



# Interactive Digital Kiosks

City Council  
Economic Development Committee

**March 22, 2021**

Presented By: Mayor's Office of Economic Development

| Mayor's Office of Innovation

ike  
SMART CITY



# Purpose:

Build Houston's Smart City Assets and Provide a world-class digital amenity to Houstonians that:

- 1. Enhances the citizen experience and maximizes exposure of local points of interest**
  - Provides information, resources and entertainment in a simple to use and visually-attractive platform
- 2. Adds pockets of digital connectivity and inform Houstonians throughout the City**
  - Citizens can access free public wi-fi when near kiosks
  - Citizens can receive city public announcements, information and emergency alerts
- 3. Promotes community vibrancy and continuity**
  - Encourages a pedestrian-oriented environment and enhances Houston's brand and image as an innovative city
- 4. Generates revenue for the City**
  - An estimated **\$50M** in unrestricted net revenue over initial 12 year term





# Kiosk Details: Hardware Features

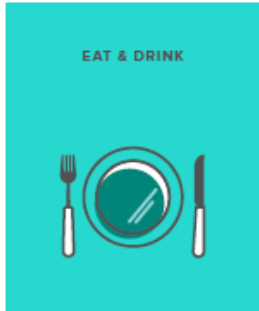


## Key Features:

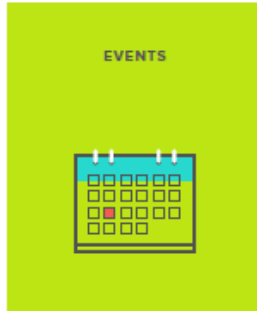
- **Cabinet:** Approx. 100"x37.5"x16" (HxWxD) and customizable
- **Display:** Approx. 64.5" touch screen in 4K & 1080p
- **Wi-fi:** Free wireless access point with coverage up to 30 meters from device and increased cell coverage
- **Accessibility:** ADA Compliant and content available in over 100 different languages
- **Emergency Calling:** Dials 911, notifies dispatcher of location and records video footage – optional two-way communication
- **Emergency Messaging:** Integrates with the City's Emergency Alert System to display real-time location specific public safety warnings
- **Other features:**
  - Graffiti-resistant
  - Flood-resistant
  - Air quality monitoring
  - Pedestrian counters
  - Public safety cameras



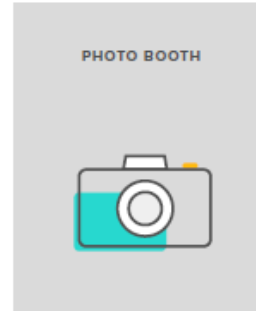
# Kiosk Details: Applications



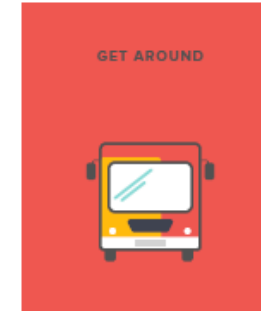
**EAT & DRINK**  
Drives traffic to area businesses with free listings of restaurants, cafés, and other dining establishments.



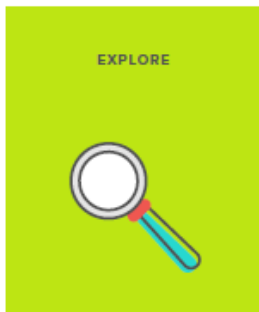
**EVENTS**  
Highlights city happenings and opportunities for residents and visitors to participate in local events.



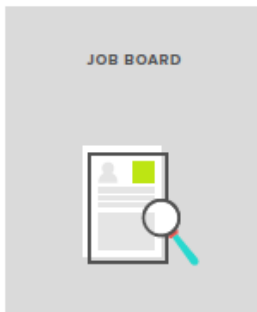
**PHOTO BOOTH**  
Allows pedestrians to take a selfie that can be enhanced with frames, stickers, and filters.



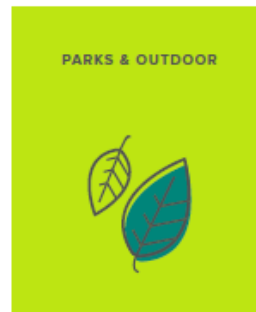
**GET AROUND**  
Provides multimodal wayfinding, and real-time information for public transit including rail, bus, streetcar, bike, and car share services.



