

Digital Kiosks within City Rights-of-Way Update

Transportation and Infrastructure Committee
September 16, 2024

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City of Dallas



City of Dallas

Purpose



- To update the Transportation and Infrastructure Committee regarding staff efforts to research digital kiosk best practices, gather public input, and develop options for moving forward.



Agenda



- Provide Background/History on existing kiosks within City of Dallas
- Provide Case Study Examples from cities that have implemented digital kiosk programs
- Report Findings from Public Engagement Efforts
- Propose Options forward
- Next Steps

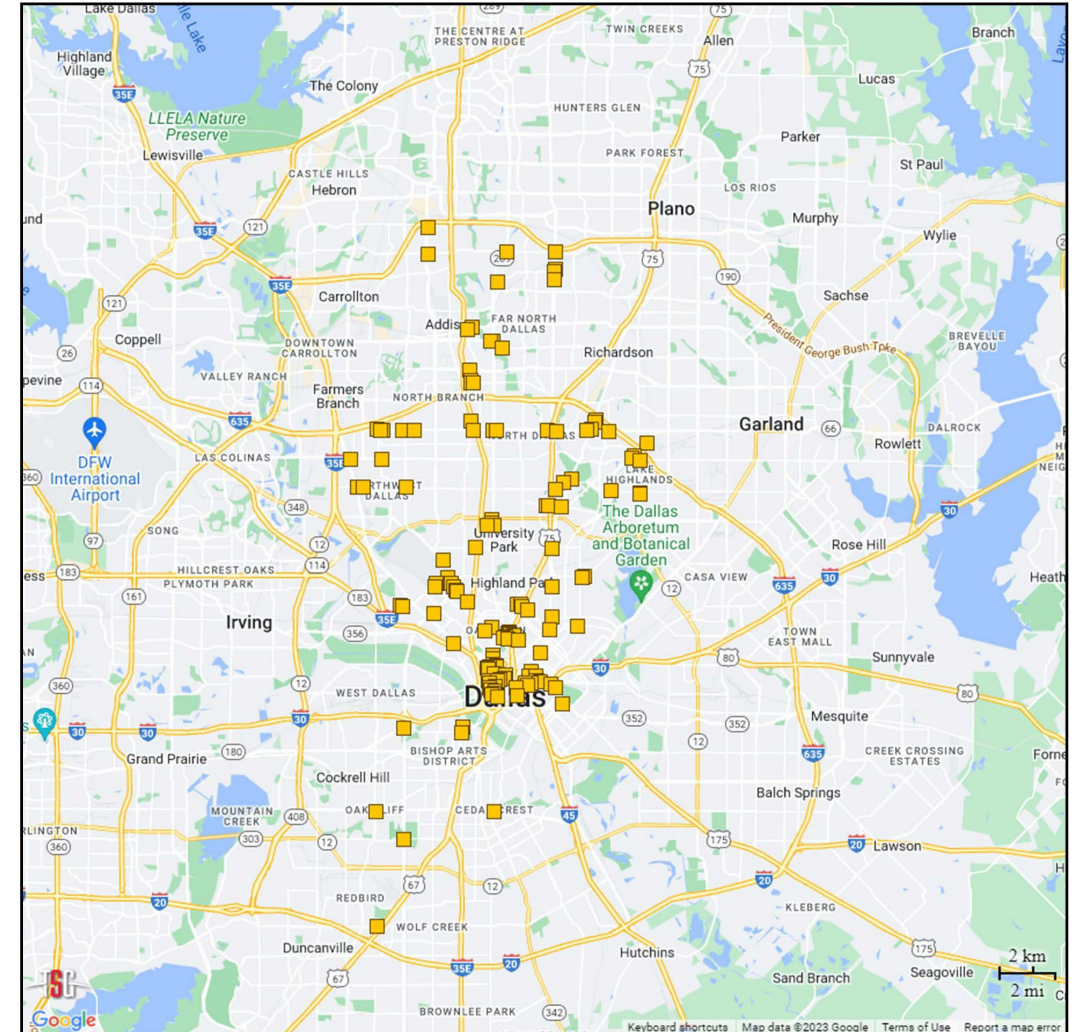


Background/History



Static Kiosk Inventory Map from OutFront Media

- There are currently 137 static kiosks with 274 faces within the City's right-of-way.
- The existing static kiosks are approximately 9.92 ft. tall x 4.29 ft. wide at the base and 4.58 ft. wide at the top.



