



Office of the City Manager

## ACTION CALENDAR

October 15, 2019

*(Continued from September 24, 2019)*

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Jordan Klein, Economic Development Manager

Subject: IKE Smart City Kiosk Locations, Phase One

### RECOMMENDATION

Approve the locations for the first phase of deployment of 15 IKE Smart City Kiosks in the Downtown, Telegraph and Lorin commercial districts pursuant to Ordinance No. 7,626-N.S. granting the Franchise Agreement with IKE Smart City, LLC.

### SUMMARY

In this report, the locations for the first phase of deployment of 15 IKE Smart City Kiosks in the Downtown, Telegraph and Lorin commercial districts are submitted to the City Council for review and approval.

### FISCAL IMPACTS OF RECOMMENDATION

Once all 15 of the phase I kiosks are deployed, preliminary projections anticipate approximately \$401,310 per year in General Fund Revenue to the City of Berkeley.

### CURRENT SITUATION AND ITS EFFECTS

Interactive Kiosk Experience (IKE) is a relatively new 'smart city' amenity that has been successfully deployed or is planned for deployment in cities across the country including Denver, San Antonio, Oakland, Los Angeles, Detroit, San Diego, and Baltimore. Visit Berkeley, our local destination marketing organization, has partnered with IKE Smart City, LLC to bring IKE in Berkeley. This advertisement-supported platform consists of digital, touchscreen kiosks that serve as information portals, economic development tools, engagement opportunities and safety resources. On October 30, 2018, City Council adopted Ordinance No. 7,626-N.S. granting a Franchise Agreement to IKE Smarty City, LLC, and modified two sections of the Berkeley Municipal Code to exempt IKE kiosks from regulations of signage and encroachments of the public right-of-way.<sup>1</sup>

In April through August 2019, the Office of Economic Development (OED), Visit Berkeley, and IKE Smart City conducted community outreach to determine the specific

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<sup>1</sup> [Facilitation of the Installation of IKE Smart City Kiosks; Amending Chapters 20.16 and 16.18 of the Berkeley Municipal Code](#), Item 30, Berkeley City Council Meeting, October 30, 2018

locations for the first phase of deployment of kiosks in the Downtown, Telegraph, and Lorin commercial districts. Those locations are presented here for City Council review (see Attachment 1). City Council approval of the proposed (or modified) locations would allow IKE Smart City to proceed to apply for and obtain engineering permits from the Public Works department, and subsequently to proceed with kiosk installation.

### BACKGROUND

IKE is a communication and advertising platform created to help cities and business improvement districts connect with citizens and visitors in dynamic new ways. Through a system of vivid, durable touchscreen displays, IKE aims to enhance the pedestrian experience in the City of Berkeley. IKE generates revenues through digital advertising, and is a self-sustaining platform that provides a meaningful recurring revenue stream to the city, and requires no capital or operational investment from the City.

IKE was developed in concert with the Downtown Denver Partnership, with the goal of building a wayfinding and city communication system for the digital age, and delivering it in a self-sustaining business model requiring no investment from the city. While originally designed to satisfy common goals of Business Improvement Districts (BIDs), a partnership with Discover Los Angeles has led to the development of functionality benefiting destination marketing organizations, such as our own Visit Berkeley. The implementation of IKE is also a Strategic Plan Priority Project, advancing the city's goal to provide state-of-the-art, well-maintained infrastructure, amenities, and facilities.

IKE encourages exploration and discovery of a city through enhanced wayfinding and communication. By presenting relevant information along pedestrians' path, IKE allows cities, BIDs and destination marketing organizations to connect with visitors and residents. IKE Kiosks offer the following information and features for users:

- Directories of local restaurants, stores and other businesses
- Events and attractions
- Turn-by-turn directions, with mobile integration to transfer those directions right to your cell phone or tablet
- Real time information on public transportation, ride sharing services, bike sharing
- Public safety announcements
- Weather updates
- Wi-Fi hotspot
- Job postings
- Shelter and human services information
- Public feedback opportunities through public polling or 'questions of the week'
- Other interactive features, such as a selfie photo booth feature allowing for integration with social media
- Information in multiple languages

The IKE kiosks feature an adjustable screen and are fully compliant with the Americans with Disability Act (ADA). The daylight viewable displays feature a local dimming LED back light for high bright, high contrast picture quality, low power consumption and utilize a fan-less thermal management system for silent 24/7 operation.

The City of Berkeley's Franchise Agreement with IKE Smart City permits thirty (31) IKE digital kiosks throughout the City of Berkeley at major intersections and arteries, key points of interest and heavily foot-trafficked areas.

### *Community Outreach*

Staff collaborated with Visit Berkeley, IKE, commercial district associations, and other stakeholder groups to conduct outreach to members of the community to determine appropriate locations for the kiosks. Community outreach was conducted in accordance with the Franchise Agreement Section 8(A)(B) *Permitting process and prohibited locations*. OED hosted two community meetings in each commercial district where the kiosks are proposed to be installed; the community meeting schedule is summarized in Table 1 below. The meetings provided business owners, residents and other stakeholders the opportunity to give input on the most appropriate locations for the first 15 kiosks.