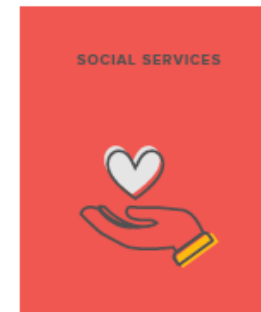
**EXPLORE**  
Allows a user to search the IKE system using keywords and delivers back all relevant results.



**JOB BOARD**  
Provides communities with easy access to area job listings and employment opportunities.



**PARKS & OUTDOOR**  
Helps people discover the best parks, gardens, and outdoor sporting venues across Houston.



**SOCIAL SERVICES**  
Supports underserved areas with listings of valuable resources such as addiction and recovery centers, food banks, and family services.



# Kiosk Details: Applications (cont.)

## ARTS & CULTURE



### ARTS & CULTURE

Shares all the museums, theaters, galleries, and music that Houston has to offer.

## ACTIVITIES



### ACTIVITIES

Creates a vibrant and energetic city with detailed listings of attractions, points of interest, and things to do.

## SAFE SHELTER



### SAFE SHELTER

Provides those in need with locations of homeless shelters and services.

## CIVIC RESOURCES



### CIVIC RESOURCES

Makes it easy to get important things done with detailed listings of city, state, and federal buildings and services.

## SURVEY SAYS



### SURVEY SAYS

Allows the public to share opinions by responding to questions issued by the City to gain citizen input on initiatives and issues.

## STAY



### STAY

Makes it easy to visit by providing detailed listings of hotels, motels, and other lodging establishments.

## ARCADE



### ARCADE

Entertains and engages pedestrians with a fun and easy to use video game.

## SHOP



### SHOP

Encourages a thriving economy with listings of area shops, and retail centers at no cost to local businesses.



# Contract Details: Overview

- **NO COST TO THE CITY:** Revenue contract with City receiving the greater of 42% net revenues derived from advertising sales (or gross revenues if performance metric met) or a minimum annual guarantee \*
- **Term:** 12 years (2 planning and installation lead years) with two performance-based 5-year renewal options = 22 Years
- **Ad Content:** When Kiosk is not in use – “Passive mode” – screen will display advertising (in adherence with advertising guidelines)
- **City Content:** The City is provided 1 out of every 8 advertising spaces to promote programs or public service announcements
- **Locations:** To be selected after thorough site investigations and approved by the City and vendor; prioritizing areas with high pedestrian activity
- **Maintenance:** Repair, upgrades and replacements all covered at the vendor’s expense with 24-hour response times to maintenance calls

\*An additional 3% revenue may be gained if the City provides efficient power connections to at least 75% of kiosks, which may require some upfront cost from the City to achieve. This option will only be pursued if the cost for power connections is lower than the projected incremental revenue.



# Contract Details: Overview Continued

- **Deployment schedule**
  - 75 kiosks installed and operational within 36 months of agreement countersignature
  - Up to 125 kiosks installed by end of first renewal term period
- **Renewal Term is conditioned upon the vendor meeting performance and maintenance metrics including:**
  - Monthly updates to operating software
  - Regular maintenance and repairs including graffiti removal
  - Electronic monitoring to ensure software is operable and shall remedy any malfunctions
  - Keep content up to date and relevant
  - Refresh hardware (requirement for first renewal term)
  - Install up to 125 kiosks (requirement for second renewal term)