Background/History



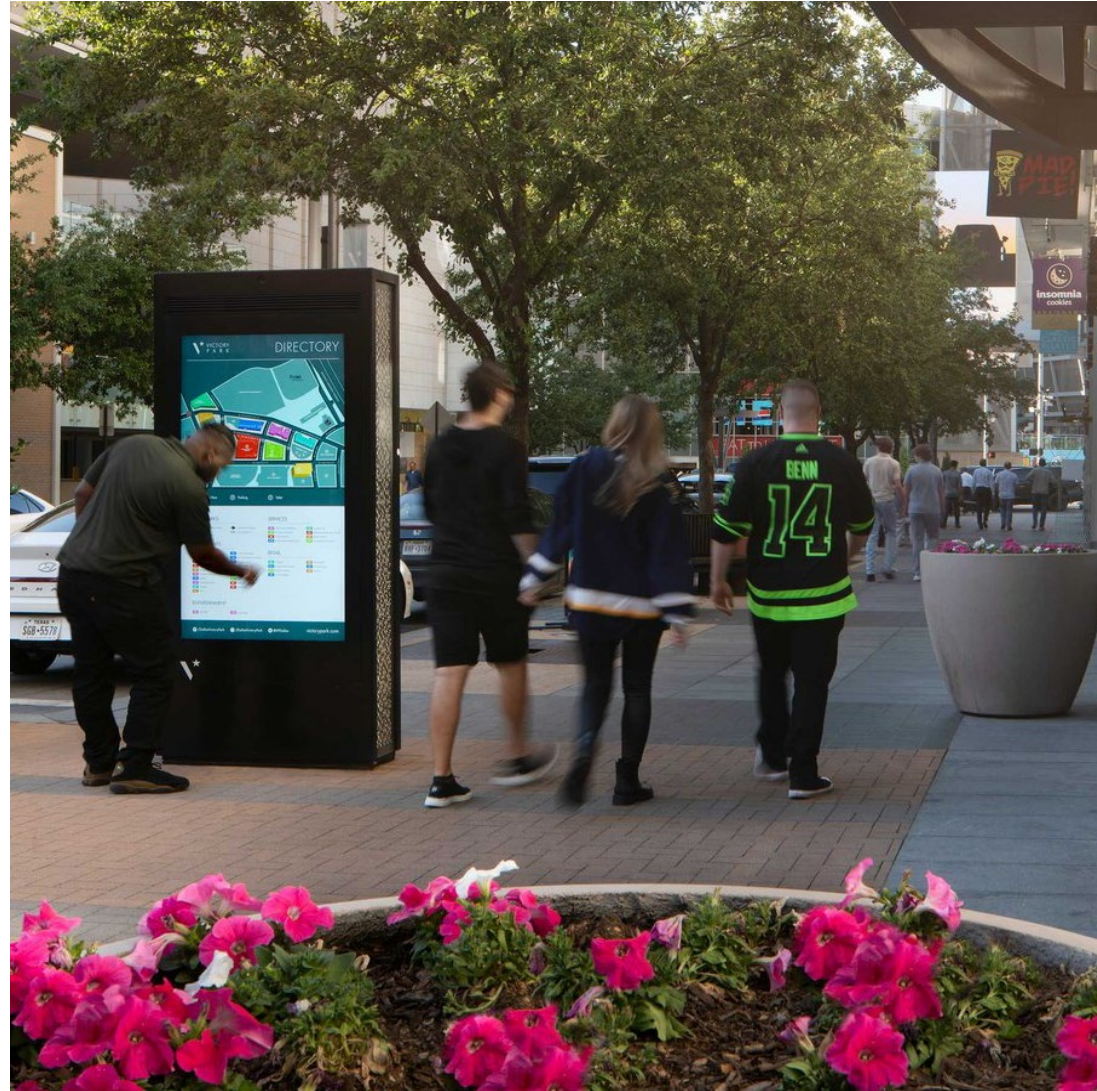
	Static Kiosks (Citywide)	Digital Kiosks (Victory Park)
Term	On May 23, 2007, City Council approved Supplemental Agreement No. 1 to the contract by Council Resolution No. 07-1607. The current contract expires on June 30, 2028 .	Special warranty deed approved February 2006
Inventory	137	Up to 20 allowed
Dimensions	9.92' x 4.29' x 4.58' (HxWxD)	8'-0" x 3'-6" x 1'4" (HxWxD)
Revenue	\$16.7 million over lifetime, FY 2023 revenue approximately \$637,500	No City Revenue