Table 1. Community Outreach Schedule

<b>District</b>	<b>Meeting Location</b>	<b>Date</b>
Telegraph District	Raleigh's Bar & Grille, 2438 Telegraph Ave	May 1, 2019
Telegraph District	Phở K&K, 2533 Telegraph Ave	August 14, 2019
Lorin District	Ed Roberts Campus, 3075 Adeline St.	May 9, 2019
Lorin District	Adelines Lab, 3140 Martin Luther King Jr. Way	August 14, 2019
Downtown Berkeley	David Brower Center, 2150 Allston Way	May 23, 2019
Downtown Berkeley	Au Couquelet, 2000 University Ave	August 14, 2019

### *Proposed Locations*

Attachment 1 includes maps of the proposed locations for installation of IKE Kiosks in Downtown Berkeley, the Telegraph District, and the Lorin. These locations were initially proposed by IKE Smart City based on criteria that included the following:

- In the public right-of-way / public property.
- Commercial areas with active frontages and high pedestrian volume.
- Maintain accessibility, including a minimum path of travel of 6 feet.
- Proximity to power sources, and avoiding conflict with other utilities.
- Avoiding conflict with transportation resources such as bus shelters or bicycle share.
- Proximity to public amenities, civic buildings, and arts and cultural institutions and venues.

Locations were refined based on feedback from community members gathered during the meetings listed above as well as other direct outreach.

#### *Next Steps*

If Council approves these locations, IKE Smart City may proceed to apply for permits to install the kiosks at these locations in accordance with Berkeley Municipal Code 16.12. Challenges related to accessing power or establishing power service at the proposed locations could cause delays in the installation of kiosks, and could necessitate modifications to the kiosk locations. Any changes to the locations for kiosk installation would be subject to Council review and approval.

#### ENVIRONMENTAL SUSTAINABILITY

The City of Berkeley's Climate Action Plan has several goals and recommended actions that will be advanced through the implementation of the IKE Smart City Kiosks. IKE Kiosks will feature real time transit information which will reinforce the City's commitment to sustainable transportation services.

#### RATIONALE FOR RECOMMENDATION

Pursuant to Ordinance No. 7,626-N.S. granting a Franchise Agreement with IKE Smart City, LLC, the City of Berkeley will permit the installation of up to thirty-one (31) IKE digital kiosks throughout the City of Berkeley at major intersections and arteries, key points of interest and heavily foot-trafficked areas. The agreement requires the locations for the first phase of deployment of 15 IKE Smart City Kiosks in the Downtown, Telegraph and Lorin commercial districts to be submitted to the City Council for final review and approval. The attached locations have been vetted by City of Berkeley Office of Economic Development, Visit Berkeley, commercial district associations, and community members. Staff has a high level of confidence for build-out of these fifteen sites during phase one based on the siting criteria noted above.

#### ALTERNATIVE ACTIONS CONSIDERED

Several other locations throughout the Downtown, Telegraph and Lorin commercial districts were considered.

#### CONTACT PERSON

Jordan Klein, Manager, Office of Economic Development, 510-981-7534  
Kieron Slaughter, Community Development Project Coordinator, 510-981-2490

