

Agenda

- ► Introduction To IKE Smart City
- ► Project Timeline
- ► Break for Kiosk Demonstration Upstairs
- ▶ Functions, Capabilities, and Integration
- ► Challenges to Successful Integration
- ► Topics for Next Meeting







DSA AND IKE PARTNERSHIP OVERVIEW

- ▶ Since 2019, DSA has partnered with IKE Smart City to establish its digital wayfinding platform. Currently, DSA and IKE have established a path forward with the city via a Term Permit, to implement the project and are actively following the necessary processes. This project is anticipated to come to full council for approval in Fall 2024.
- ▶ The DSA, in partnership with IKE Smart City, will oversee the platform on behalf of the city.
- The kiosk platform generates revenue through the sale of advertising. IKE Smart City will share revenue generated from the advertising sales with the DSA and BIAs to be reinvested back into downtown programs and initiatives Describe the revenue share between DSA and the City.
- Kiosks are installed, operated, and maintained at no cost to the City or DSA
- Kiosks will be installed in commercial areas within the city, with input on locations from the BIAs, community stakeholders, and community groups. Phase 1 includes 30 kiosks in the MID and Phase II up to 50 additrional kiosks in BIA's and MID.
- DSA, BIAs and the City will be allotted 1 out of 8 content slides, plus unsold inventory at no cost, to promote local city content
- Public Benefits (public safety, interactive wayfinding, integration with Seamless Seattle, public art, free wi-fi, economic development through promotion of local businesses, communication of key city messaging and emergency notifications, promotion of local arts, culture, and community events, community messaging)

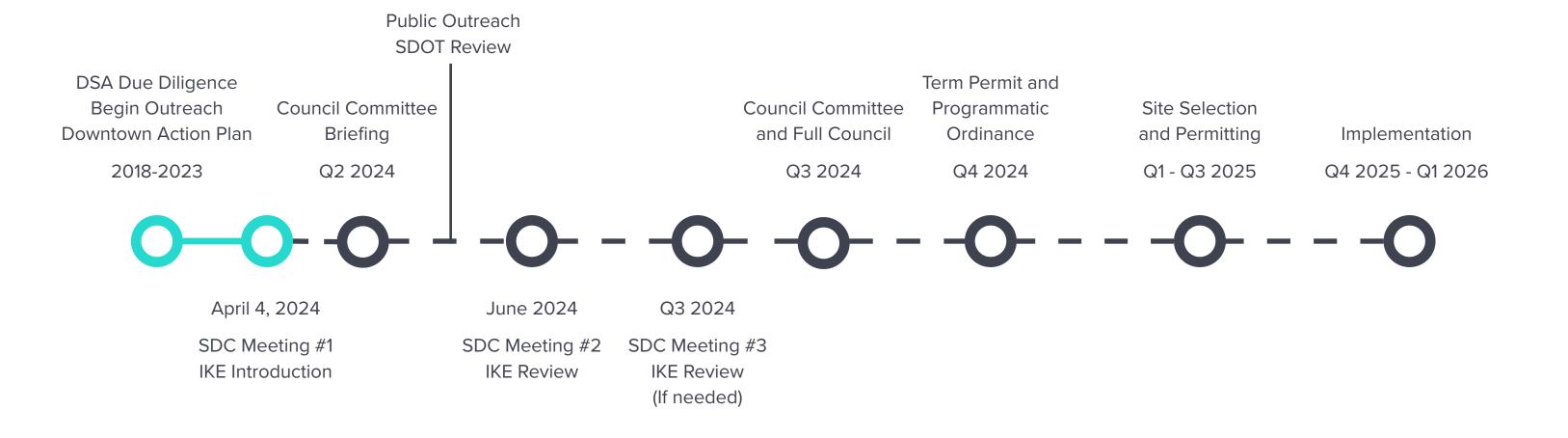


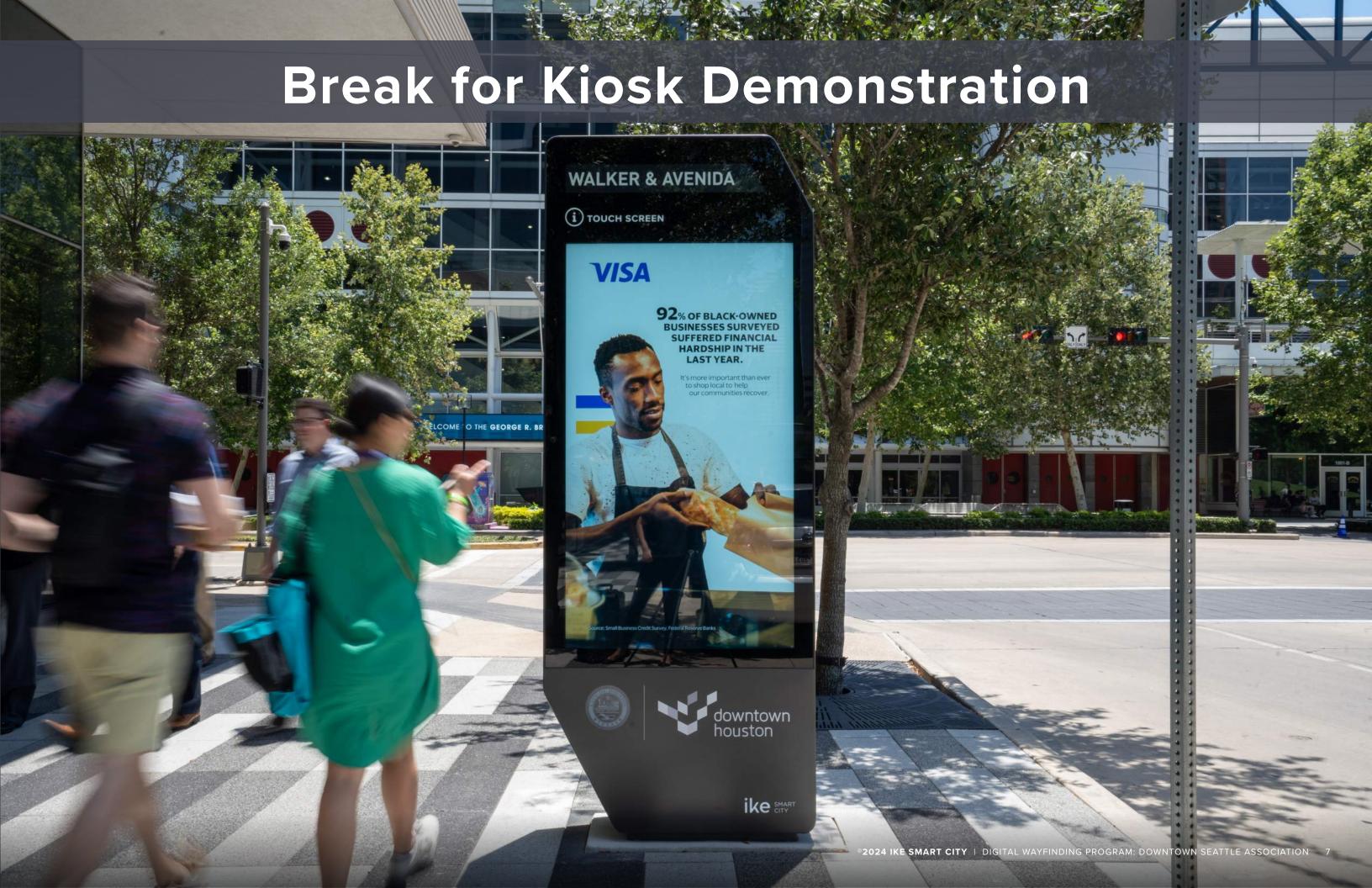






SEATTLE IKE TIMELINE





Functions, Capabilities, and Integration















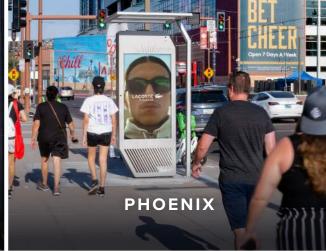










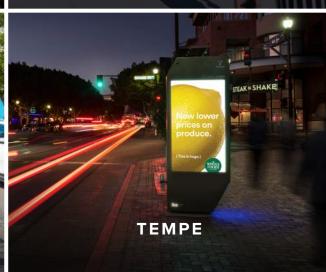












OUR MISSION:

WE PIONEER

SMART CITY TECHNOLOGY

TO IMPROVE LIVES IN CITIES.

