



The Richmond Metropolitan Transportation Authority (RMTA) Request for Information (RFI) for LED Message Signage

Project - Roadside LED Information Messaging System

Issue Date:	July 16, 2025
Questions Due:	July 23, 2025 by Noon EST
Question Response:	July 24, 2025 5pm EST
Response Deadline:	August 11, 2025 by 4pm EST

Contact:
Paula.Watson@rmtaonline.org – Procurement Manager

1. Introduction

The Richmond Metropolitan Transportation Authority (“The Authority”) is issuing this Request for Information (RFI) to solicit input from qualified vendors on the implementation of roadside-mounted LED message boards. These signs will be used to provide timely, positive, and relevant guidance to motorists traveling on the Authority’s toll highway network. Messaging will include informational, safety and emergency written message broadcasts to motorists using the Authority’s roadway network. This RFI is strictly for planning purposes and does not constitute a solicitation or a commitment to procure. No award will be made from this RFI. A successful RFI attempt may lead to subsequent procurement via a Request for Proposals (RFP).

2. Purpose of the RFI

The Authority seeks to understand:

- Best practices and available technologies for roadside LED message signage.
- Potential locations and total number of locations ideal for deployment of LED signage on The Authority’s network (see attached network map, Note: Some diagrams refer to our assets as RMTA assets, others refer as RMA Assets).
- Expected cost components per unit deployed (equipment, installation, warranty, maintenance).
- Required infrastructure and civil works necessary for deployment.
- Cybersecurity protections and operational flexibility available in modern systems.
- Recommendations for optimal sign placement using the RMTA toll road network.
- Deployment timelines assuming a September 15, 2025 start date.

Feedback from this RFI will inform the development of a formal Request for Proposals (RFP) to be issued at a later date.

3. Submission Requirements

Vendors are asked to submit a response of no more than ten (10) single-sided total pages, covering the following areas:

A. System Capabilities & Implementation Approach

- Description of the proposed LED signage system, including display capabilities, messaging software, communications interface, and supported protocols.
- Outline of the installation approach and technical process for deploying roadside units.
- Remote programming of signs for immediate updates.
- Travel time predictions based on traffic conditions.

B. Location Analysis

- Based on the RMTA network map (see attached map. Note: Some diagrams refer to our assets as RMTA assets, others refer as RMA Assets), propose estimated sign locations that would achieve high motorist impact.
- Provide rationale for location choices.
- For optimal communication, consider locations adjacent to the RMTA owned roadway which may require agreements with VDOT or the City of Richmond. Examples include on-ramps that lead to the roadway – Midlothian Turnpike, Jahnke Road, Chippenham etc.

C. Cost Estimate per Unit

Break down approximate per-unit costs as follows:

- Equipment (signboard, controller, cabinet, etc.)
- Installation (labor, site prep, rigging)
- Warranty coverage (minimum 5 years preferred)
- Preventive and corrective maintenance (5-year cost estimate)

Note: No full project budget is required at this time.

D. Infrastructure Requirements

- List of infrastructure dependencies for successful operation:
 - Power connections (standard or backup options)
 - Communications (wired/fiber/wireless connectivity, LTE/5G options)
 - Cabinet/enclosure requirements, if applicable

E. Civil Work Requirements

- Describe civil construction work needed for a typical installation:
 - Foundation design (concrete footing, pole mounting)
 - Right-of-way and utility coordination
 - Traffic control requirements during installation

F. Cybersecurity & System Integrity

- Explain how the proposed solution will resist:
 - Unauthorized access or tampering
 - Denial of service or network intrusion attempts
 - Physical sabotage or theft
 - Unintended and external manipulation
- Include encryption standards, access control systems, and remote monitoring capabilities.

- Describe how the system ensures message integrity and audit logging.

G. User Interface & Accessibility

- Describe system usability for Authority personnel:
 - Secure desktop access for primary control
 - Secure mobile/tablet access for field personnel (specifically on iOS devices)
 - Multi-user permissions and access tiering
 - User training and support tools

H. Implementation Timeline

- Provide a proposed timeline assuming Notice to Proceed on September 15, 2025.
- Include estimated durations for design, procurement, fabrication, installation, testing, and training.
- Indicate a realistic go-live date for full system readiness.

I. Additional Recommendations

- Vendors may include any other insights, technologies, or considerations that may benefit RMTA's understanding of this solution being proposed.
- Potential sub-contractors used to achieve full scope of work.