#### Attachments:

- 1: IKE Smart City Kiosk Locations, Phase I
- 2: Public outreach materials





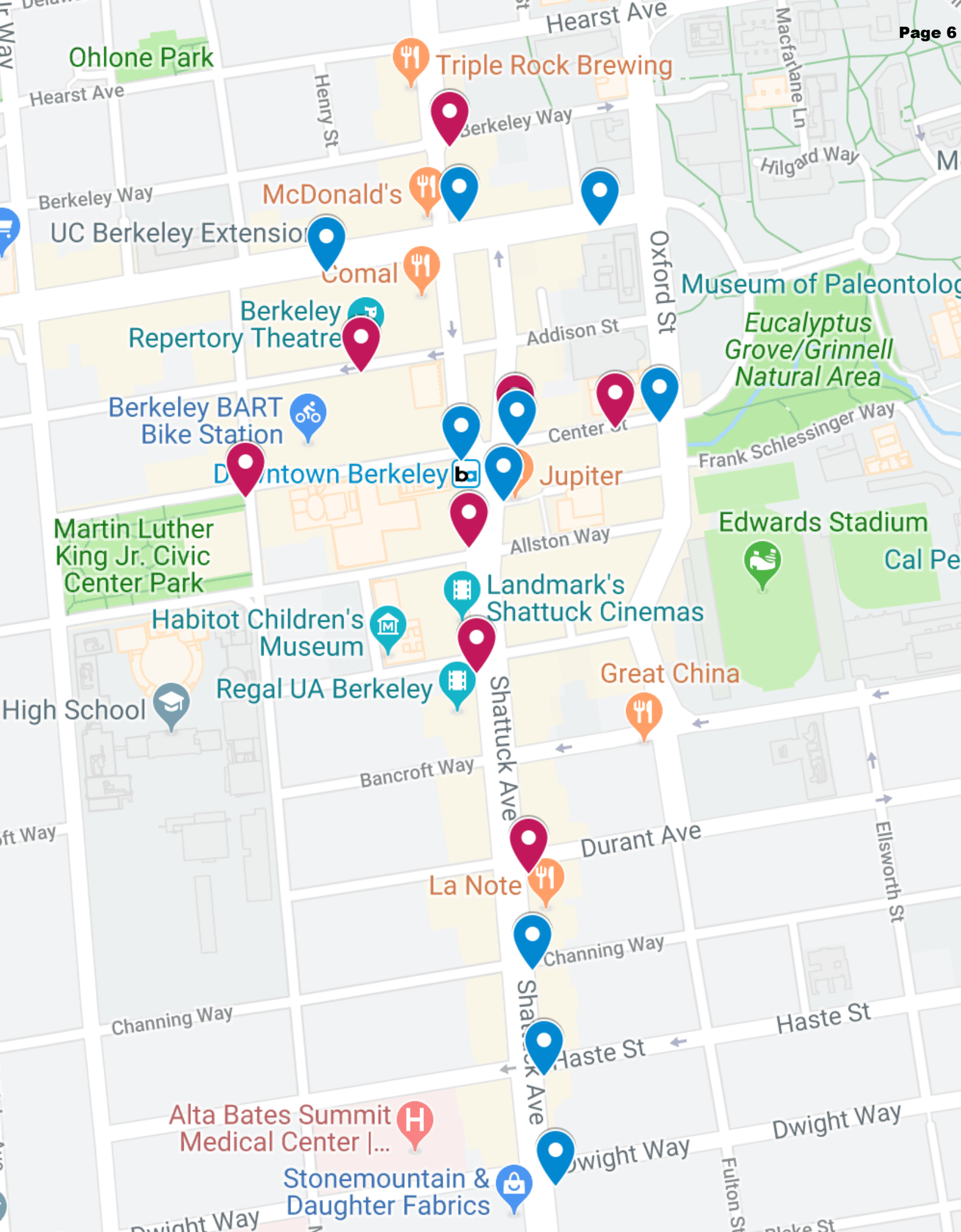
**ike**  
SMART CITY™

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Connecting Cities with People  
City of Berkeley  
Final Location Selection  
8.21.19







