



City of Dallas

Digital Kiosk Program Update

**City Council Briefing
December 4, 2024**

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Purpose



- To provide background on existing digital and static kiosk programs in Dallas, including a compliance update.
- To recap the 2023 Digital Kiosk RFP and the May 1, 2024 Council briefing on digital kiosks.
- Policy discussion regarding current and future kiosk programs.



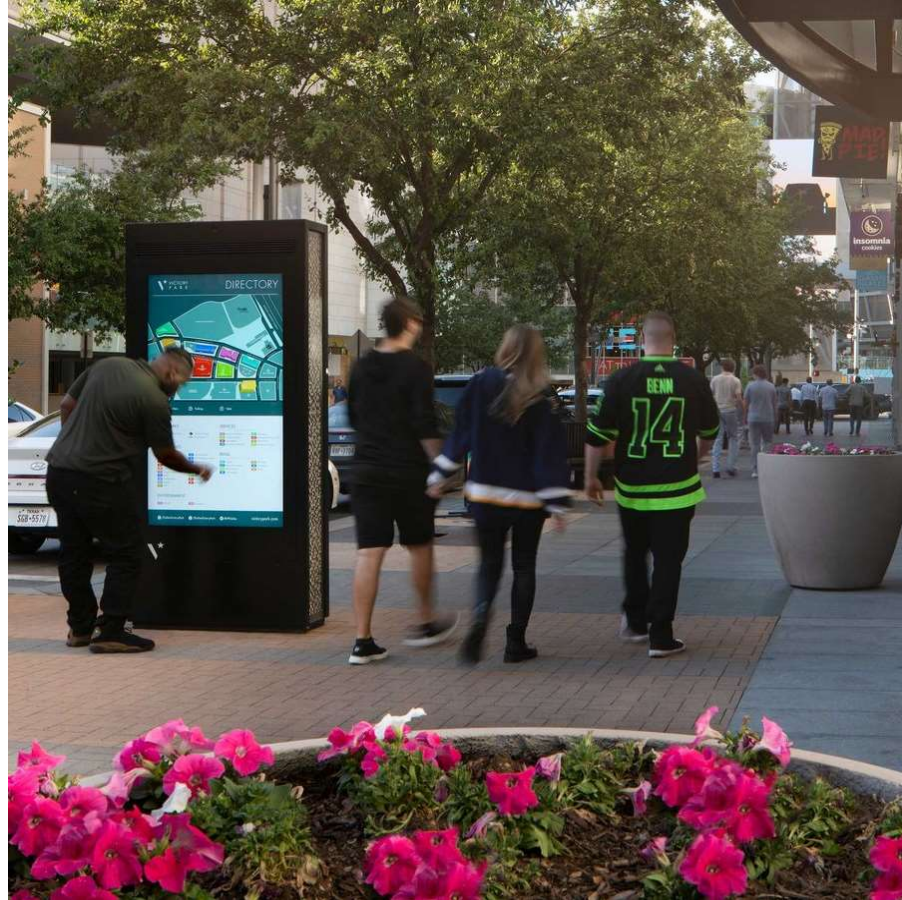
Existing Dallas Kiosk Programs



	Digital Kiosks (Victory)	Static Kiosks (Citywide)
Location	Victory Park	Citywide, but primarily located in the Central Business District
Legal Authority and Key Terms	2007 Special Warranty Deed and Letter Agreement between City and Anland GP, LP. The kiosks must also comply with Planned Development District No. 582 and with the Victory Sign District provisions in Division 51A-7.1700 of the Dallas City Code.	Council approved contract with CBS Outdoor Group, Inc., formerly known as Viacom Outdoor Group, Inc. (Resolution No. 05-2517 as amended by Resolution No. 07-1607) <ul style="list-style-type: none"> • City grants concessionaire a non-exclusive license to use city right of way for kiosks, street furniture, and sign advertising • Concessionaire responsible for maintenance and repair • Ad content may not include tobacco, SOBs, obscenity, illegal or false advertising, or the City of Dallas logo without city consent • Concessionaire must remove kiosks and restore the premises on expiration/termination
Inventory	The Victory Sign District ordinance allows up to 20 kiosks of which 18 have been installed.	There are currently 137 static kiosks with 274 faces within the City's right-of-way
Size	The existing digital kiosks are approximately 8 ft. tall, 3'6" wide, and 1'4" deep.	The existing static kiosks are approximately 9.92' tall, 4.29' wide at the base, and 4.58' wide at the top.
Revenue to City of Dallas	None	Estimated 20-year revenue to the City of \$20,960,000, including a \$5M up-front payment and annual revenue payments. The FY23 revenue payment was \$637,500, paid to the general fund.
Expiration/Termination	None	Contract term is 20 years, expiring on June 30, 2028. The City may terminate for convenience on 90 days' notice but must repay a prorated portion of the \$5M advance paid to City at the beginning of the contract (estimated as of December 2024 to be \$875,000).