Downtown Static Kiosk Example



Victory Park Digital Kiosk Example



Background/History: Previous Efforts



On **May 15, 2023**, Former Department of Public Works presented to the Transportation and Infrastructure Committee on a potential proposal for digital interactive kiosks in the City's rights-of-way.

May 18, 2023 to July 14, 2023
RFP (BQZ23-00022138)
Interactive Digital Kiosks was open. Two proposals were submitted.

February 28, 2024
City Council authorized the rejection of all proposals.

March 26, 2024
Briefing to Transportation and Infrastructure Committee

March 27, 2024
Meeting with Downtown Dallas, Inc.

April 2, 2024
Presentation to Oak Lawn Committee

April 18, 2024
Presentation to Bishop Arts District Merchant's Association

April 22, 2024
Virtual Public Meeting

April 26, 2024
DDI Public Policy Task Force Meeting

April 29, 2024
In-Person Public Meeting

May 1, 2024
City Council Briefing



Background/History: New Efforts



In **June 2024**, a renewed initiative to research digital kiosks was led by the recently created Planning and Development Department.

Planning and Development hosted a stakeholder's meeting on **June 20, 2024**.

Planning and Development hosted a hybrid public meeting on **August 15, 2024**.

The flyer features a large digital kiosk in the background displaying a map. The text on the flyer includes the City of Dallas logo and 'Planning & Development' in the top left. The main title is 'Digital Kiosks Public Meeting'. Below the title, it says 'We're taking a fresh look at the Digital kiosks program and want to hear from you!'. On the right side, there is a QR code with the text 'Register to Attend In-Person or Virtually' and an arrow pointing to the right. Below the main text, there are three blue boxes: the first contains the date 'August 15, 2024' and time '6 p.m.-8 p.m.'; the second contains the text 'Attend Virtually or In-Person at Dallas City Hall 1500 Marilla St. 75201' with a person icon; the third contains 'For more information:' followed by a globe icon, the URL 'bit.ly/digitalkioskdallas', an envelope icon with 'thea.parker@dallas.gov', and a phone icon with '214-671-5149'. To the right of the flyer are two small circular images showing digital kiosks in outdoor settings.



Case Studies



City	Kiosk Vendor	Kiosk Agreement	Program Size	Revenue Sharing Data :	Locations
San Antonio	IKE	Initial 5-year term with four 1-year renewal options; in 2020, amended the contract to a 10-year contract (through 2030) with four additional 1-year renewal options.	30	Vendor will pay the City the greater of 21.5% of net advertising revenue generated from each IKE kiosk or a minimum annual guarantee of \$150,000.00 for the first year prorated to coincide with the operational date of the kiosks and a total of \$787,080.00 for the following four years of the initial term.	Downtown, transit centers, parks, and the airport; study found all locations had a pedestrian count of 2.4 million over a 79 day period.
Houston	IKE	12 years (2 planning and installation lead years) with 2 5-year renewal options	125	City to receive greater of (1) 42% of net revenues +3% if the city provides "efficient power connections"; or (2) Minimum Annual Guarantee of \$1m-2m over the 12 years. \$35-50m estimated net revenue based on 42% share in ads over next 12 years.	City rights-of-way in high pedestrian business and commercial district corridors. A minimum of 10% will be in neighborhoods where the area median income is 80% or less of the City's average income.
Kansas City, MO	Smart City Media	10-year agreement	114	No published data on revenue. Public private partnership with \$3.8 million invested by KCMO, \$12 million invested by Cisco.	Streetcar line, KCI Airport, "areas of interest", downtown corridors
Berkeley, CA	IKE	15-year franchise agreement	31	\$829,374 annually	Focus on downtown and commercial districts
Seattle	IKE	Term permit of 15 years with potential for second term for an additional 15 years	70	\$1.5 million annually	Focus on downtown, Planned Improvement Districts, none within special districts
New York	Link	Dec 2014-Jun 2026 term	2,126	Amount equal to the greater of (i) 50% of annual gross revenues in years 1-7 and 55% in years 8-15 OR (ii) the Minimum Annual Guarantee payment [minimum annual guarantee ranges from \$20 million in year 1 to \$71 million in Year 15]	Locations throughout each borough