# Downtown Berkeley Assoc.

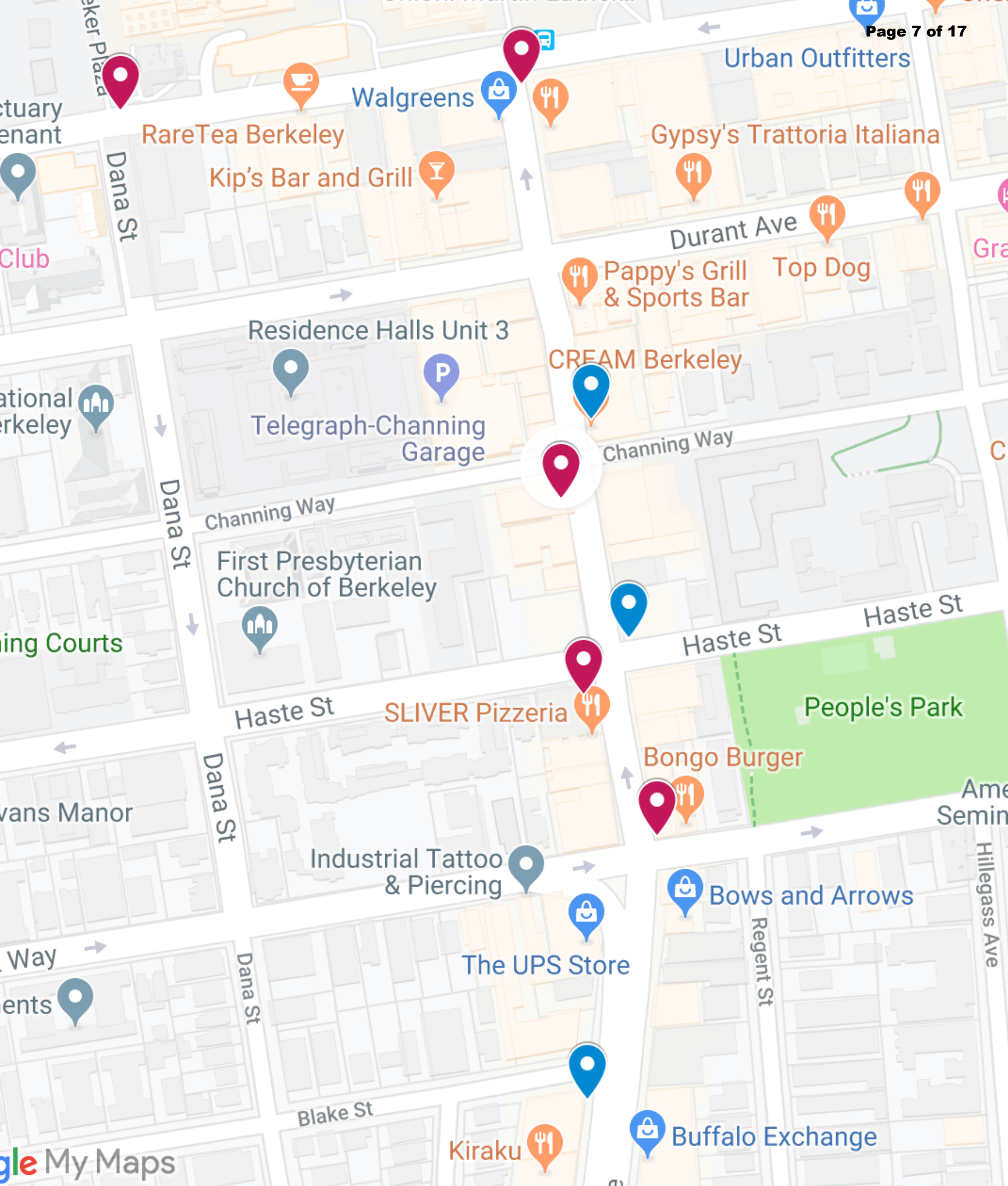
## 8 Location Goal

- 1 Center & Milvia SW (City Hall)
- 2 Shattuck & Durant
- 3 Shattuck & Kittredge
- 4 Shattuck & Allston
- 5 Center & Oxford
- 6 Addison (Shattuck & Milvia)
- 7 Berkeley Way & Shattuck
- 8 Shattuck & Center NE (New Hotel)

University & Shattuck  
 BART Plaza - Shattuck & Center W  
 University (Shattuck & Milvia)  
 Center & Shattuck SE  
 Shattuck & Haste  
 Shattuck & Dwight  
 Shattuck & Channing  
 Shattuck (Allston & Center) E  
 Center & Oxford 2  
 University & Oxford

Phase I Deployment Locations are Highlighted in Red.





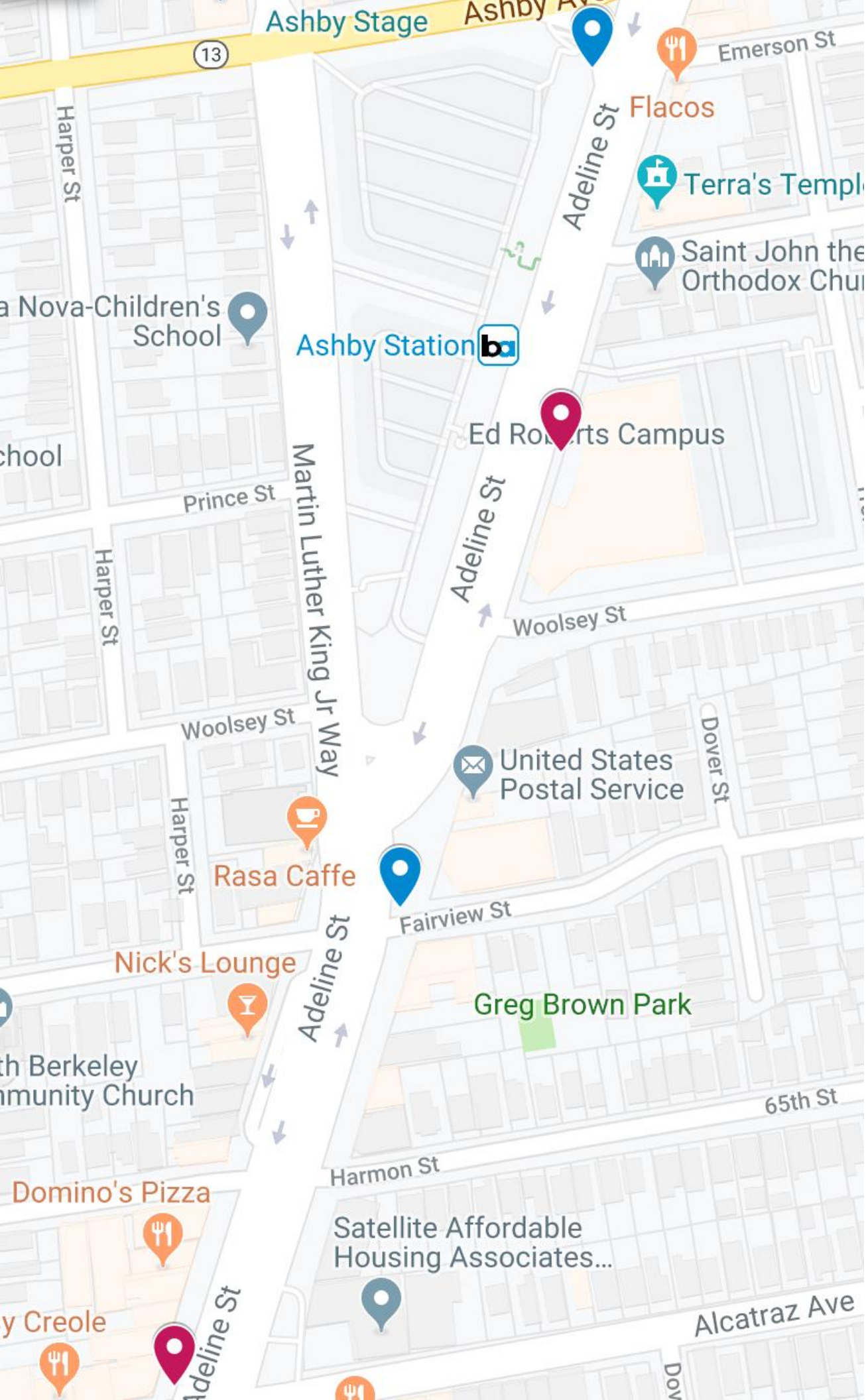
## Telegraph BID 5 Location Goal

- 1 Dana & Bancroft UC Berkeley N
- 2 Telegraph & Bancroft
- 3 Telegraph & Channing
- 4 Telegraph & Haste
- 5 Telegraph & Dwight
- Telegraph & Haste E
- Telegraph & Haste W
- Telegraph & Blake

Phase I Deployment Locations are Highlighted in Red.