Victory Park Digital Kiosk Example



Downtown Static Kiosk Example

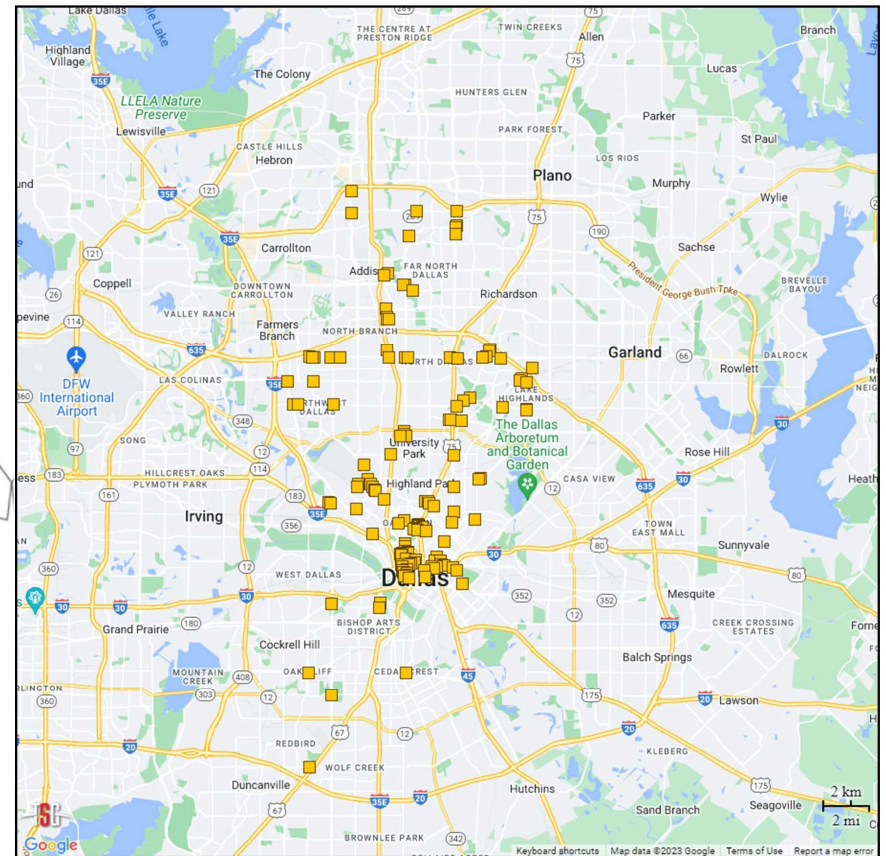
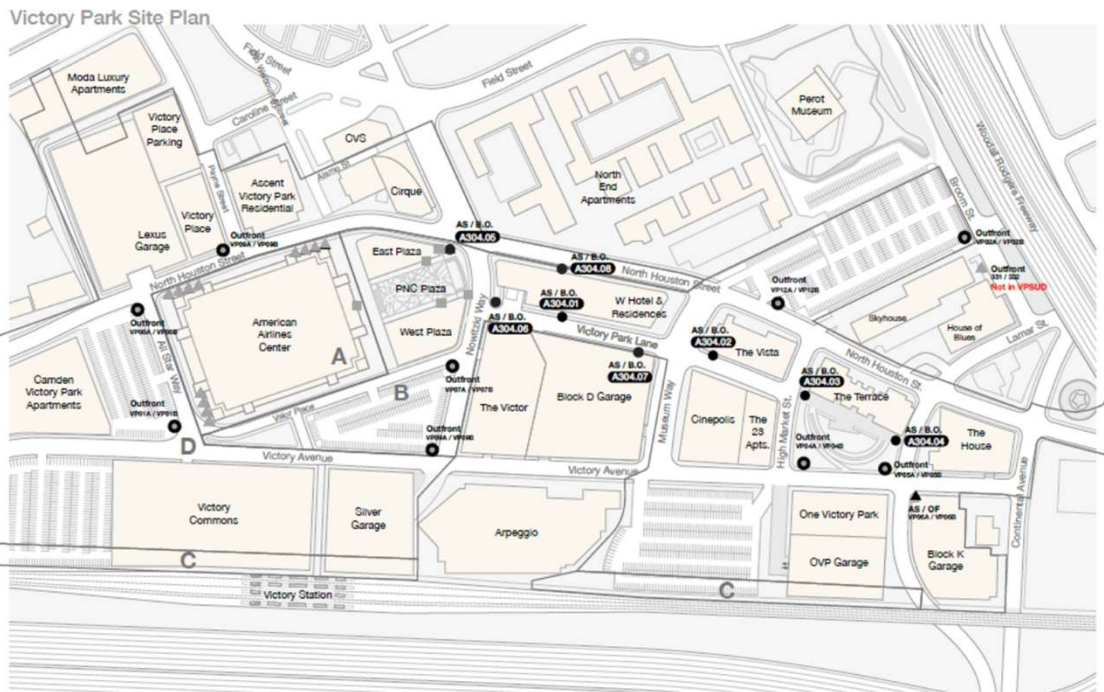