4. Response Instructions

- Maximum submission: 10 single-sided pages (PDF format)
- Deadline: August 5, 2025, 4:00 PM Eastern Standard Time.
- Submit via email to: paula.watson@rmtaonline.org
- **Subject line: "RFI Response – RMTA LED Messaging Signage"**

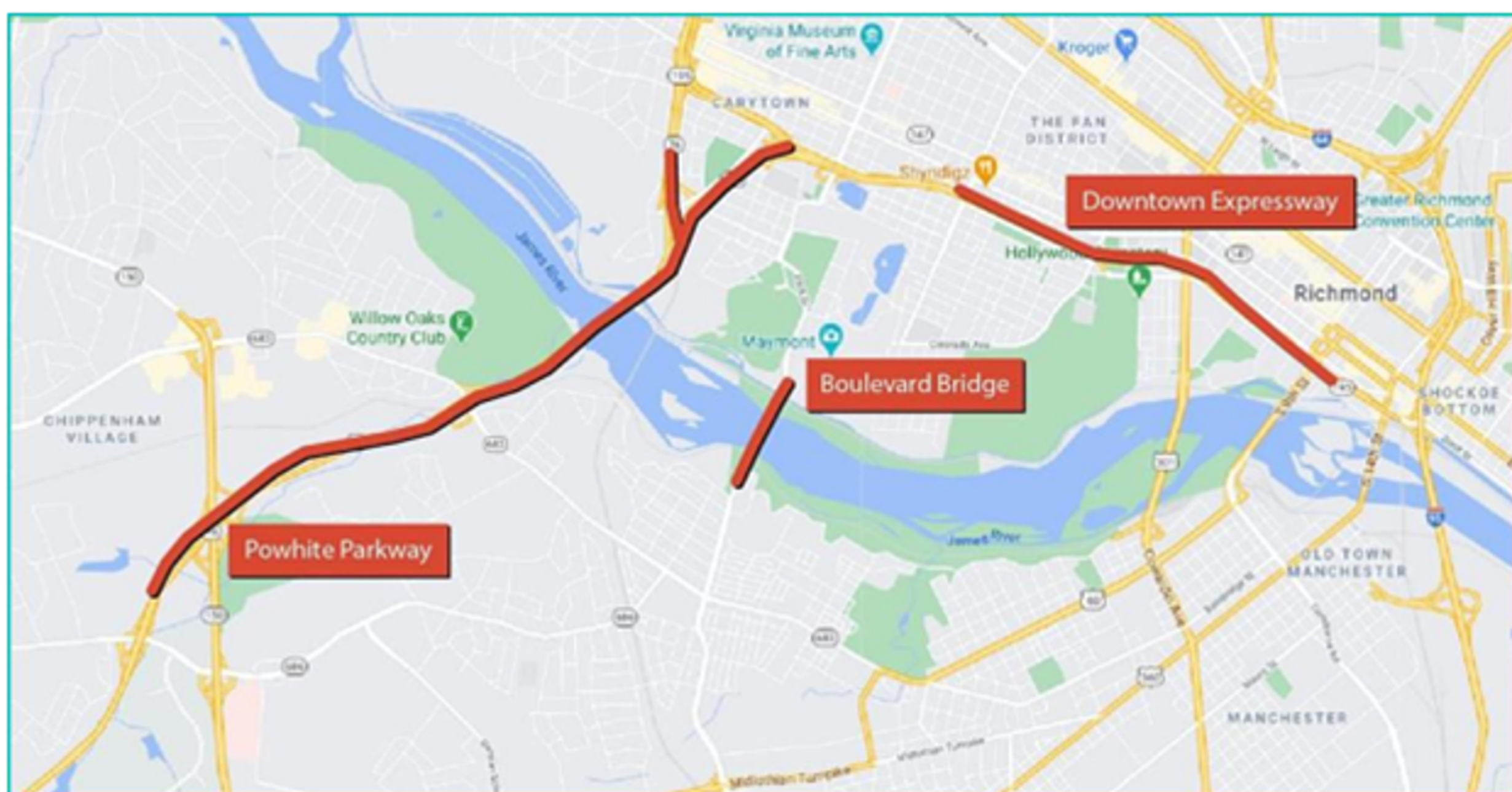
All responses will be treated as informational. All information provided in this RFI response shall be subject to public inspection per the Virginia Freedom of Information Act (FOIA) unless otherwise marked as Proprietary. To the extent a Vendor wishes to attempt to protect trade or proprietary information from disclosure, it must identify the data or other materials to be protected and state the reason why protection is necessary.

The Authority reserves the right to contact respondents for clarification or to schedule informal discussions. The Authority is not required to provide follow-up clarification or responses after this point in time.

Note: Questions pertaining to this RFI can be submitted by June 23, 2025, Noon EST. Any questions and their subsequent responses from The Authority will be available to all vendors involved in the RFI process. Questions to be sent to paula.watson@rmtaonline.org.