## Lorin District

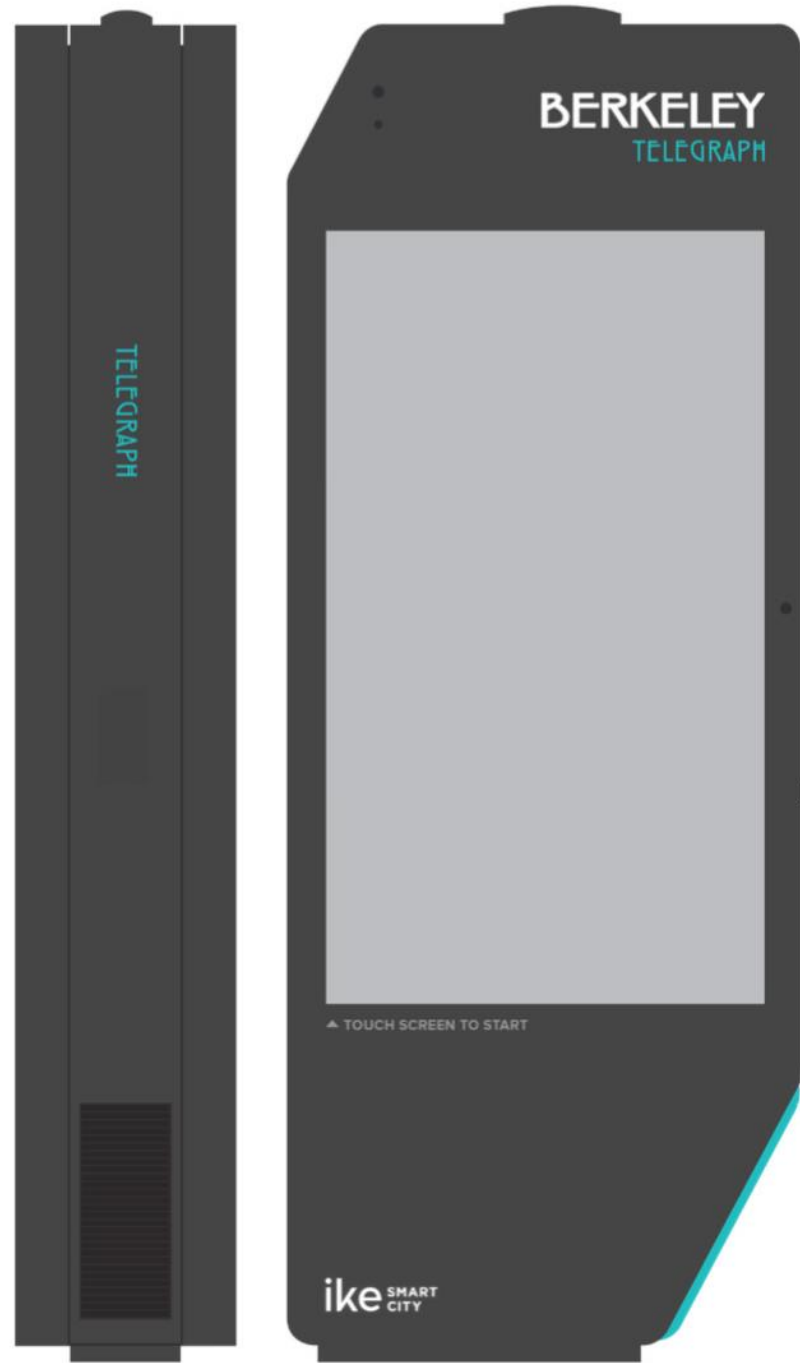
### 2 Location Goal

- 1 Adeline & Alcatraz
- 2 Adeline & Woolsey E
- Adeline & Fairview E
- Adeline & Ashby