Existing Kiosk Locations



Digital Kiosk Locations

Static Kiosk Locations



Kiosk Compliance Update



- Transportation and Public Works (TPW) has carried out compliance checks on a sampling of existing static kiosks.
- Several appear to have accessibility challenges, such as the one shown here at 3704 Greenville Avenue.
- TPW staff is also reviewing contract requirements such as height, diameter, etc.
- Staff will work with the static kiosk vendor to address noncompliance.



2023 Digital Kiosk RFP



- In 2023, the former Department of Public Works issued an RFP to solicit a vendor to install a minimum of 75 digital kiosks in commercial corridors in the City of Dallas.
- The RFP was open from May 18 to July 14, 2023. Two proposals were received.
- On February 28, 2024, City Council authorized the rejection of all proposals.



2023 Digital Kiosk RFP Specifications



Topic	RFP Specifications
Locations	<ul style="list-style-type: none">• Public right-of-way areas within business districts, as approved by the City.• Victory and West Village Special Provision Sign Districts excluded from this RFP.• 20% of kiosks must be in areas that scored a 4 or 5 on the Equity Impact Assessment.
Number	A minimum of 75 digital kiosks at locations mutually agreed by city and vendor.
Term	Five (5) year contract agreement with up to ten (10) one-year renewal options.
Content	Kiosks must provide wayfinding, public transit information, public information, emergency messaging, and visitor information. A minimum of 12% of ad space reserved for City content.
Wifi Access	Kiosks must provide free Wi-Fi service within 150 feet around each kiosk, with capacity to support a minimum of 100 users at each kiosk, scalable at up to 200 users in high-traffic areas.



May 1 Council Briefing



On May 1, 2024, Public Works presented a briefing to Council to determine how best to move forward after the 2023 Digital Kiosks RFP. At that briefing, the City Manager's Office committed to completion of the following two actions prior to issuance of any future RFP:

1. Engage stakeholders to hear all feedback and concerns, and update council on that feedback (COMPLETE).

- ✓ Planning and Development hosted two stakeholder meetings in Summer 2024 in follow up to this commitment.
- ✓ One meeting was targeted at central business district stakeholders, and one was for the general public.
- ✓ Concerns identified in the stakeholder meetings included street clutter, pedestrian accessibility, ADA compliance, maintenance, aesthetics, content, and user data collection.
- ✓ PDD also conducted best practices research from other large cities with digital kiosk programs.

2. Incorporate the stakeholder feedback into a design manual, and use that design manual to shape the scope of any future RFP (FUTURE ACTION).



Transportation & Infrastructure Committee



PDD updated the Transportation & Infrastructure Committee on best practices research and public feedback at the September 16 Committee meeting.