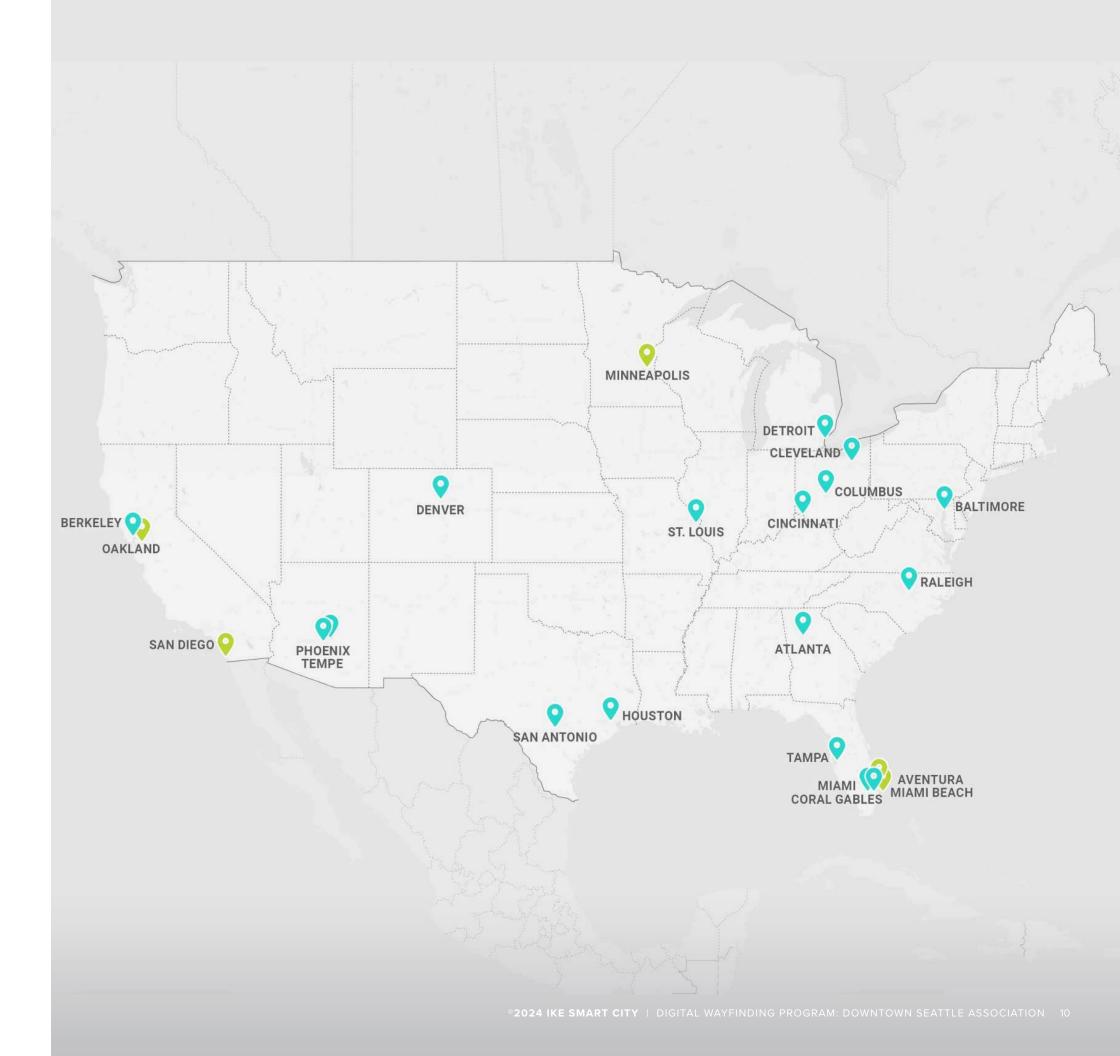
NETWORKS IN SMART CITIES NATIONWIDE

LIVE (18)

- Atlanta, GA
- ▶ Baltimore, MD
- Berkeley, CA
- Cincinnati, OH
- Cleveland, OH
- Columbus, OH
- Coral Gables, FL
- Denver, CO
- Detroit, MI
- Houston, TX
- Miami, FL
- Phoenix, AZ
- Raleigh, NC
- San Antonio, TX
- ▶ St. Louis, MO
- ▶ Tampa, FL
- Tempe, AZ
- Oakland, CA

AWARDED (4)

- Aventura, FL
- San Diego, CA
- Minneapolis, MN
- Miami Beach, FL



EXTENTS OF KIOSK PROGRAM

IKE Smart City kiosks will be located within the Metropolitan Improvement District and Business Improvement Areas.

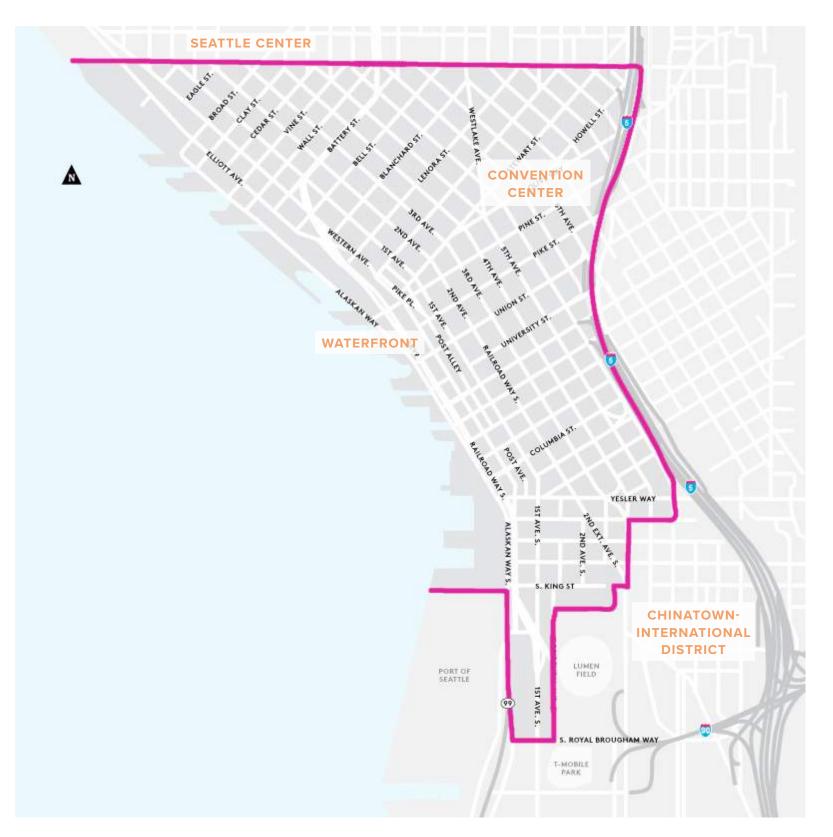
- Phase I: 30 kiosks in MID
- Phase II: up to 50 kiosks, 20 in BIA's*

*BIA's receive revenue share for kiosks in their area.

Seamless Seattle Wayfinding program will focus on several key downtown areas.

- Seattle Center
- **Convention Center**
- Waterfront
- Chinatown-International District

MID - GEOGRAPHIC EXTENTS OF KIOSK PROGRAM



SUPERIOR PRODUCT ENGINEERING

We invest heavily in IKE's design and hardware to deliver a superior product that sets us apart from the competition.

- Evaluated to UL safety standards by a Nationally Recognized Testing Laboratory (NRTL)
- Ongoing innovations leverage state-of-the-art technology
- Built to withstand extreme weather conditions
 - Corrosion-resistant for a minimum of 15 years
 - Dust- and water-resistant to a rating of IP-56
 - Shatterproof tempered glass doors laminated with optical clear resin



KIOSK CUSTOMIZATIONS

IKE reserves real estate for clients to brand the kiosk both on and off screen. The most effective kiosks balance a clean and appealing aesthetic with an inviting and engaging user experience.

BRANDING

Client's choice of logo or text branding will be applied to both faces of the kiosk. Custom ad panels can be created to welcome residents and visitors to the area with unique executions by neighborhood.

KINETIC LIGHTING

A palette of base light colors can be programmed to complement brand and city aesthetics. Colors can be changed to celebrate holidays, events, and more (e.g., pink for Breast Cancer Awareness Month, orange for Halloween).

GEOFENCED

Each kiosk is programmed with geographic coordinates and a customizable geofence. This allows IKE to automatically populate with content and businesses that are specific to the areas surrounding each kiosk location.

APP TILE COLLECTION

IKE offers a choice of three app tile design collections. Customization opportunities differ by collection but include accent colors, fonts, select app tile icons, dashboard welcome message, and local weather/time.