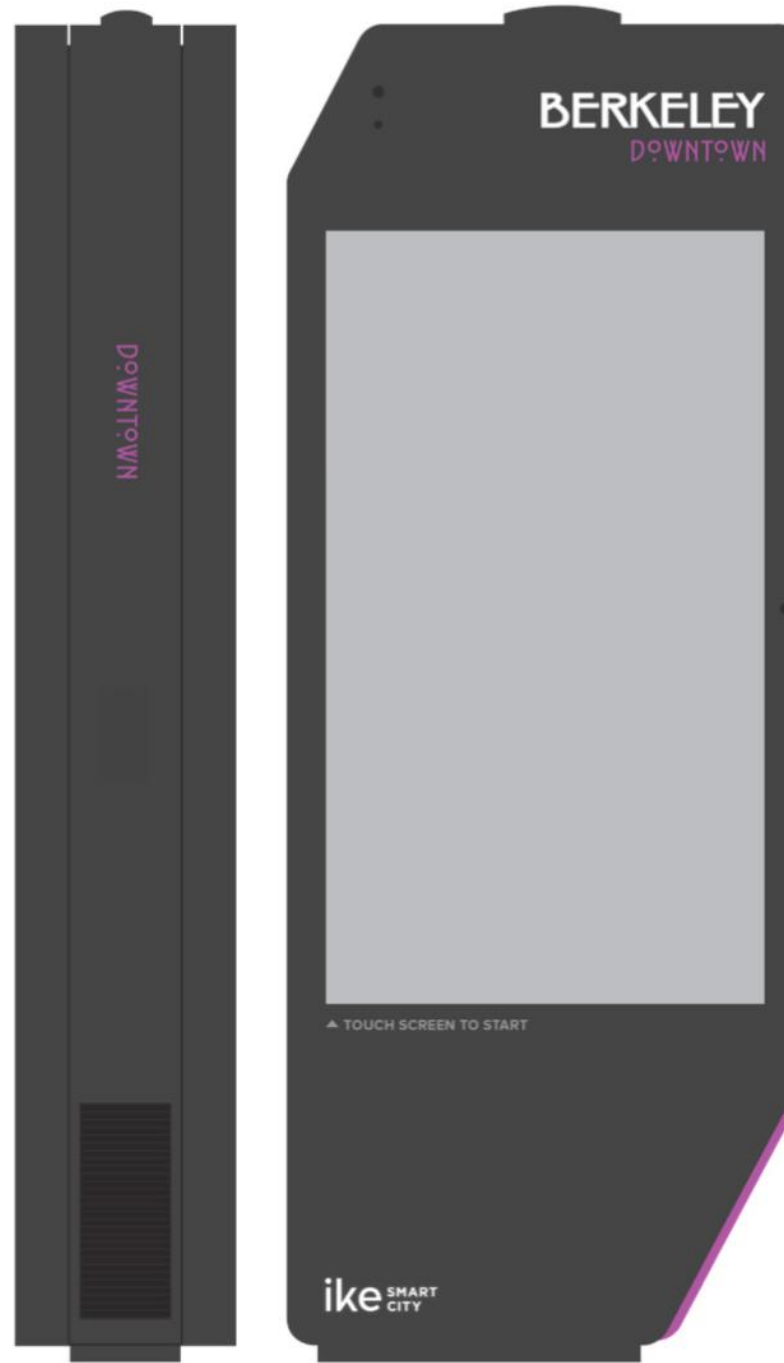
Phase I Deployment Locations are Highlighted in Red.