Though the briefing item was not posted for action, the Committee offered a motion to reissue the 2023 RFP with amended specifications **(detailed on the next slide)**.



2023 Kiosk RFP Specifications v. Committee Proposal



Topic	2023 RFP Specifications	2024 Transportation and Infrastructure Committee Motion Specifications
Number	A minimum of 75 digital kiosks at locations mutually agreed by city and vendor.	A 150-kiosk program that allows no more than 50 new digital kiosks to be installed in a single year.
Term	Five-year agreement with up to 10 one-year renewal options.	The contract period be at minimum 10 years with (2) five-year renewals subject to vendor contractual compliance.
New Specifications Proposed by Transportation and Infrastructure Committee		<p>NOTICE</p> <ul style="list-style-type: none"> The awarded vendor must formally notify any directly impacted PID and/or HOA, Neighborhood Association, and Neighborhood Coalition Group as designated by the City of Dallas Planning & Development Department Neighborhood Organizations Map at minimum 30 days prior to submitting a permit request to the City of Dallas of the proposed new digital kiosk placement. The awarded vendor must formally notify the adjacent property owner at minimum 30 days prior to construction of a new digital kiosk. <p>SPACING AND SIZE</p> <ul style="list-style-type: none"> Not more than 2 digital kiosks may be installed on 1 street block face. No digital kiosk may be placed within 300' of a current static kiosk or new digital kiosk Digital kiosks may only be installed in the public right-of-way with a minimum of 8 feet of linear distance between the curb face and the property line with a minimum of 18 inches from curb face to kiosk and 4 feet clearance between the kiosk and property line Digital kiosks must be located at least 10 feet away from any intersection Digital kiosks may not exceed 9 feet in height from the ground to the highest point of the Digital Kiosk. <p>LIGHTING</p> <ul style="list-style-type: none"> Digital kiosks must automatically dim to the max of 500 NITs of brightness between the hours of 9:00 PM and 6:00 AM. Digital kiosks may not display any strobing or flashing lights. <p>MAINTENANCE</p> <ul style="list-style-type: none"> Digital kiosks must be cleaned at minimum 6 days per week.



Policy Consideration #1 – Digital Kiosks

Question: Does the City Council want to pursue a digital kiosk program?

Points for Consideration:

- Based on Case Studies (see appendix) estimated revenue per kiosk per year is approximately **\$20,000**.
- If the City Council does want to pursue a digital kiosk program, staff also asks for policy guidance on the following:
 - How should the City utilize future digital kiosk revenue?**
 - What locations should be considered for digital kiosks?** Should the program be deployed citywide, or targeted in certain areas (i.e. Fair Park, KBHCC district, neighborhoods requesting kiosk deployment, etc.)



Policy Consideration #2 – Static Kiosks



Question: Does the City Council want to continue or terminate the existing static kiosk contract?

Points for Consideration:

- The City's existing static kiosk contract expires on **June 30, 2028**.
- The City may terminate for convenience on **90 days' notice** but must pay a **termination fee**.
 - The estimated early termination payment as of December 2024 is **\$875,000** (calculated based on 42 months remaining on the contract multiplied by monthly prorated termination payment of \$20,833.33)
- Revenue per static kiosk per year is **\$4,653**, as compared to estimated digital kiosk revenue of \$20,000.
- Static kiosk locations are likely also desirable digital kiosk locations.
 - If City Council supports a new digital kiosk program, should the digital and static programs run **concurrently or consecutively?**



Next Steps – Static Kiosks



OPTION ONE: If the City Council policy directive is to **terminate** the static kiosk contract, PDD will engage CAO to draft the termination and the Budget Office to determine a source for the termination payment.

OPTION TWO: If the City Council policy directive is to **maintain** the existing contract, TPW will continue compliance visits and will prioritize resolution of noncompliant locations.



Next Steps – Digital Kiosks



OPTION 1: If City Council **does not support** a digital kiosk program, no action will be taken.

OPTION 2: If City Council **does support** a digital kiosk program, PDD will engage a multi-departmental team to develop a scope that considers stakeholder feedback, including Transportation & Infrastructure Committee feedback, and reflects best practices research. Any future digital kiosk contract will be managed by Communications & Customer Experience/311 as part of the City's larger communications strategy, with support from TPW.



