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OFFICE OF THE CITY CLERK
CITY OF BERKELEY

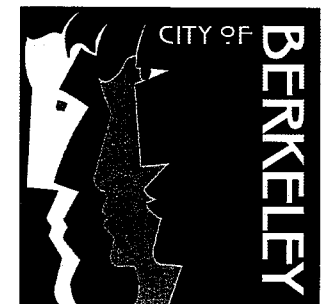
IKE Smart City Kiosks

Facilitation of the Installation of IKE Smart City Kiosks;
Amending Chapters 20.16 and 16.18 of the Berkeley
Municipal Code

CITY COUNCIL MEETING

SEPTEMBER 25, 2018

ITEM #27

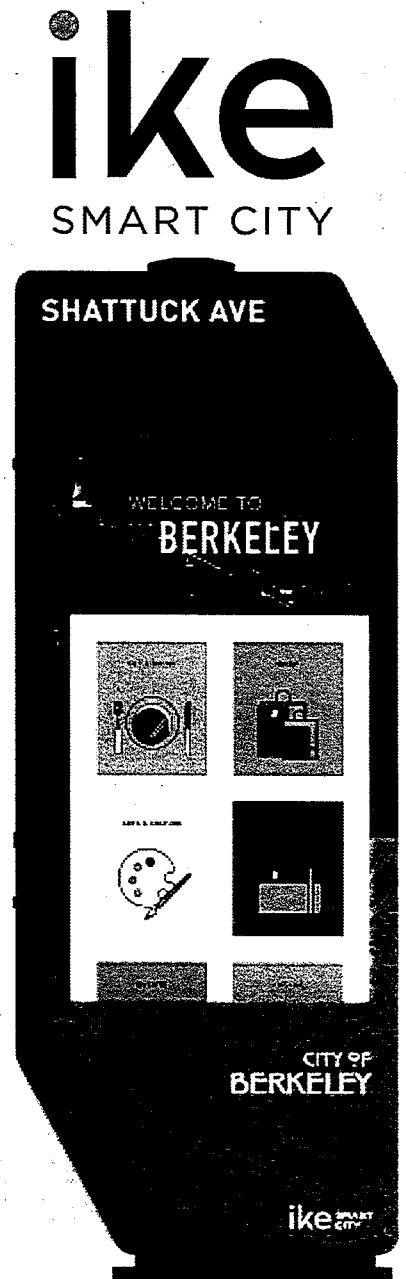


OFFICE OF ECONOMIC DEVELOPMENT



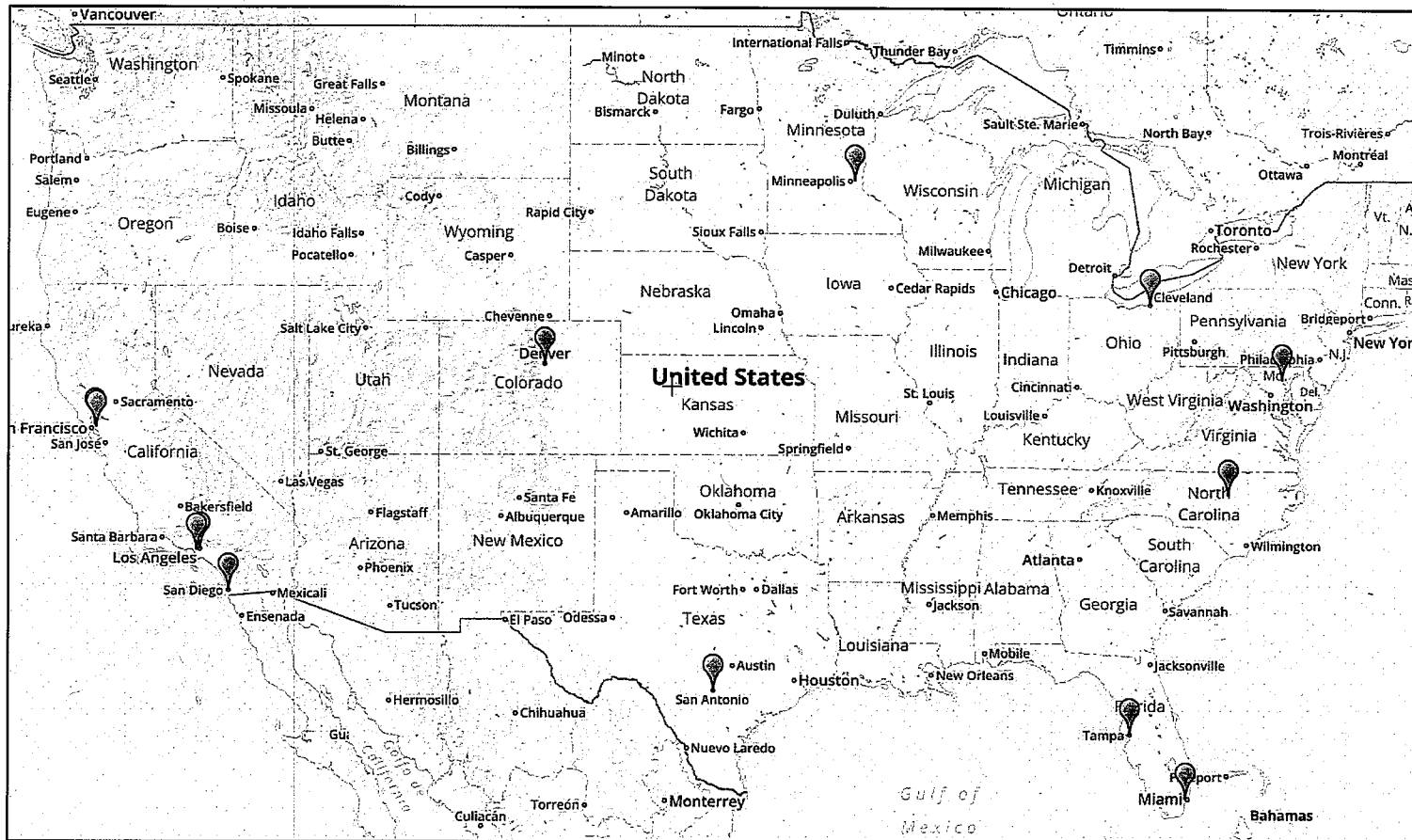
IKE Smart City Kiosks: Overview

- Interactive, touch screen digital wayfinding kiosk
- Connects pedestrians & visitors with local information
- Advertising supported public-private partnership
- Advertising Rates Discounted 50% for Berkeley Non-Profits & Businesses. Announcements are Free
- Revenue positive agreement with no costs to the City
- Projected **\$829,361** in new annual revenue to the City
- Consistent with the City's commitment to support Small Businesses and Commercial Districts
- Meets Climate Action Plans goals 6 and 9 to market & enhance real-time transit information