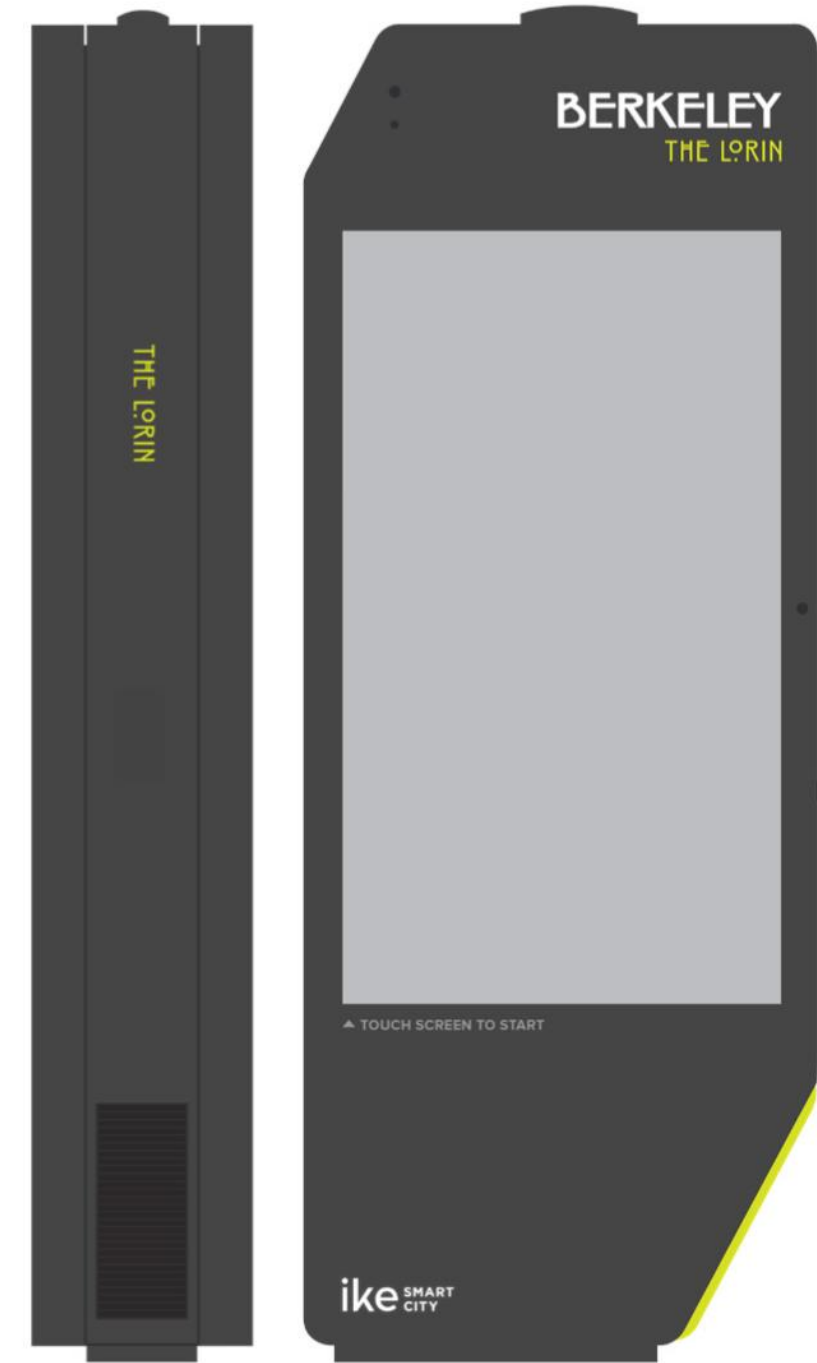
TELEGRAPH



DOWNTOWN



THE LORIN



## Public Outreach Materials



The City of Berkeley Office of Economic Development and Visit Berkeley invite you to learn more about IKE Smart City interactive, wayfinding digital kiosks at upcoming Community Outreach Meetings to be held **Wednesday, August 14, 2019.**

Three meetings are scheduled throughout the city to engage with interested parties in each of the Commercial districts receiving kiosks in the first phase of deployment.

Please join us to hear about the prospective locations for these exciting new interactive kiosks that will be installed throughout the City of Berkeley for use by residents and visitors.

**Downtown Berkeley 9:00 – 10:30am**  
 Au Couquelet 2000 University Ave Berkeley, CA 97404

**Telegraph Business District 2:00 – 3:30pm**  
 Phở K & K 2533 Telegraph Ave Berkeley, CA 97404

**Lorin Business District 5:00 – 6:30pm**  
 Adelines Lab 3140 Martin Luther King Jr Way Berkeley, CA 94703

For more information contact Kieron Slaughter at 510-9812490 or at [kslaughter@cityofberkeley.info](mailto:kslaughter@cityofberkeley.info) or Barbara Hillman at 510-549-7040 or at [bhillman@visitberkeley.com](mailto:bhillman@visitberkeley.com)

To learn more about IKE Smart City visit [www.ikesmartcity.com](http://www.ikesmartcity.com)






**THE DRIN** The Lorin District  
May 8 · 🌐

Hey Lorin folks - Come hear about IKE proposed locations in our neighborhood!

The Lorin Business Association invites you to learn more about IKE Smart City, Thursday, May 9, 4:15PM, Koret Boardroom at Ed Roberts Campus. Hear about the prospective locations for the new interactive kiosks that will be installed throughout the City of Berkeley including the Lorin District. [www.IkeSmartCity.com](http://www.IkeSmartCity.com)



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Like Comment Share

**THE DRIN** The Lorin District  
August 5 at 4:06 PM · 🌐

Join us on August 14th to hear about IKE kiosks and their proposed locations in the Lorin!

The City of Berkeley Office of Economic Development and Visit Berkeley invite you to learn more about IKE Smart City interactive, wayfinding digital kiosks at upcoming Community Outreach Meetings to be held Wednesday, August 14, 2019.... [See More](#)



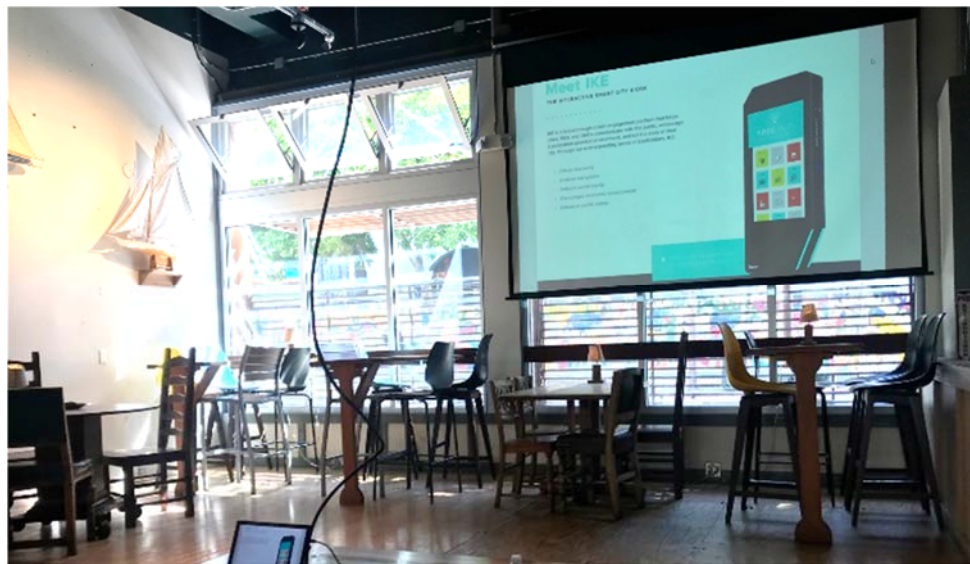
IKE Smart City

IKE Smart City

Telegraph Commercial District - Meeting #1  
 Raleigh's Bar & Grille, 2438 Telegraph Ave  
 May 1, 2019

