THE CITY OF ASHEVILLE

STAFF REPORT

Council Meeting Date: February 24, 2026

Subject: Extend existing contract for transit center digital signage by one-year.

Staff Resource(s): Ashley Haire, Transportation Director; Jessica Morriss, Assistant Director; Christopher Whitlock, Transit Division Manager

Action Requested: Adoption of a resolution authorizing the City Manager to extend the existing contract between the City of Asheville and GMV Syncromatics for digital signage at the Asheville Rides Transit (ART) Transit Center at 49 Coxe Avenue for one year.

Background:

- The City of Asheville currently contracts with GMV Syncromatics for digital signage at the Asheville Rides Transit (ART) Transit Center at 49 Coxe Avenue.
- The contract was entered into May 26, 2020, with a three-year term plus two optional years for a total contract cost of $188,068.
- Digital signage provides riders with real-time transit arrival and departure information, as well as rider alerts and messages.
- The digital signage improves the rider experience and provides additional opportunities for the City and ART to communicate with riders.
- The City's current contract with GMV Syncromatics will expire at the end of February 2026.
- Staff is requesting a one-year extension to ensure the continued use of the digital signage and allow staff sufficient time to conduct a request for proposals (RFP) in the summer of 2026.

Vendor Outreach Efforts:

- N/A, this is a current contract.

Council Goal(s):

- Transportation and accessibility

Committee(s): N/A

Pro(s):

- Ensure that there is uninterrupted messaging to transit users
- Allow time for a procurement process to be undertaken to solicit bids for a future contract

Con(s):

- None.

Fiscal Impact:

- None. The contract amount is not changing and funding is available in the transit operations fund.

Suggested Motion:

- Adoption of a resolution authorizing the City Manager to execute an amendment to the existing contract with GMV Syncromatics to extend the contract period for one additional year for $8,818, which addition will not bring the contract total beyond the original $188,068; and to execute all documents necessary to effect this amendment.

Attachment(s):

- Resolution

RESOLUTION NO. 26-____

RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE AN AMENDMENT TO THE EXISTING CONTRACT WITH GMV SYNCROMATICS FOR A ONE-YEAR EXTENSION TO PROVIDE DIGITAL REAL-TIME ARRIVAL/DEPARTURE SIGNAGE AT THE DOWNTOWN TRANSIT CENTER

WHEREAS, pursuant to N.C.G.S. §§ 160A-20.1, 160A-311, and 160A-312, the City of Asheville has authority to contract to operate a public transportation system; and

WHEREAS, on May 26, 2020, the City of Asheville approved the contract with GMV Syncromatics with a three-year commitment plus two optional years for a total contract cost of $188,068 for digital signage at the ART Transit Center; and

WHEREAS, the City desires to amend the existing contract for a one-year extension with a new contract end date of February 28th, 2027, for an additional $8,818, which addition will not bring the contract total beyond the original amount of $188,068; and

WHEREAS, the City will issue an RFP for these services in the summer of 2026.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

City Council hereby authorizes the City Manager: to execute an amendment to the existing contract with GMV Syncromatics to extend the contract period for one additional year for $8,818; and to execute all documents necessary to effect this amendment.

Read, approved and adopted this the 24th day of February, 2026.

_____ _____

City Clerk Mayor

Approved as to form:

_____

City Attorney