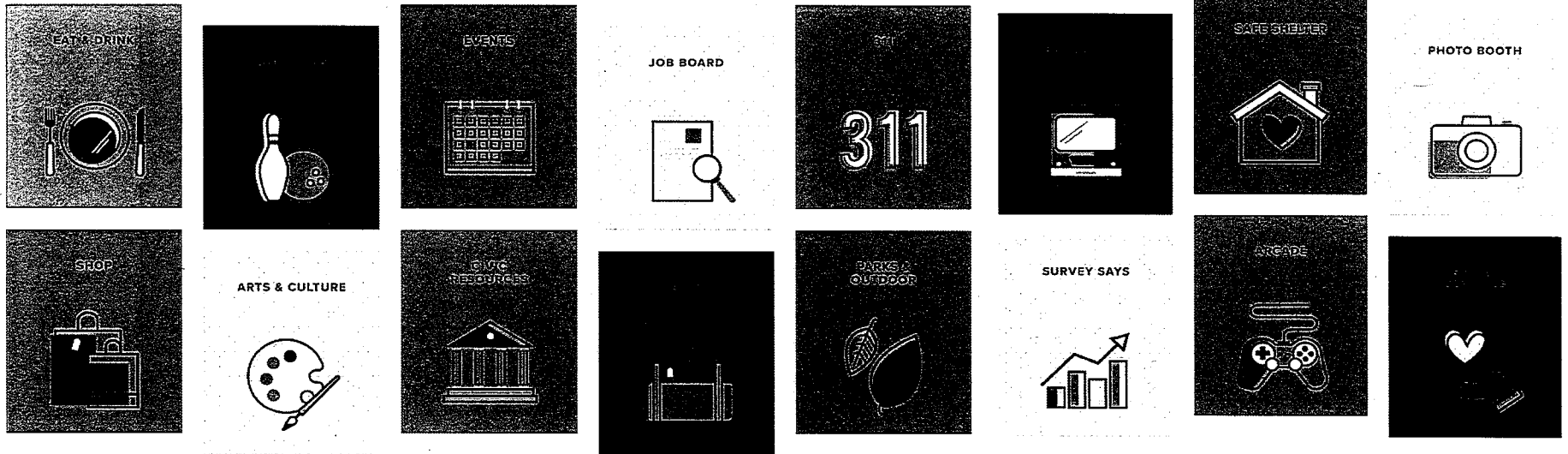


IKE Smart City Kiosks: Locations

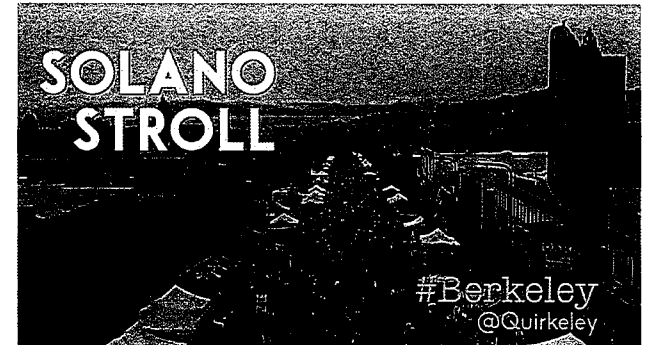
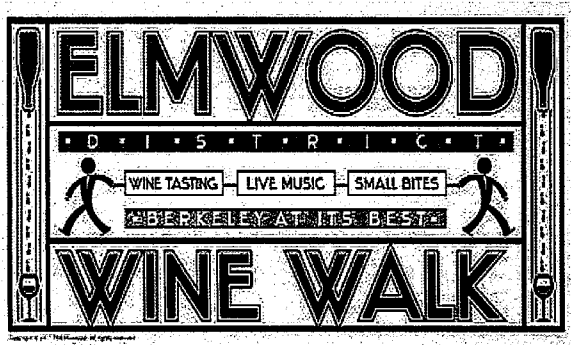
- Deployed in Denver & San Antonio
- Under Contract in Baltimore, Cleveland, Columbus, Coral Gables, Culver City, Los Angeles, Oakland, Port of Sand Diego, Raleigh, St. Paul & Tampa