IKE Smart City  
 Community Outreach Meeting - Sign In Sheet

First Name	Last Name	Business Name	Phone Number	Email Address
Bonnie	Gold			
Ali	Estami			
SWAMI	BRISANNAT MANAMBE			
Kieron	SHREYAN	DEB		
Ruben	Lee	U.C. Batus		
Rigel	AL	Parkeley		
Alexandro	Robinson	AMAPURMA		
VERNON	GELPER	AMBASSADOR		
Rickey	ANINA	AMBASSADOR		
Jeff	Brown	AMBASSADOR		
ANWIN	WICK	AMBASSADOR		
Kevin	Gilbert	AMBASSADOR		
Steve	Justinmaleya	The Ink Stone		
Jon	Gordon	Gordon Commercial		
ANDREW	RUESS	RUC-ELL		
CAROL	Loy	UCD GUN		
CHRIS	Fairbanks	Graduate Hotel		
Rick	LIPAVICK	Berkeley Hotel		
	DUPHAM	WEITE		
	PUSCH	WEITE		





### Telegraph Commercial District - Meeting #2 Phở K&K, 2533 Telegraph Ave August 14, 2019

IKE Smart City  
City of Berkeley  
Round 2 Community Outreach Meeting Sign In 8.13.19

First	Last	Business	Phone	Email
KICOM	SAIGON	OPD		
Timothy	Green	UC Berkeley		
BARBARA	HILLMAN	REID		
LOUISE	(KAWAN)	VISIT BERKELEY		
JESSICA	Chen	sub		
ANGIE	REID	FIRE		
JACQUETTE		City of Berkeley		



**Lorin Business District - Meeting #1**  
**Ed Roberts Campus, 3075 Adeline St.**  
**May 9, 2019**

**IKE Smart City**  
**Lorin Business Association**  
**Community Outreach Meeting 1 5.9.19**

First	Last	Business	Phone	Email
Gina	Moreland	Habitat Children's Museum	510-947-1111 x 71	<a href="mailto:gina@habitat.org">gina@habitat.org</a>
Kieron	Slaughter	OED	510-981-2460	<a href="mailto:kieron@oed.com">kieron@oed.com</a>
James	Chang	CM Bartlett Office	510-981-7130	<a href="mailto:james@cmbarlett.com">james@cmbarlett.com</a>
Matt	Napoli	CM Bartlett Office	510-981-2048	<a href="mailto:matt@cmbarlett.com">matt@cmbarlett.com</a>
Holly	Bradford	Holly Bradford Real Estate	510-359-0940	<a href="mailto:hbradford@hbradford.com">hbradford@hbradford.com</a>
Newt	McDonald	Ephesian Children's Center	510-883-2984	<a href="mailto:newt@ephesian.org">newt@ephesian.org</a>





Lorin Business District - Meeting #2  
Adelines Lab, 3140 Martin Luther King Jr. Way  
August 14, 2019

Lorin

IKE Smart City  
City of Berkeley  
Round 2 Community Outreach Meeting Sign In 8.13.19

First	Last	Business	Phone	Email
Andrew	Kellogg	Adelines Lab		
Erin	Stanley	OED		
Mark	Thompson	IKE		
Jessica	Burton	IKE		
Holly	Bradford	LBA		
DH	MAYE ROON			
Steve	Jack	IKE		
BARBARA	HILLMAN	VISIT BERKELEY		



David Brower Center, 2150 Allston Way  
 May 23, 2019

IKE Smart City  
 Community Outreach Meeting - Sign In Sheet

First Name	Last Name	Business Name	Phone Number	Email Address
2	LAURIE	ZICH	DAVIDSON	
3	MARK	RHEADES	RPG	
4	Mark	Thompson	IKE Smart City	
5	MARK	BUCKER		
6	Anica	Odell-Smedley	Freight & Salvage	
7	Sony	Barnes		
8	DAVID	Ushinga		
9	Carissa	Lee	AC Transit	
10	Cherie	Hill	Berkeley Cultural	
11	W	TIPINIG	TIPINIG STUDIO	
12	Karen	Shawley	QED	
13	Matt	Tascher	Tascher Planning	
	Maudens	Wang	citizen	
	Barb	Thompson	citizen	



Downtown Berkeley Commercial District - Meeting #2



Au Couquelet, 2000 University Ave  
August 14, 2019

IKE Smart City  
City of Berkeley  
Round 2 Community Outreach Meeting Sign in 8.13.19

	First	Last	Business	Phone	Email
1	KARMA	SARINJON	OED		
2	Sandr	Bernard	CB, District 4		
3	Eduardo	Vera	SLIVER		
4	John	Case	DBA		
5	SOH	Macari	Berkeley Rep		
6	BARBARA	HILLMAN	VIST BERKELEY		
7	Conis	Crespo	IKE		
8	Mark	Thompson	IKE		
9	JESSICA	Burton	IKE		
10	Rayna	Wojan	DBA		
11	Jacqueline	Moore	The UC Theatre		
12	Ryan	Manning	DBA		
13	Steve	Tate	IKE		
14	SIMONE	ARPAIO	ALNARE GELATO		