5. Disclaimers

- This RFI is not a solicitation for bids or proposals.
- Participation in the RFI process is not a requirement for participation in any future procurement.
- RMTA reserves the right to use or reject any information submitted in response to this RFI.



RICHMOND EXPRESSWAY SYSTEM

Scale: 0 1000 2000 3000ft.

48 - Bridge Number
RMTA Facilities Shown in Red



RICHMOND

CITY OWNED GRAVEL LOT

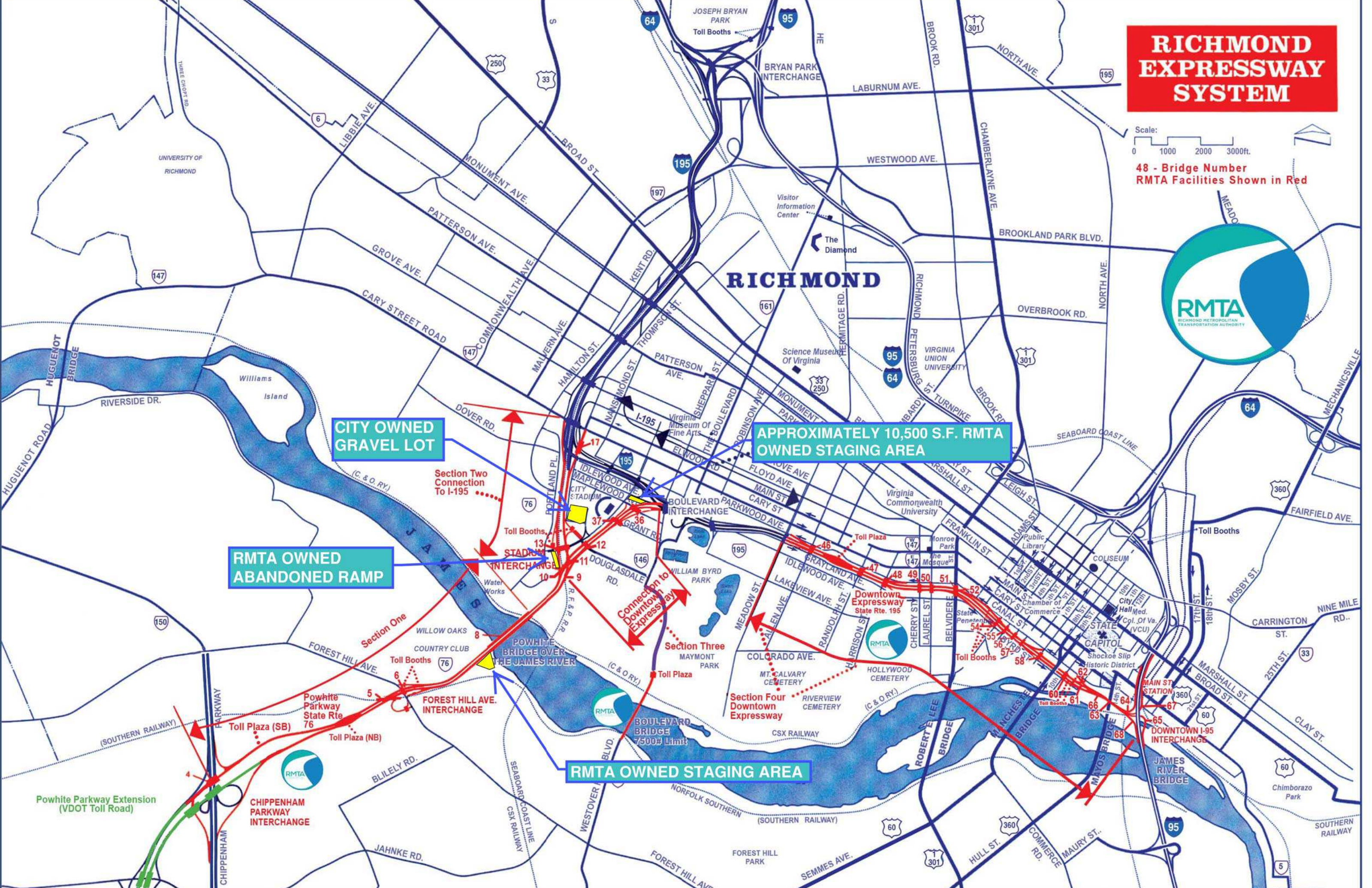
APPROXIMATELY 10,500 S.F. RMTA OWNED STAGING AREA

RMTA OWNED ABANDONED RAMP

RMTA OWNED STAGING AREA

Powhite Parkway Extension (VDOT Toll Road)

CHIPPENHAM PARKWAY INTERCHANGE



DOWNTOWN EXPRESSWAY



POWHITE PARKWAY