IKE Smart City Kiosks Features



Advertise Commercial District Events For Free



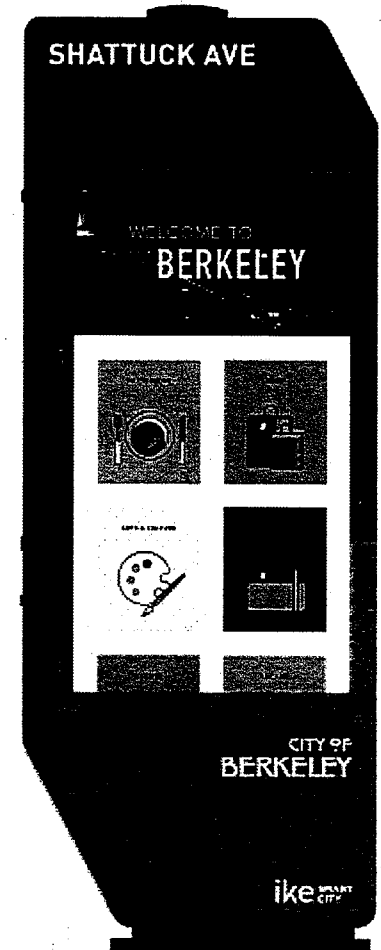
Recommended Actions

- Grant Franchise Agreement
- Amendments to the Sign & Encroachment Ordinances



Courtesy of NewCities.org

ike
SMART CITY

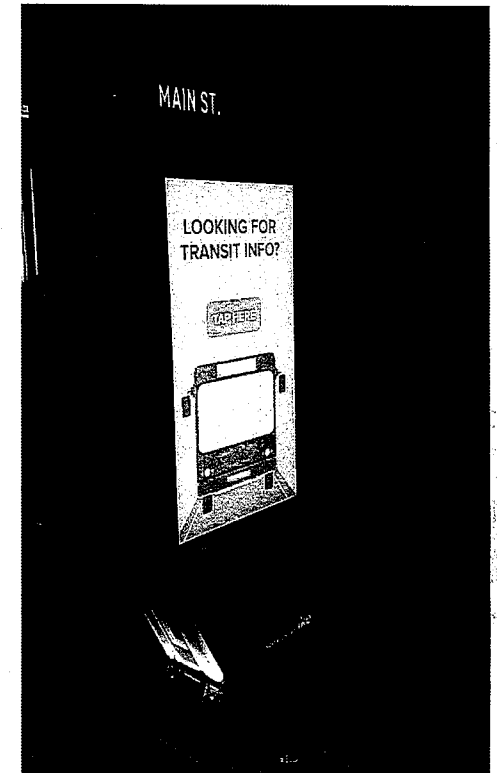


Community Engagement

- 10 months of engagement with Community Stakeholders
- July 24, 2018 City Council Meeting
- Two full Days of Public Display of the Kiosk & Q&A

Future Engagement

- Community meetings in each Commercial/Council District prior to Final Kiosk Location & Installation
- Continued Outreach by OED, Visit Berkeley & IKE
- Additional Demos at Events, Online Feedback



IKE in City Hall for Demonstration



Courtesy of IKE Smart Cities

Location Criteria in Berkeley

- Up to 31 Kiosks installed in Commercial Districts
- City Reserves all Rights Related to the Locations
- Specific Location Based Outreach prior to Installation
- Implemented in 3 Phases: Starting with Downtown & Telegraph



Preliminary Distribution & Locations



Pratt & Light St. Baltimore, MD

- DOWNTOWN/CIVIC CENTER: 5 IKes
- TELEGRAPH & BANCROFT: 3 IKes
- SOLANO: 3 IKes
- DOWNTOWN/NORTH SHATTUCK: 5 IKes
- 4TH ST: 2 IKes
- OTHER: 13 IKes

Benefits to Berkeley Citizens, Visitors, Small Businesses & Commercial Districts



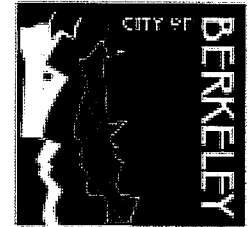
- Displays information about Local Restaurants, Shops, Hotels, Events & More
- Never any Fees, No “Pay for Play” ranking Schemes
- Will Ensure Content is Accurate, Up-to-Date & Approved by Business Community
- Commercial Districts Can Determine Content & Branding for their District
- Connects Residents and Visitors with Detailed Listings of Businesses & Activities
- Encourages Exploration of Berkeley by highlighting Civic Uses like Parks, Museums, Art Galleries & Public Art
- Provides Free Social Services Information for Residents in Need. Shelter, Addiction Support, Food Assistance
- Provides Free Wi-Fi in the Area to Increase Connectivity
- Modernizes Commercial Districts – Looks “Hip, Connected & Cool”

Q&A
+
Discussion

Office of Economic Development

+ Jordan Klein | 510.981.7534

Economic Development Manager



+ Kieron Slaughter | 510.981.2490

Community Development Project Coordinator

Visit Berkeley

+ Barbara Hillman | 510.549-7040

Chief Executive Officer



IKE Smart City LLC

+ Pete Scantland | 614.205.9108

Chief Executive Officer



IKE Smart City LLC

+ Chris Greene | 917.757.0660

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