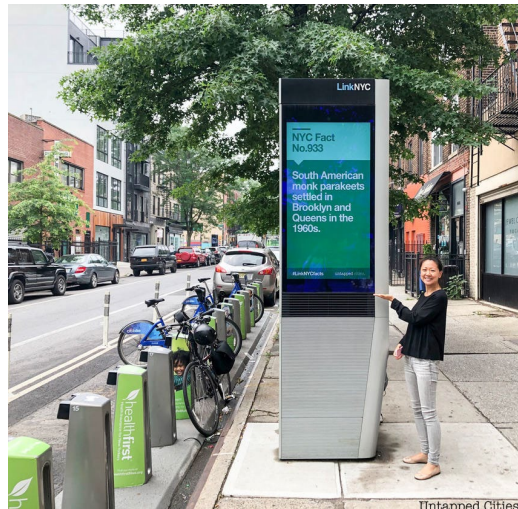
Design Examples



City of Baltimore, IKE



City of Greensboro, Smart City Media



City of New York, LINK



City of Philadelphia, HootBoard



Miami Design District, BoldVu



Public Feedback and Engagement



June 20th Stakeholders Meeting

Representatives from the following were invited:

- Jim Lake Adaptive Urban Redevelopment, Red Bird Development Group, UT Southwestern Medical Center, Deep Ellum Foundation, UNT Dallas, Dallas Love Field, Southern Gateway Public Green Foundation, Dallas Arts District, Bishop Arts, Uptown Dallas, Inc., Lower Greenville, Oak Lawn Committee, Dallas Trails Coalition, West End Association, Downtown Dallas, Inc. Jim Lake Companies, Kay Bailey Hutchison Convention Center, World Affairs Council, Visit Dallas, Fair Park, Trinity Groves, Victory Park, TREC, Greater Dallas Planning Council

August 15th Public Meeting

33 participated on-line, 35 in-person

- Audience polling conducted by third party consultant

Created digital kiosk webpage

Extensive print and digital public noticing campaign

Spanish interpretation available



Public Feedback: What We Heard



Challenges:

Usefulness and relevant technology, contract lengths

Pedestrian obstacles within the right-of-way, locations protruding storefronts

Maintenance and security

Aesthetics, lack of design standards, disregard of special sign district wayfinding projects

Content and data collection

Opportunities:

Advertising for local and small businesses in underutilized areas

Interactive information for visitors

Polling found most support for digital kiosk usefulness was interaction with kiosks in other cities



Proposed Options



- 1. City maintains its existing static kiosk contract through its expiration on June 30, 2028, and does not proceed with an additional digital kiosk program at this time.**

Pros:

- City avoids any costs associated with breach of or early withdrawal from contract
- Minimal (or no) disruption to properties near existing kiosks

Cons:

- Could distract motorists passing by kiosks
- Impediment to pedestrians
- Limited functionality or benefit
- Limits City's ability to align kiosks with evolving technology



2. City maintains its existing static kiosk contract through its expiration on June 30, 2028, but allows the possibility of pilot programs for expansion in neighborhoods, entertainment districts, etc.