KINETIC LIGHTING



















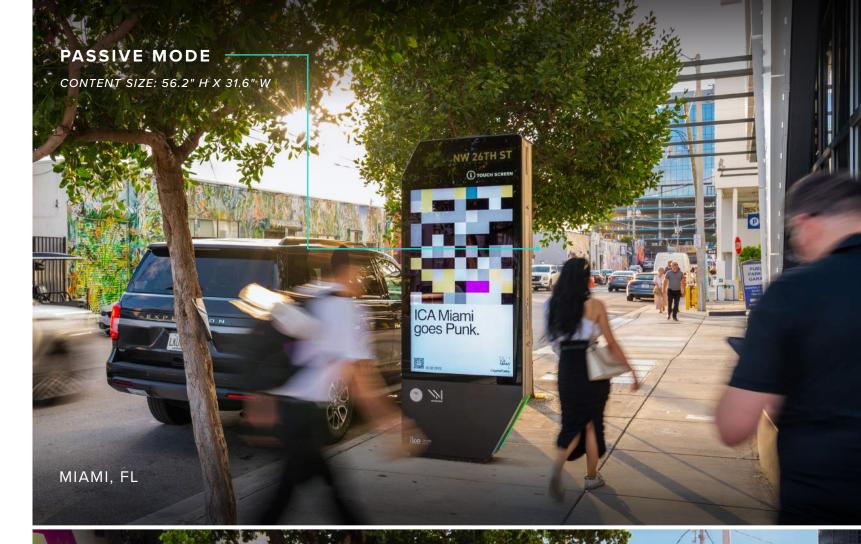
TWO MODES OF OPERATION

PASSIVE MODE

This is the default mode of operation. When a pedestrian is not engaging with IKE, the entire screen is occupied by a 9:16 portrait layout showing a loop of city, community, art, and commercial messaging.

ENGAGED MODE

When a pedestrian touches IKE's screen, the content loop resizes to a 16:9 landscape layout and the interactive app dashboard is displayed.





INTERACTIVE SUITE OF APPS

The interactive kiosk experience starts with an easy-to-use dashboard on IKE's home screen. The engaging suite of apps has been thoughtfully designed to equip each user with all the tools they need to explore, discover, and navigate the city. IKE's wayfinding platform serves as a tool that complements the city's overall wayfinding and placemaking objectives, including programs such as Seamless Seattle.

DISCOVERY & MOBILITY



EAT + DRINK

Plenty of options to satisfy different culinary cravings



EVENTS

The what, when, and where of city happenings



SHOP

Entices shoppers to spend at local retail/businesses



TRANSIT

Identifies realtime public transit routes/times



DIRECTIONS

Point-to-point directions for city wayfinding





SOCIAL **SERVICES**

Access to support services/resources



SAFE SHELTER

Homeless shelters and facilities with for residents in need beds and services



ENTERTAINMENT

РНОТО ВООТН

Take selfies and send pics to a mobile device



ARTS + CULTURE

Cultural/creative activities, venues, and destinations



ACTIVITIES

Highlights things to do across a range of interests



STAY

A wide variety of overnight accommodations



PARKS + **OUTDOORS**

Places to enjoy fresh air, water, and green spaces



MINDFULNESS

Directs to nearby spas, gyms, and places for wellness



JOB BOARD

Easy access to local job listings and opportunities



List of city services and resources

RESOURCES

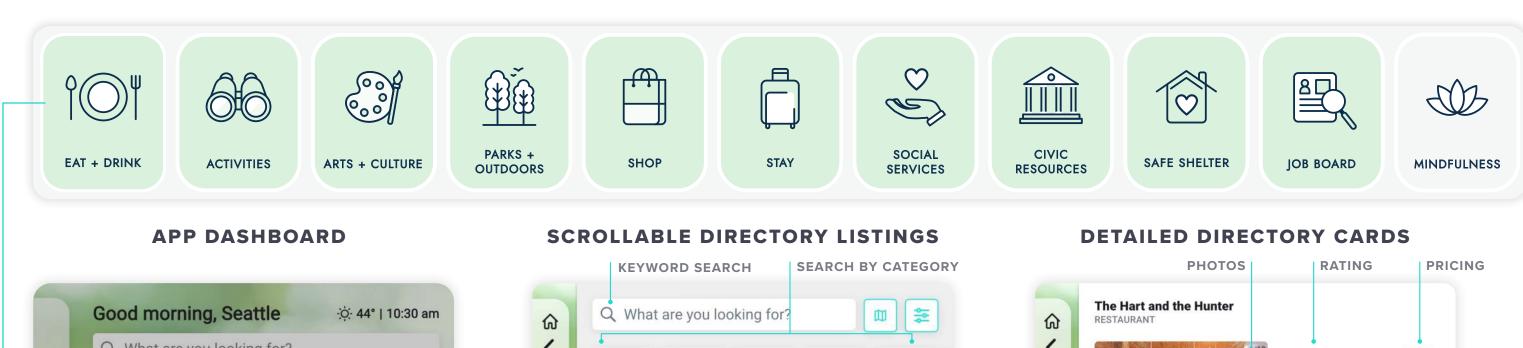


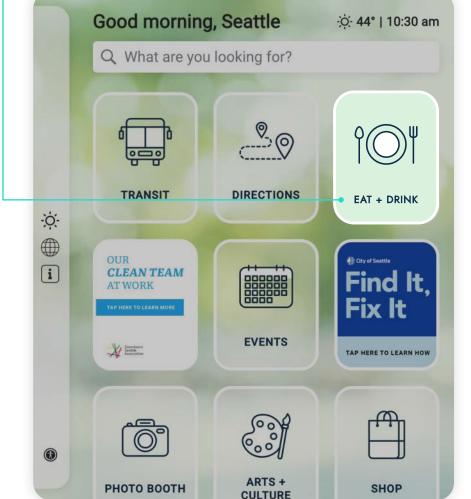
ARCADE

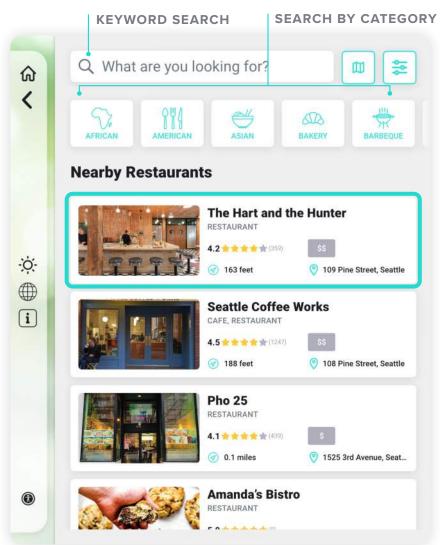
Fun and easy-touse video games to engage pedestrians

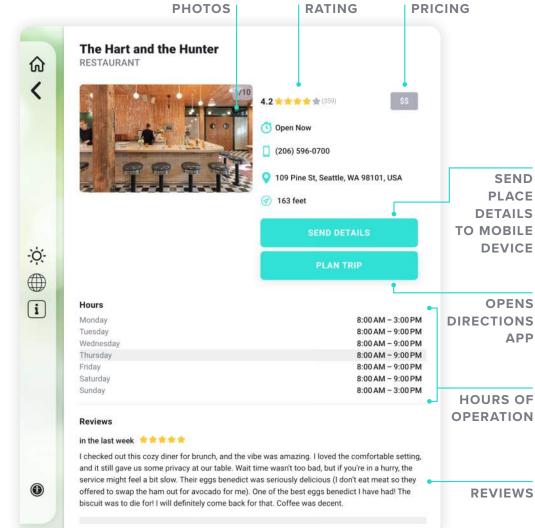
DIRECTORIES

Several of IKE's dashboard apps function as interactive Directory listings that promote hyper-local businesses, organizations, and destinations free of charge. Each kiosk is programmed to automatically populate Directory listings for businesses based on proximity to the kiosk location.



