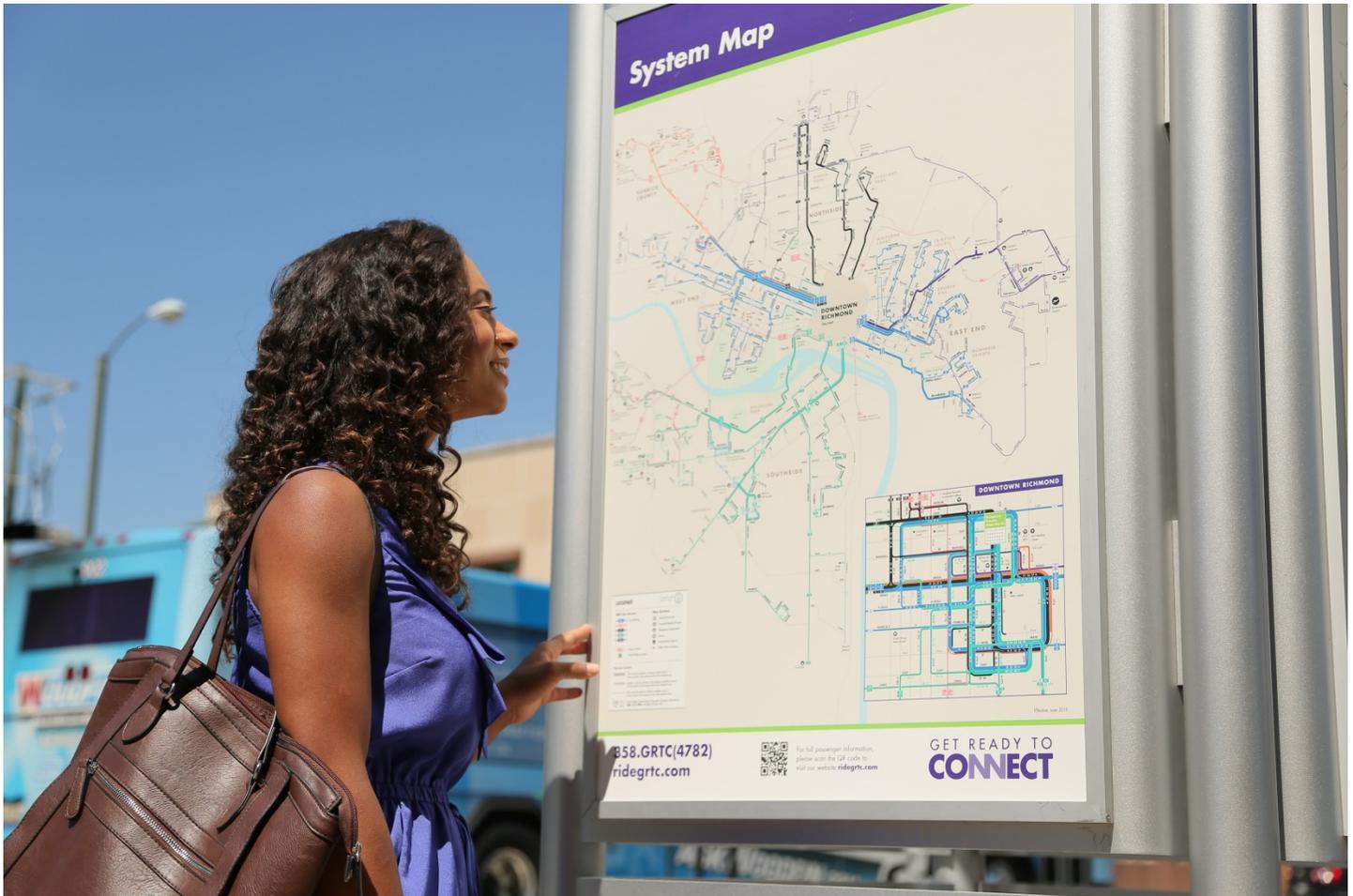
- Main & 10th – Westbound (by Stop ID #1606)
- 8th & Grace – Southbound (by Stop ID #3302)
- 10th & Marshall – Southbound (by Stop ID #3)
- Hull & Cowardin – Westbound (by Stop ID #1297)
- Broad & 4th – Westbound (by Stop ID #371)
- Chamberlayne & Bellevue – Southbound (by Stop ID #678)
- Chamberlayne & Brookland Park Boulevard – Northbound (by Stop ID #679)
- Broad & 17th – Westbound (by Stop ID #358)
- Broad & 18th – Eastbound (by Stop ID #359)
- Chamberlayne & Brookland Park Boulevard – Southbound (by Stop ID #680)
- Brook & Lombardy – Northbound (by Stop ID #517)
- White Oak Village (Office Max) – Northbound (by Stop ID #3339)
- Main & 13th – Eastbound (by Stop ID #1609)
- Broad & Lombardy – Eastbound (by Stop ID #447)
- 21st & Marshall – Westbound (by Stop ID #63)
- Jeff Davis & Halifax – Northbound (by Stop ID #1413)
- Forest Hill & Sheila Lane – Eastbound (by Stop ID #979)
- Brook & Lombardy – Southbound (by Stop ID #518)

The Schedule Information Solar Panel signs are solar-powered and have a push button to illuminate the sign at night. The sign features stop-relevant route maps and departure panels. Many of these panels will provide a small route map along with the scheduled departure times for buses servicing that stop. Depending on how many routes pass by the stop, the panels may look slightly different.



Other New Features

The new Information Kiosks and Schedule Information Solar Panels have extra ways to connect with customers. For cell phone users, the map includes the [Bus Tracker](#) estimated arrivals [by text information](#). Customers may also scan the QR code on the poster with a smart phone to go directly to the [GRTC website](#) and download bus route schedules, connect with GRTC Customer Service, or download the free [GRTC Transit On The GO! mobile app](#).



Remember, regardless of which of the three new bus signs a customer uses, always wait at the basic bus stop sign for the bus.

GRTC knows its website is the reliable destination for customer information, and will continue to provide updates on this project that has been in the works since 2008. GRTC has carefully identified the need for new bus signage, designed the types of signs, assessed the system for the most efficient and useful placement of the new signs, and prepared to implement these improvements.

Customers are encouraged to submit feedback about the new bus stop signs by emailing planningcomment@RideGRTC.com or by calling 804-358-3871, ext. 514. GRTC is committed to responding to the needs of the communities served by providing exceptional customer service.

Connect With Us:

Visit ridegrtc.com

Call GRTC Customer Service Center at 804-358-GRTC (4782).

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GRTC Transit System's mission is to provide clean, safe, and reliable transportation and to improve mobility and access throughout Central Virginia.