Pros:

- Enables interested districts and neighborhoods to utilize newer technology
- Could improve visibility for local businesses and events (vs. unchanging static kiosks)
- Gives City additional tools to convey important information to visitors and residents

Cons:

- Could impact accessibility, especially for pedestrians, including to nearby businesses (ex. retail)
- Unclear level of usefulness compared to other existing technologies
- Concerns about types of advertising utilized and ratio of ads to public information
- Negative impacts on nearby right of way (ex. vandalism)



3. Phase out existing kiosk program and then reimagine a new comprehensive signage and wayfinding program throughout the City.

Pros:

- Could improve visibility for local businesses and events (vs. unchanging static kiosks)
- Allows for greater flexibility in information shared with public (vs. static kiosks)
- Gives City additional tools to convey important information to visitors and residents
- Potential continuation of kiosk revenue
- Opportunities to incorporate wayfinding for the public

Cons:

- Could impact accessibility, especially for pedestrians, including to nearby businesses
- Concerns about types of advertising utilized and ratio of ads to public information
- Negative impacts on nearby right of way
- Costs associated with early withdrawal from existing contract for static kiosks
- Unclear level of usefulness compared to other existing technologies
- Disruption at sites where kiosks are installed
- Possible conflict with existing plans developed in key central districts (Arts District, Deep Ellum, etc.)



Next Steps



1. Receive Committee feedback today.
2. Based on Committee's recommendation, develop a go-forward plan for implementation:
 - Option 1:** Notify stakeholders of this Committee's guidance, and then take no further action at this time.
 - Option 2:** Notify stakeholders of this Committee's guidance, and then develop a plan to allow pilot requests. PDD will bring a plan recommendation back to this Committee for review.
 - Option 3:** Work with CAO to determine how to proceed with existing static kiosk contract, and bring that information back to this Committee. Engage a consultant to lead the signage and wayfinding program.



Appendix



i TOUCH SCREEN

welcome to
ATLANTA



BUZZ Coffee and Winehouse

CAFE, NIGHT CLUB, BAR



4.9 ★★★★★

(404) 744-1010

2315 Cascade Rd

0.1 miles

SEND DIRECTIONS

71°F
10:45 AM

Language

Home



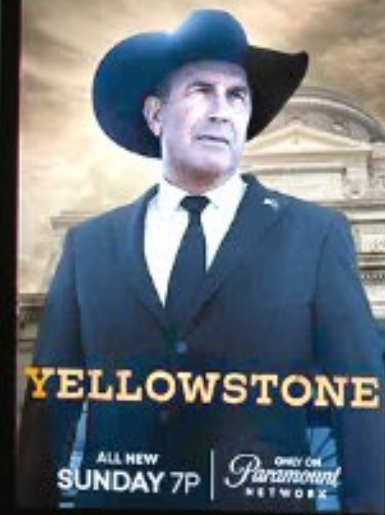
City of Houston, IKE



City of Tempe, IKE

CITYPOST

POWER HAS A PRICE







39TH STREET

39TH STREET

PASSEO POINT

147

Wednesday, March 10th, 2021

1 - 195

PLEASE USE SANITIZER BEFORE & AFTER TOUCHSCREEN USE





CAPSULE

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MARTIN & FAYETTEVILLE

TOUCH SCREEN



What are you looking for?

Things To Do

The Trolley Lot

4.2 (10 reviews)

0.2 miles

404 South Salisbury St.

North Carolina State Capitol

4.5 (10 reviews)

0.2 miles

1 Union Square, Raleigh, NC

Pope House Museum

4.8 (10 reviews)

0.2 miles

519 South Salisbury St.

War Memorial

4.5 (10 reviews)