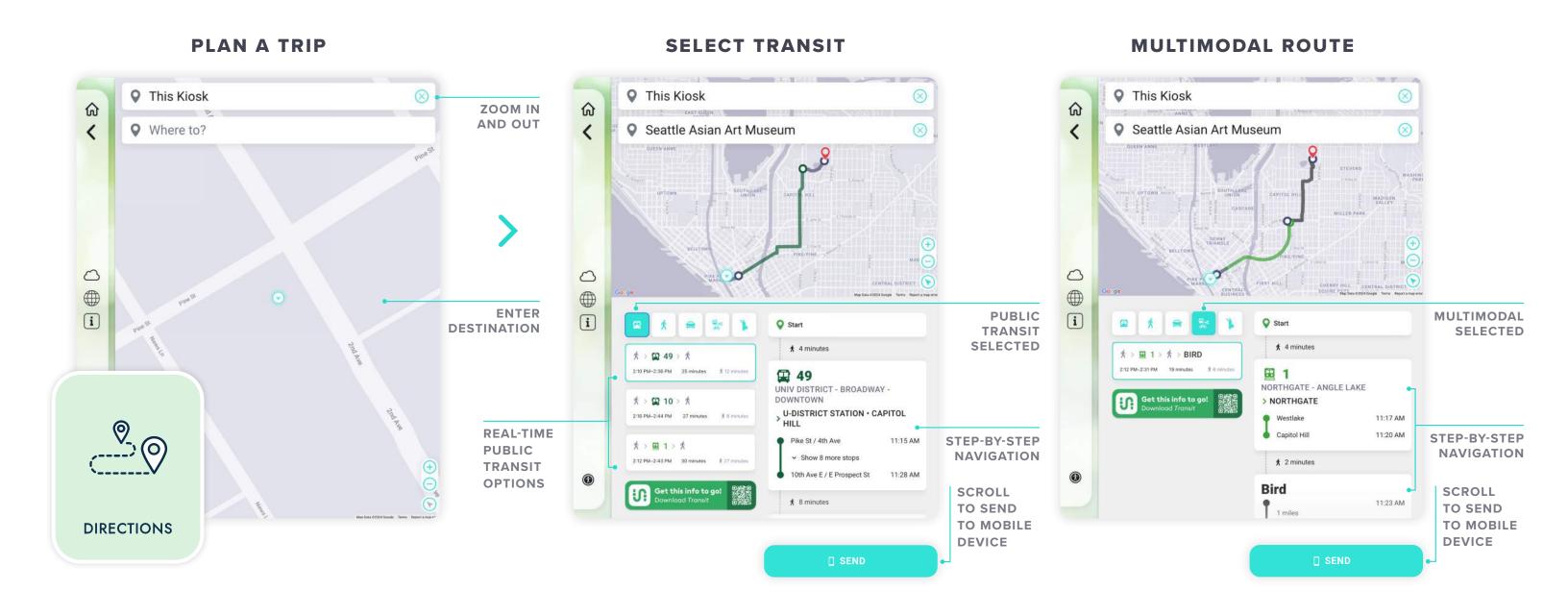






WAYFINDING

IKE's Directions app is a central hub of information for available transportation, providing users with real-time departures, delays, service alerts, and availabilities within walking distance of the kiosk. IKE Smart City has partnered with Transit, a leader in the aggregation of real-time transit information, to make it easier to ride public transit and connect to micromobility systems. The functionality of this app is customizable to suit the needs and preferences of the user, offering step-by-step navigation that can be sent seamlessly to a mobile device.



SERVING ALL COMMUNITIES

Several Directory applications in the suite were created to improve widespread access to critical resources and services across the economic divide. IKE's placement in the public right-of-way ensures those without technology can benefit from the content, and because the kiosks function as free Wi-Fi hotspots, they also further connectivity throughout the City.



SOCIAL SERVICES APPLICATION

Residents in need of help often feel isolated or ashamed. This application provides them with easy access to information on food banks, free health clinics, veteran services, charitable organizations, family services, financial aid, addiction and recovery resources, mental health assistance, and more.



JOB BOARD APPLICATION

Finding a job can be difficult for those without connectivity. This application is automatically populated via real-time feeds from multiple local resources. Jobs are geolocated and can be filtered by category and type. Listings include descriptions and detailed information on how to apply.



SAFE SHELTER APPLICATION

This application assists the growing homeless population, runaways, battered women, and others looking for a safe place to stay. Listings of nearby shelters and temporary housing include descriptions, types (i.e., women only, families, men only etc.), locations, and wayfinding.



CIVIC RESOURCES APPLICATION

Civic resources serve the public, and this application makes it easy for residents and visitors to find them. Listings include government buildings, municipal departments and services, 311 information, utility providers, police stations, fire stations, vaccination centers, evacuation assistance, and more.

CUSTOMIZABLE CITY CONTENT

CITY POSTER APPS

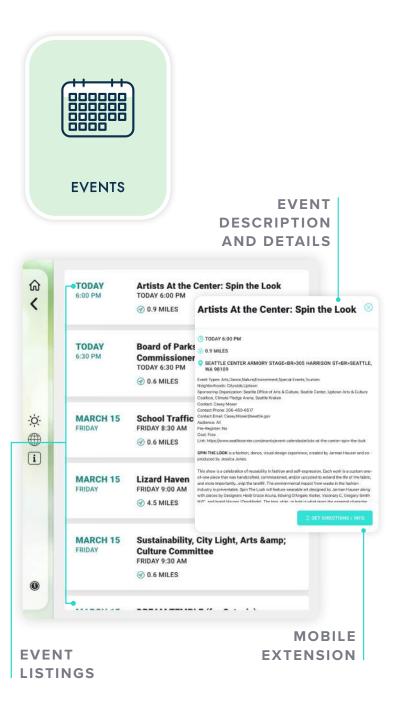
Cities are given dedicated and highly visible Poster apps to display custom messaging on IKE's home screen.





CITY EVENTS

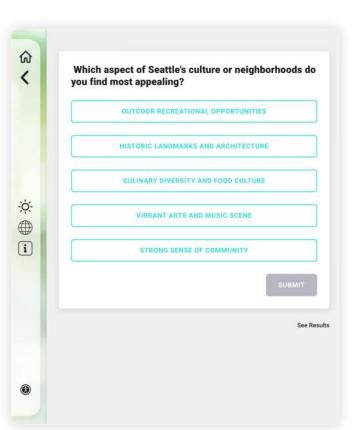
The Events app integrates with any calendar of a city's choosing to promote local events.



CUSTOMIZABLE QUESTIONS

Survey Says allows a city to solicit feedback from the public. Results are available in a secure online dashboard.





CITY-BRANDED SELFIES

City partners are given exclusive rights to branded frames and stickers in the Photo Booth app.



CUSTOM STICKERS



BRANDED FRAMES

SYSTEMS & CONTENT INTEGRATION

IKE seamlessly integrates with other informational systems to both receive and distribute data.

- Accepts content feeds via API integrations and URL feeds
- ► Imports files (CSV, iCal, Excel, others) to populate specific app and directories with information
- Aggregates content from other CMS and CRM systems
- Uses iCalendar sources to create and populate local events
- Easily updates in real time through a multi-tenant, easy-to-use
 Content Management System

Content is managed by the IKE team, with oversight from our city partners.

- Deployed in accordance with the city's goals and strategies
- ► Ensures fresh and relevant content at all times
- Content services are provided at no cost

Our robust in-house Content and Creative teams also offer design work as a value-added service.

Glossary of Acronyms:

DMO - Destination Marketing Organization

MID - Metropolitan Improvement District

CMS - Content Management System

CRM - Customer Relationship Management



INCLUSIVE PLATFORM

MULTILINGUAL INTERFACE

- IKE is multilingual in more than 100 languages
- Users can choose their language from a list along the left side of the screen
- We do not rely solely on free machine translation tools like Google Translate
- Human interpreters translate interface elements to ensure that key words are correct and contextual
- Each kiosk can be programmed to reflect the predominant language spoken in the surrounding area

ADA COMPLIANT

- ▶ IKE is 100% ADA compliant and meets federally mandated requirements
- We are continuously evolving the platform based on ADA recommendations

BLIND/LOW-VISION ACCESSIBILITY

- ▶ IKE Smart City collaborated with the National Federation of the Blind (NFB) to develop a nonvisual access solution for IKE
- As a result, IKE's Product and Software team created a mobile handoff feature for blind and low-vision users



INNOVATIONS IN ACCESSIBILITY

In partnership with the National Federation of the Blind (NFB), IKE developed an approach that will allow blind and partially sighted users to navigate and interact with the IKE kiosk interface using familiar accessibility features on their own mobile devices. In response to the partnership with IKE Smart City, the NFB invited our Product team to participate in a panel at their Smart Cities Summit in January 2021.