Next Steps – Digital Kiosks (cont.)



OPTION 2 TIMING:

- ❑ **OPTION 2A:** If City Council wishes for the digital kiosk program to launch **concurrently with the static kiosk contract (or if the static kiosk program is to be terminated)** then staff will secure a digital kiosk vendor as quickly as possible through one of the following methods:
 1. An RFP will be issued by the end of January, with a proposal to City Council in April, or
 2. If another Texas city already has a digital kiosk contract that matches the staff-developed scope, staff will pursue a Cooperative Purchasing Agreement.
- ❑ **OPTION 2B:** If City Council wants a digital kiosk program to launch **after conclusion of the static kiosk contract**, then PDD will revisit the scope in 2028 to ensure the City takes advantage of technology advances and updated best practices.



Questions?





City of Dallas

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Appendix - Case Studies



City	Kiosk Vendor	Kiosk Agreement	Number of Kiosks	Revenue	Security Capabilities	Other Public Benefits	Locations
San Antonio	IKE	5 years with four 1-year renewal options.	30	Vendor will pay the City the greater of 21.5% of net revenue or a minimum annual guarantee. Guaranteed revenue over first nine years is \$1,961,776.67. Estimated revenue per kiosk per year is \$7,266.	Cameras capture images of the area surrounding a kiosk. 911 calling available.	City ads including job postings and free Public Wi-fi.	Downtown, transit centers, parks, and the airport.
Houston	IKE	12 years with two 5-year renewal options	125	City to receive greater of 42% of net revenues +3% if the city provides "efficient power connections"; or Minimum Annual Guarantee of \$1m-2m over the 12 years. \$35-50m estimated net revenue over the 12 years. Estimated revenue per kiosk per year is \$23,333 to 33,333.	Cameras capture images of the area surrounding a kiosk. 911 calling available.	City ads and free Public Wi-fi is available with ADA functionality and multiple languages.	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	Smart City Media	10-years	114	No published data on revenue.	Equipped with high resolution security cameras.	City ads including Office of Culture special events. Free Public Wi-fi with ADA functionality and multi-lingual capabilities.	Streetcar line, KCI Airport, "areas of interest", downtown corridors
Berkeley	IKE	15-years	31	\$829,374 annually Estimated revenue per kiosk per year is \$26,754.	Cameras capture images of the area surrounding a kiosk. 911 calling available.	City-directed and community content is provided at no cost to the city. Free Public Wi-fi with ADA functionality and multiple languages.	Focus on downtown and commercial districts
Seattle	IKE	15 years with one 15-year renewal	70	\$1.5 million annually Estimated revenue per kiosk per year is \$21,429.	City has opted out of security camera feature. 911 calling available.	City ads and public Wi-fi.	Focus on downtown, Planned Improvement Districts, none within special districts
New York	Link	12 years, with three 1-year extensions	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 Guaranteed payment, which ranges from \$20 million in year 1 to \$71 million in Year 15. Total estimated revenue over the 12 year initial term is \$500m. Estimated revenue per kiosk per year is \$19,600.	Cameras capture images of the area surrounding a kiosk. 911 calling available.	Free Public Wi-fi and phone charging. Link Local program focused on ads for small businesses, community groups, and local events. Have featured artwork previously.	Locations throughout each borough



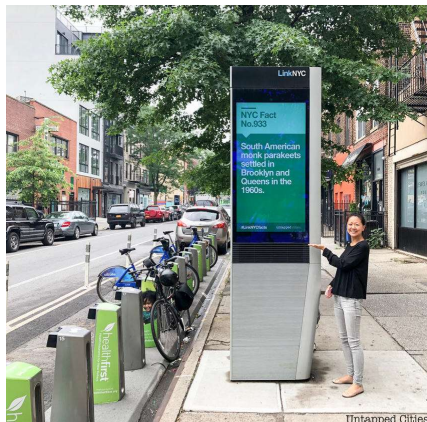
Appendix: Case Study Design Examples



City of Baltimore, IKE



City of Greensboro, Smart City Media



City of New York, LINK



City of Philadelphia, HootBoard



Miami Design District, BoldVu