0.2 miles

100 North Salisbury St.

Raleigh





IRWIN ST NE

TOUCH SCREEN

AT&T

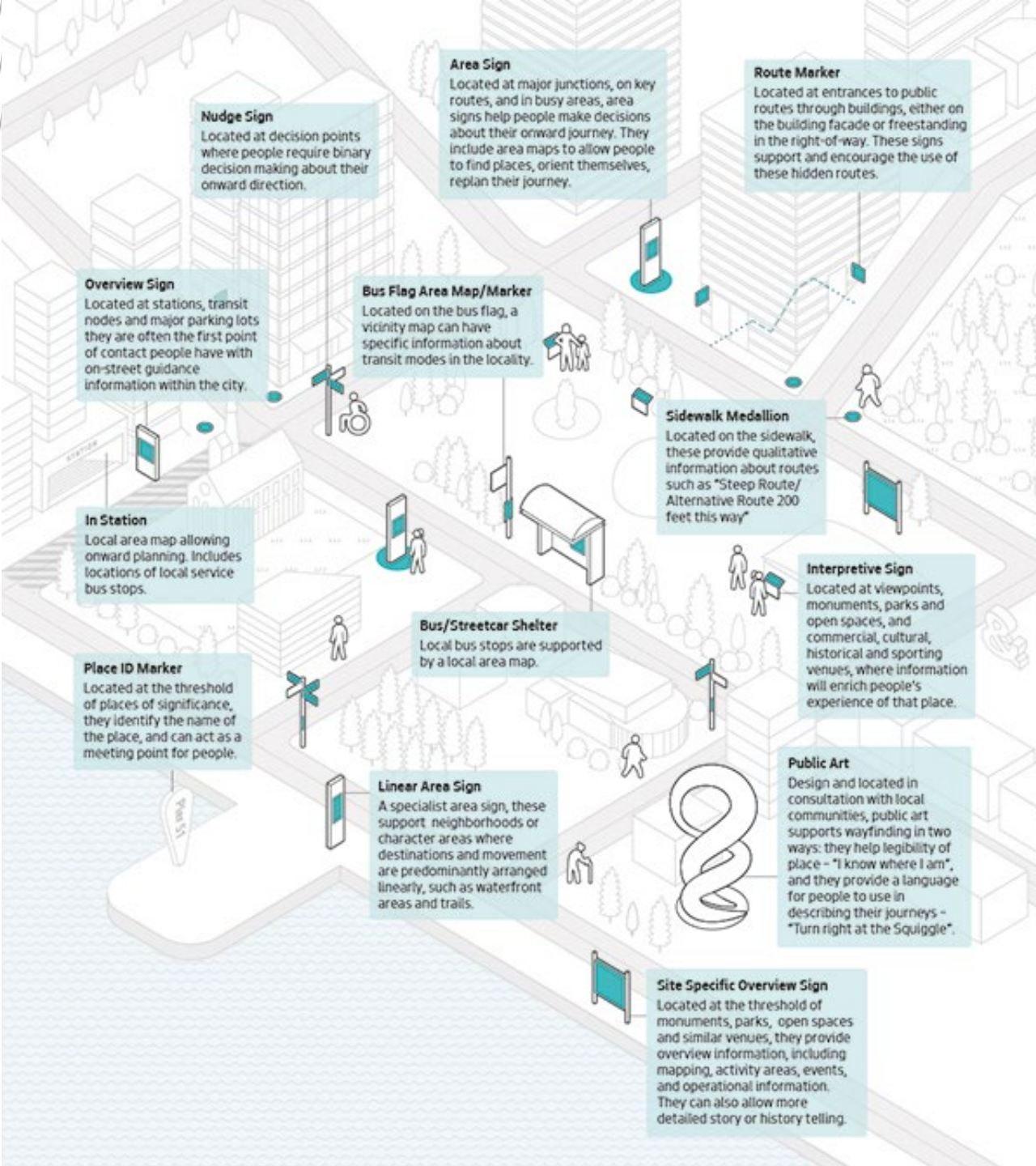
miSATX
with AT&T 5G
Plans from
\$35 /mo
per line
for 4 lines



CITY OF ATLANTA

ike

Design Standards & Wayfinding



Hi Alexa,
How far is Walgreens
on Denny Way from
here?

It's 5 blocks ahead.
Should take you
about 6 minutes
from here.



Image for illustrative purposes only


Design Standards & Wayfinding



Seamless Seattle

June 2019

Seattle Wayfinding Digital Strategy



Seattle Department of Transportation