BRAILLE PLAQUE

Each IKE will display a braille plaque along the spine of the kiosk instructing blind and low-vision users to scan a QR code with their mobile device's camera

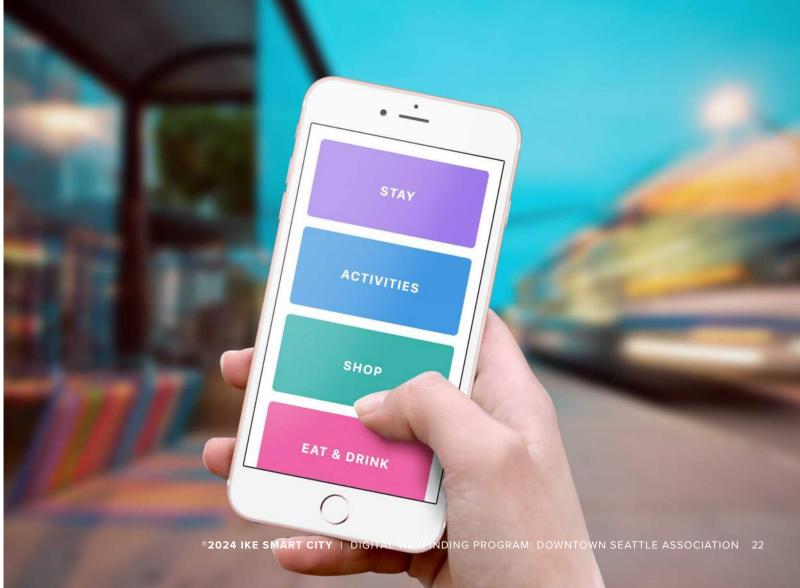
MOBILE IKE EXPERIENCE

The QR code will auto-direct users to a mobile version of IKE where they will have access to the same content that is available on the kiosks

BUILT-IN ACCESSIBILITY FEATURES

The mobile IKE experience will follow Web Content Accessibility Guidelines (WCAG) to work in tandem with the native accessibility features on the user's mobile device, including TalkBack and VoiceOver tools



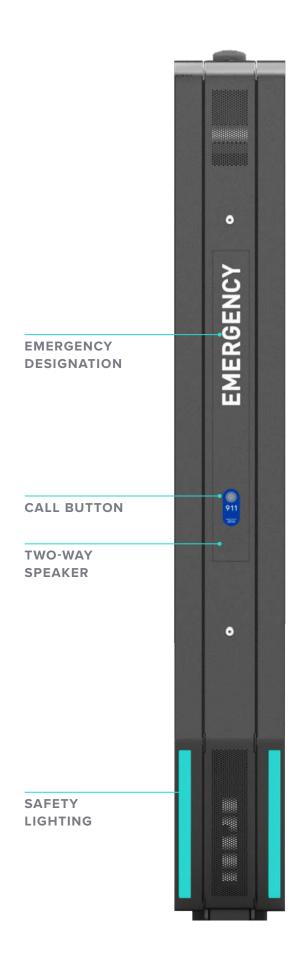


PUBLIC SAFETY

OPTIONAL EMERGENCY CALL SYSTEM

IKE offers an optional Emergency Call System that connects to local emergency services at no extra cost to the City. When the emergency call button is pressed, IKE automatically:

- ▶ Dials 911 and notifies the responding dispatcher of the exact kiosk location
- Enables two-way communication between the caller and the dispatcher
- Records secure video of the caller and surrounding events





REAL-TIME WEATHER AND OTHER EMERGENCY MESSAGING

IKE is connected to the Integrated Public Alert & Warning System (IPAWS) All-Hazards feed, and public safety warnings are displayed in real time without delays.

- ▶ Warnings to IPAWS are provided by:
 - National Oceanic and Atmospheric Administration (NOAA)
 - Emergency Alert System (EAS)
 - Wireless Emergency Alerts (WEA)
 - Over 1,100 other federal, state, local, tribal, and territorial authorities certified by FEMA to publish alerts via software packages
- Alert types include severe weather events and natural disasters, AMBER Alerts, active shooters, and more
- Each kiosk checks for new alerts geofenced to the kiosk location and displays these alerts in a highly visible fashion



DATA PRIVACY

IKE does not collect or sell personally identifiable information. For seamless integration and convenience, addresses, directions, and coupons can be transferred from an IKE Directory Card directly to a user's mobile device. Scanning a QR code or entering a phone number prompts IKE to send a text link that, when received and clicked, launches a user's smartphone browser or mapping application and allows for uninterrupted navigation to a selected destination. IKE does not store phone numbers and will not sell or distribute the anonymized user data.





CHALLENGES & LESSONS LEARNED

- Incorporating kiosk platform within existing rightsof-way infrastructure and locating power source.
- Ensuring kiosks are contextually compatible with each neighborhood location.
- Developing strategies to ensure equitable distribution and placement; kiosks to be included in historically underserved communities.
- Integration and compatibility with Seamless Seattle Wayfinding program.
- Finding and engaging the downtown community in a meaningful way.
- Continuing to evolve kiosk technology, software, hardware, and functionality to keep content and design relevant and refreshed.

CASE STUDY: BERKELEY, CA



IKE Smart City entered into a franchise agreement with the City of Berkeley, CA for the deployment of IKE kiosks. We worked closely with Visit Berkeley, business improvement districts, and disability advocacy groups to refine kiosk offerings to meet the needs of all users. This process led to our partnership with the National Federation of the Blind (NFB) to develop a best-in-class nonvisual access solution for IKE. The NFB also invited us to present our developed solution to constituents at its 2021 Annual Seminar.



PHASE 1 PUBLIC ENGAGEMENT

OUTREACH OBJECTIVES

- Share information about the Seattle Digital Wayfinding Program with target audience.
- Using the City's Race & Social Justice Initiative (RSJI) toolkit and with input from the Department of Neighborhoods and/or SDOT, ensure outreach is equitable and reaches often underrepresented communities and stakeholders.
- Deploy a variety of outreach tools to ensure outreach is accessible and diverse.
- ▶ Engage City leadership, including the Seattle Design Commission (SDC), throughout the outreach process and their input is included in how feedback is solicited.

TARGET AUDIENCE'S

- Downtown, Uptown, First Hill and South Lake Union residents and businesses including key stakeholder groups.
- ▶ Tourist attractions in Downtown, Uptown, First Hill and South Lake Union.
- Groups and stakeholders from underrepresented communities in Downtown, Uptown, First Hill and South Lake Union.
- ▶ A sampling of BIAs from future Digital Wayfinding Program expansion areas.

STRATEGIES & TACTICS

- ▶ Develop project flyer to use in all outreach. Translate materials as needed.
- ▶ Develop simple website to host kiosk information, FAQ, visuals and an online survey.
- Conduct outreach with community organizations, neighborhood groups, and tourist sites. Incorporate sampling from outside of downtown, with specific attention to under-represented communities.
- ▶ Summarize outreach and share with SDC. Translate materials as needed.





SDOT COORDINATION

SDOT REVIEWS

- ▶ Intial assessments on loacting kiosks in ROW city infrastructure below and above grade, and privately owned franchises.
- Implications on public realm.
- Transportation Technical Memo assesment and comments.

SEAMLESS SEATTLE WAYFINDING PROGRAM

- ▶ Share project programs to fully understand purpose and goals opf each program.
- Understand geographic extents of each program and how strategic locations of kiosks and wayfinding signs can mutually benefit from one another.
- Identify ways to collaborate on assets to avoid duplication and confusion.
- Identify example locations of kiosks and wayfinding signs.
- Coordinate timelines for implementation.

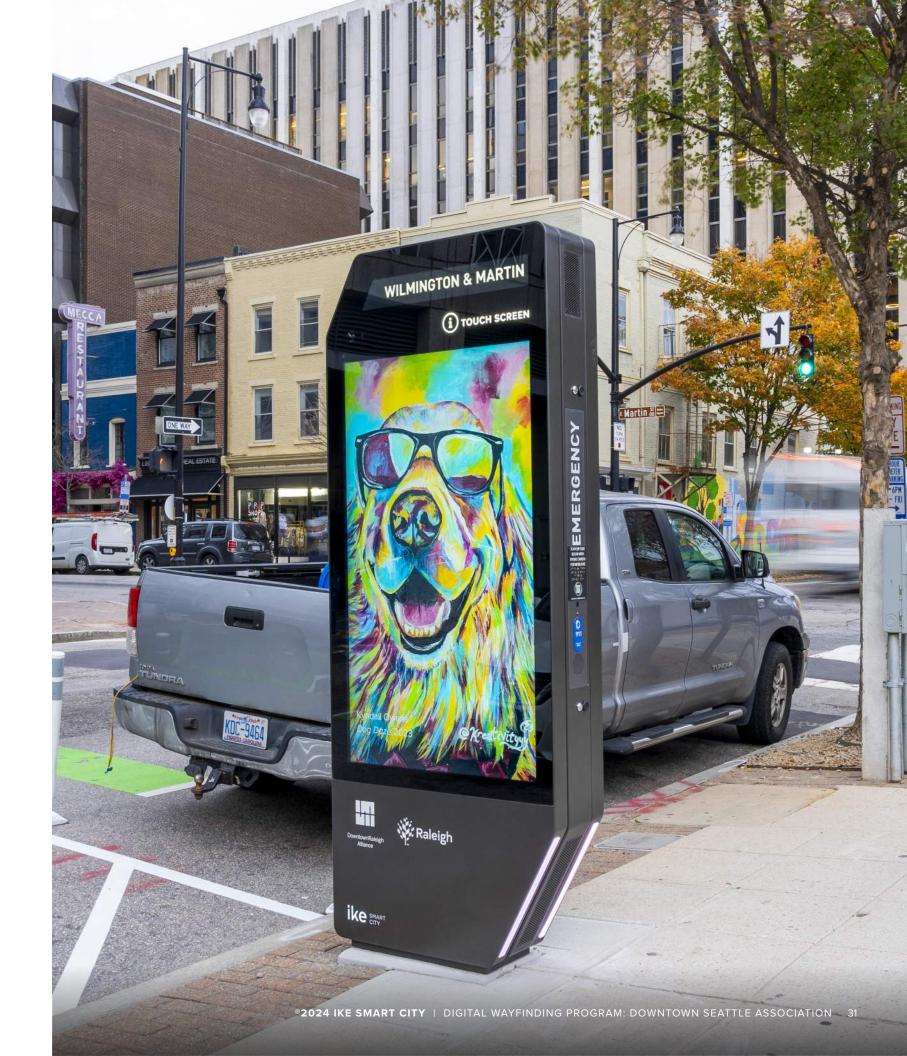


SEAMLESS SEATTLE SIGN FAMILY

SMC 15.65.040.C

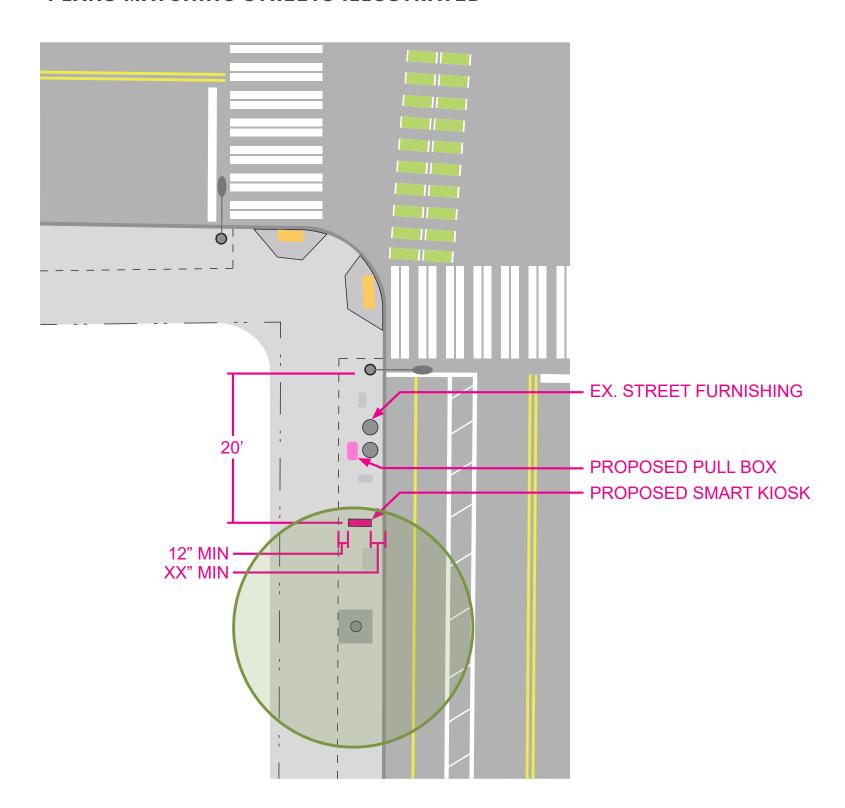
SIGNIFICANT STRUCTURE TERM PERMITS

- ► Interruption or interference with existing streetscape or other street amenities
- Effect on pedestrian activity
- ▶ Effect on commerce and enjoyment of neighboring land uses
- Effect on traffic and pedestrian safety
- Accessibility for the elderly and handicapped
- ➤ The public benefit mitigation elements provided by the proposal, to the extent required based on the nature of the structure

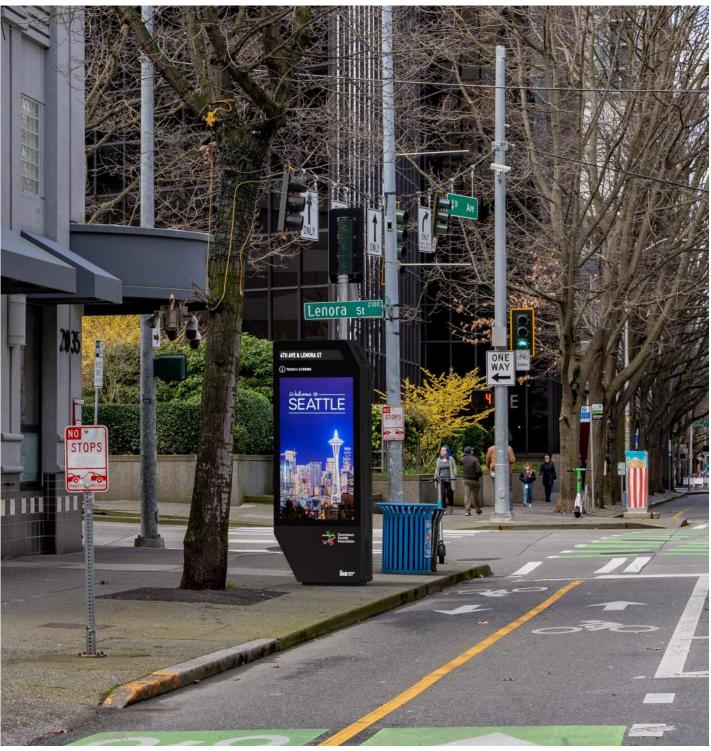


GRAPHIC PLANS AND VISUALIZATIONS

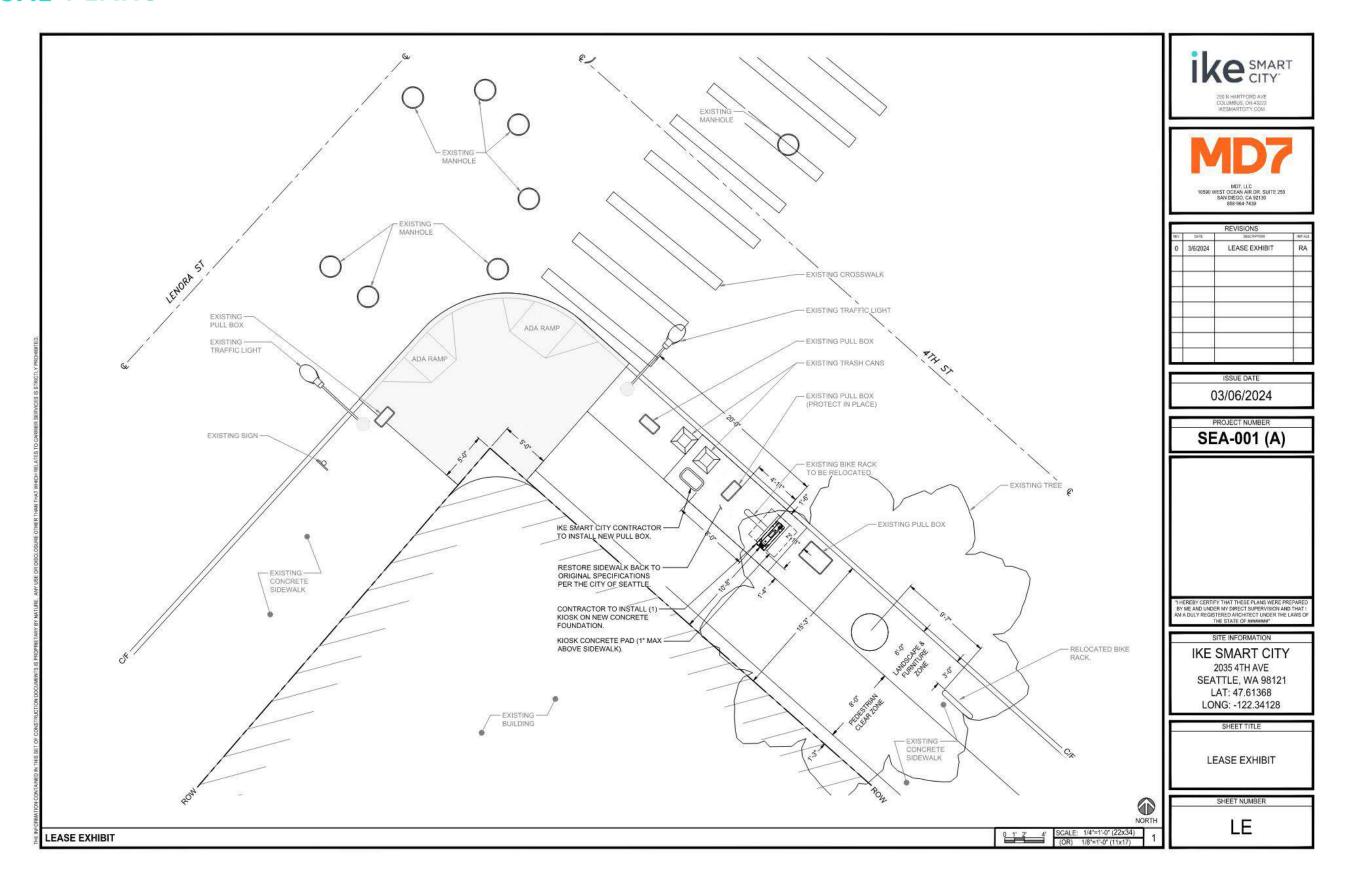
PLANS MATCHING STREETS ILLUSTRATED



VISUALIZATION WITH EXISTING CONTEXT



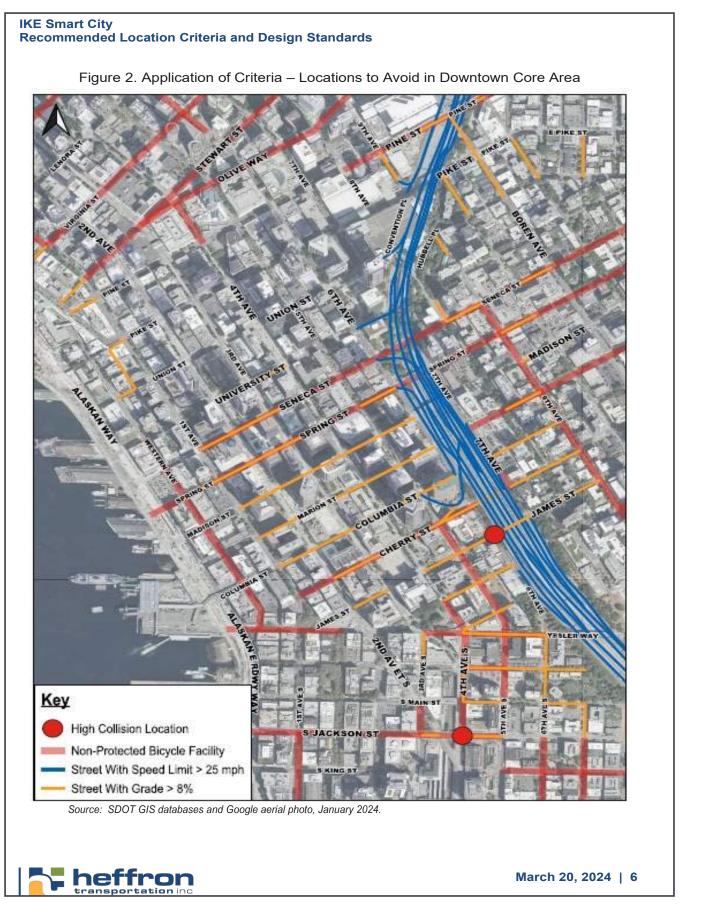
TECHNICAL PLANS



TRANSPORTATION TECHNICAL MEMO

DSA and IKE continue to work with SDOT on the environmental analysis and SEPA process for this project. As part of that, IKE commissioned a transportation technical analysis with Driver Distraction Study via a third-party traffic consultant for further analysis to be provided to the SDOT. The results of this analysis directly contribute to the project, providing the following:

- Kiosk siting and location criteria consistent with Streets Illustrated Manual
- Best practices for Image, Location and Operational criteria (e.g., no strobing effects, light level controls, etc.)
- Siting to consider Seattle street characteristics (25 mph and less, avoid steep grades, etc.)



KIOSK PUBLIC BENEFITS

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The public benefit mitigation elements provided by the proposal, to the extent required based on the nature of the structure.

- Public Safety
- Interactive Wayfinding
- Coordination with Seamless Seattle
- Public Art
- Free Wi-Fi
- Economic development through promotion of local businesses
- Communication of key city messaging and emergency notifications
- Promotion of local arts, culture, and community events
- Community messaging



PUBLIC ART

- DSA led artist selection and management, Seth Geiser,
 Manager, Urban Planning + Design
- Direct experience with a range of methods including open calls/ requests for qualifications, curation contracting/residency, and direct selection.
- Coordinated public art installations in a variety of media (painted murals, vinyl banner/adhesive print, outdoor galleries, 3D installations, projection and light art, performance art), during varying timeframes (weekend events through multi-year installations), in public and private locations, and at a range of budgets (\$500-\$150,000).
- Focus on showcasing local creators and work to ensure that the diversity of expression matches the diversity of communities in Seattle.

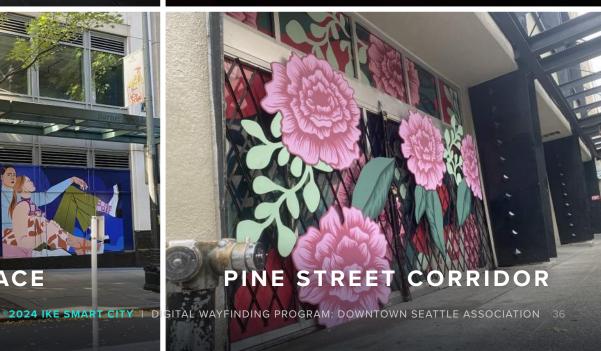








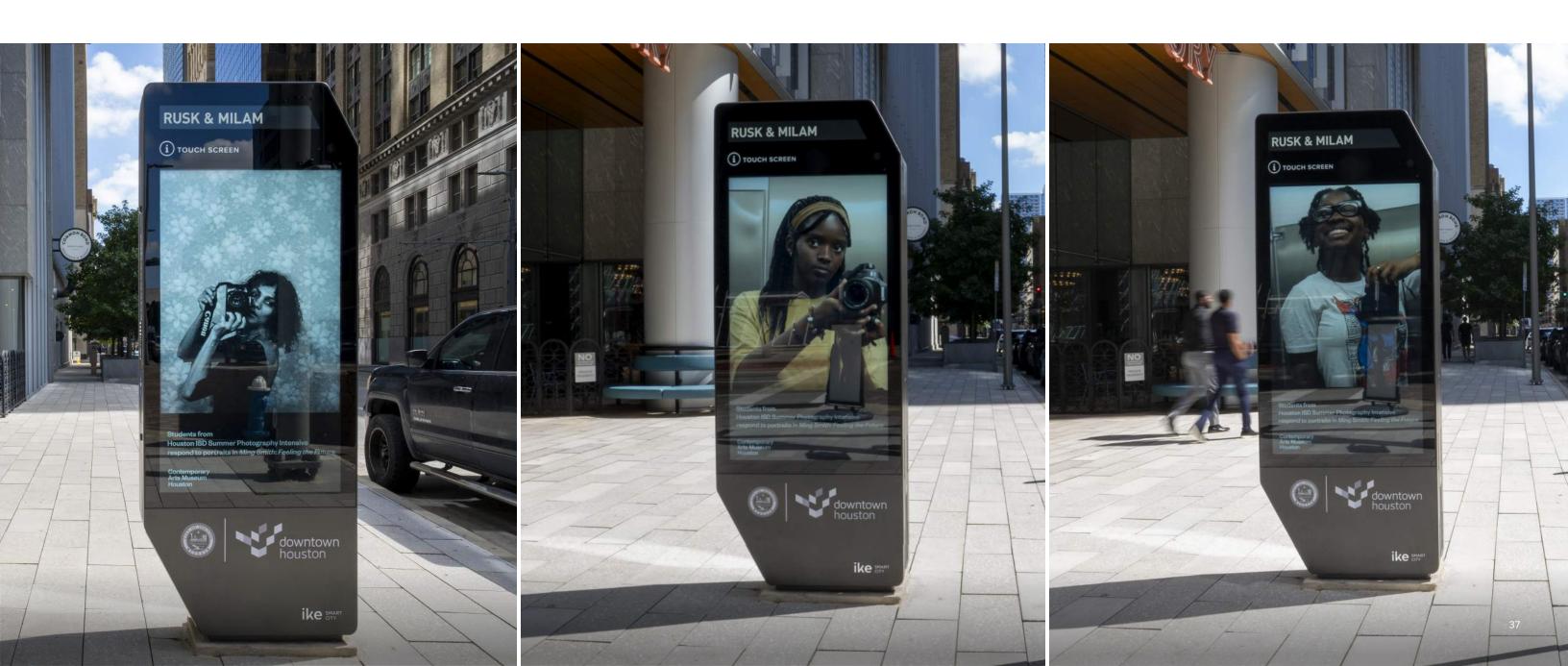




CASE STUDY - CONTEMPORARY ARTS MUSEUM HOUSTON

MING SMITH: STUDENT PROJECTS

CAMH collaborated with artist Marlon Hall to work with students from both the Imani School and the Summer Photography Intensive at the Houston Independent School District. Marlon taught students some basic photography techniques that connected with storytelling, while using American photographer Ming Smith's technique of taking photographs using breath (breath in, pause, breath out, take the photo). IKE Smart City proudly showcased the students' projects on our IKE displays throughout the City of Houston.

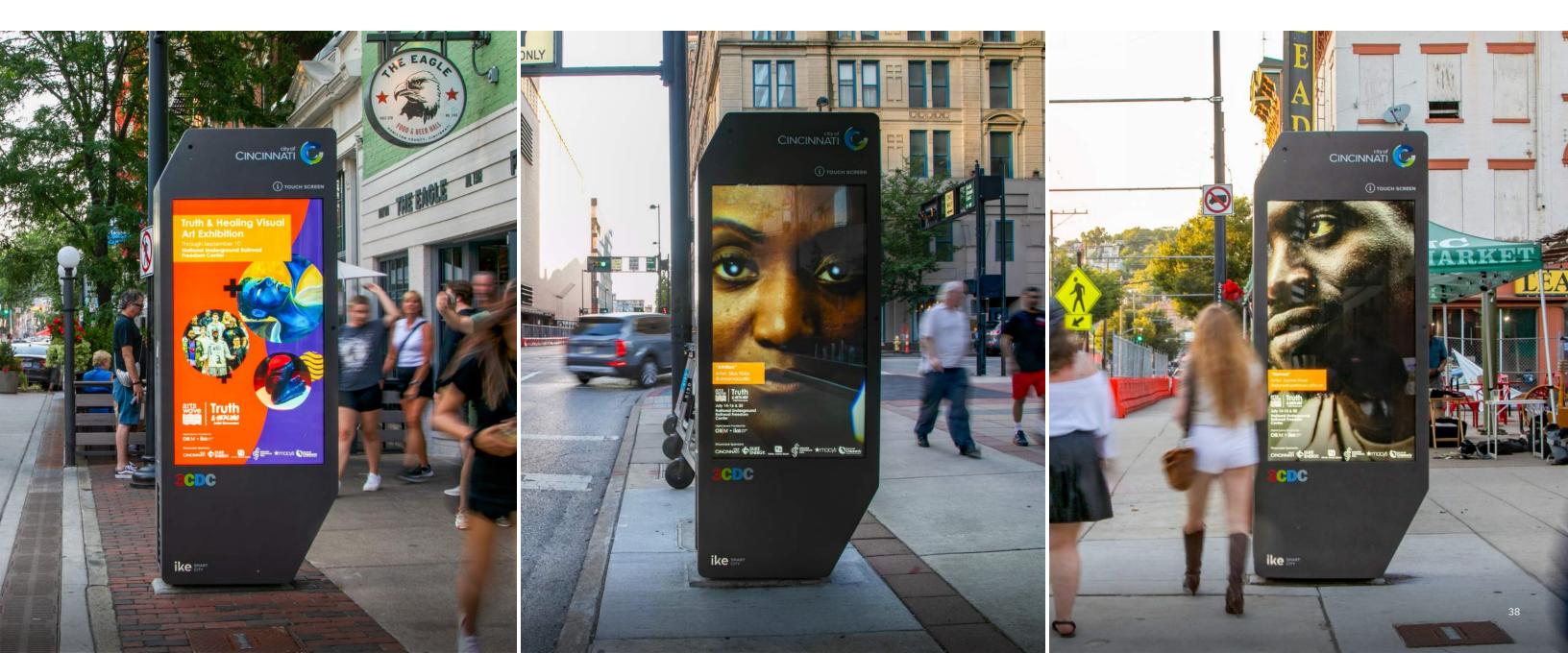


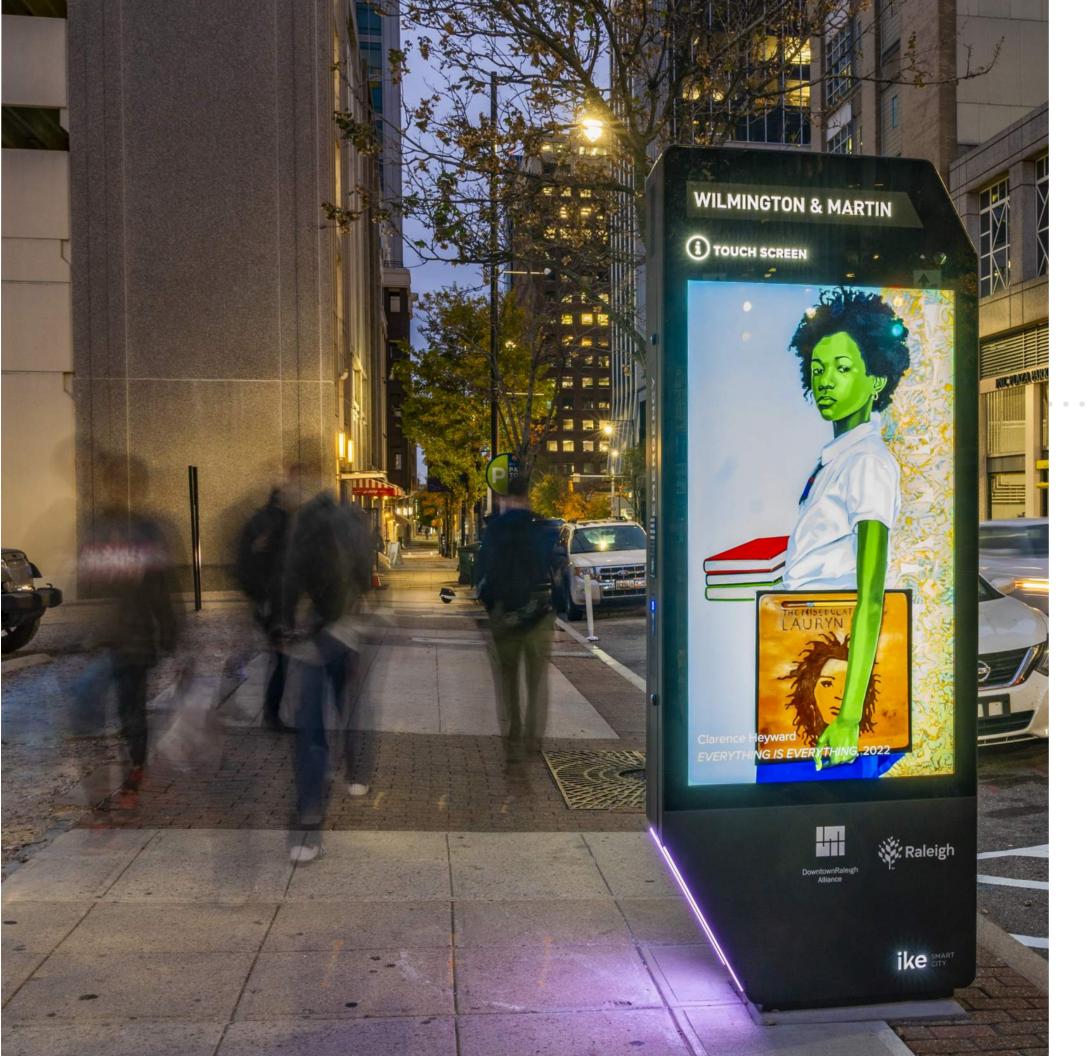
CASE STUDY - ARTSWAVE

TRUTH & HEALING ARTISTS SHOWCASE

The Truth and Healing Artist Showcase displayed the works of 18 local Cincinnati artists as part of ArtsWave's Black and Brown Artist Program. The exhibit was hosted at the National Underground Railroad Freedom Center from July to September 2023.

IKE Smart City proudly sponsored this showcase and dedicated space on our IKEs in Cincinnati to feature the artwork of these 18 talented artists. On July 14, a special digital exhibition tour provided uninterrupted exposure to the artwork. This unique event offered an exclusive opportunity for ArtsWave's dedicated supporters, board members, and the local community to view the artwork and join in celebrating the exhibition and the artists.





Thank you

PROJECT TEAM

- DSA
- **▶ IKE Smart City**
- **HCMP**
- Site Workshop
- **▶** Heffron Transportation Inc
- **▶** Natalie Quick Consulting
- **▶** Pacific Public Affairs
- INSA Consulting

IKEsmartcity.com