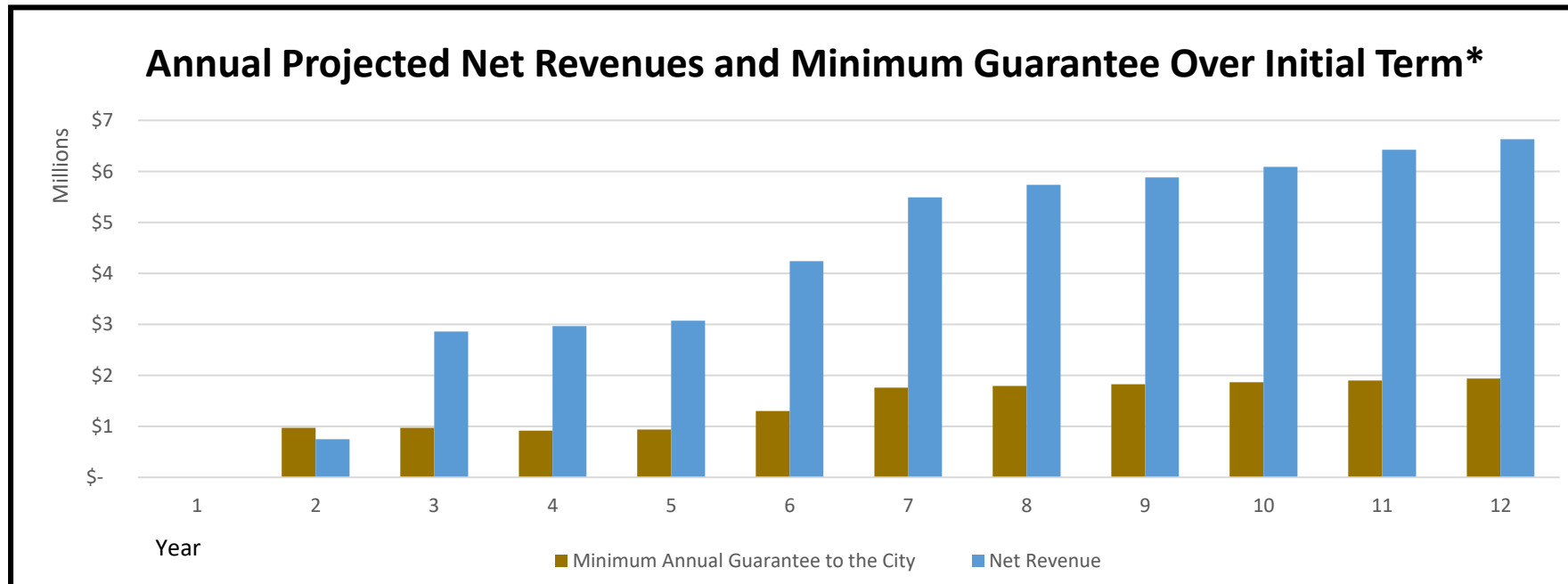




# Revenue Projections

Revenue Share: City to receive greater of:

- 42% of net revenues + 3% if City provides “Efficient Power Connections”;  
and
- Minimum Annual Guarantee



Cumulative Totals  
(Over Initial Term):

**\$35-50M**

Total Est. Net Revenue  
(based on 42% share)

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**\$11-16M**

Guaranteed Revenue

\*Assumes ramp-up to 125 kiosks by Year 7 of the Agreement



# **Location Selection**

- **Phase I (Initial Term) is for the installation and deployment of 75 kiosks**
- **With mutual consent and based on the performance and utilization of kiosks, a second deployment up to 125 kiosks**
- **The kiosks will be located in the City's rights of way in high pedestrian business and commercial districts and corridors**
- **The City and vendor will mutually determine the specific locations to install the kiosks based on pedestrian traffic, business presence, electricity access and other vendor criteria**
- **A minimum of 10% will be located in neighborhoods where the area median income is 80% or less of the City's average income**



# Advertising Guidelines

## **POLICY ON USE OF ADVERTISING SPACE**

A. Area Approved to Display Paid Advertisements:

- i. Electronic portion of IKE Kiosks
- ii. Exterior of IKE Kiosks

B. The following types of advertisements are prohibited in and/or on the IKE Kiosks:

- i. Advertisements for tobacco, including but not limited to cigars, cigarettes, pipe tobacco, chewing tobacco, and smokeless tobacco.
- ii. Advertisements which involve nudity, pornographic, lewd or sexually explicit images or services that would be offensive to generally prevailing community standards.

C. No advertisement shall be permitted that in any way is derogatory of any person or group because of race, national origin, ethnic background, religion, gender, or sexual orientation.

D. No advertisement shall be displayed if the display would violate any federal or state law or regulation, or any law, regulation, or ordinance of the city or state in which the subject IKE Kiosks are installed.



# Advertising Guidelines (Continued)

## **POLICY ON USE OF ADVERTISING SPACE**

E. No political advertisements shall be permitted. For this purpose, a political advertisement is defined as any of the following:

- i. Any advertisement that supports or opposes the election of any candidate or group of candidates for election to any federal, state, or local government office;
- ii. Any advertisement that supports or opposes any referendum conducted by the federal or state government, or by any local government, such as referenda on constitutional amendments, on bond issues, or on local legislation; or
- iii. Any advertisement in support of or against a public policy initiative concerning drugs, guns, or women's reproductive rights.

F. Any advertisements that may violate this policy should be submitted to the city for approval before display.



# Chapter 40 Amendment (Draft Language)

## CH. 40. STREETS AND SIDEWALKS.

### ARTICLE I. IN GENERAL

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#### **Sec. 40-11. Interactive informational and wayfinding kiosks.**

(a) Definitions. When used in this section the following terms shall apply:

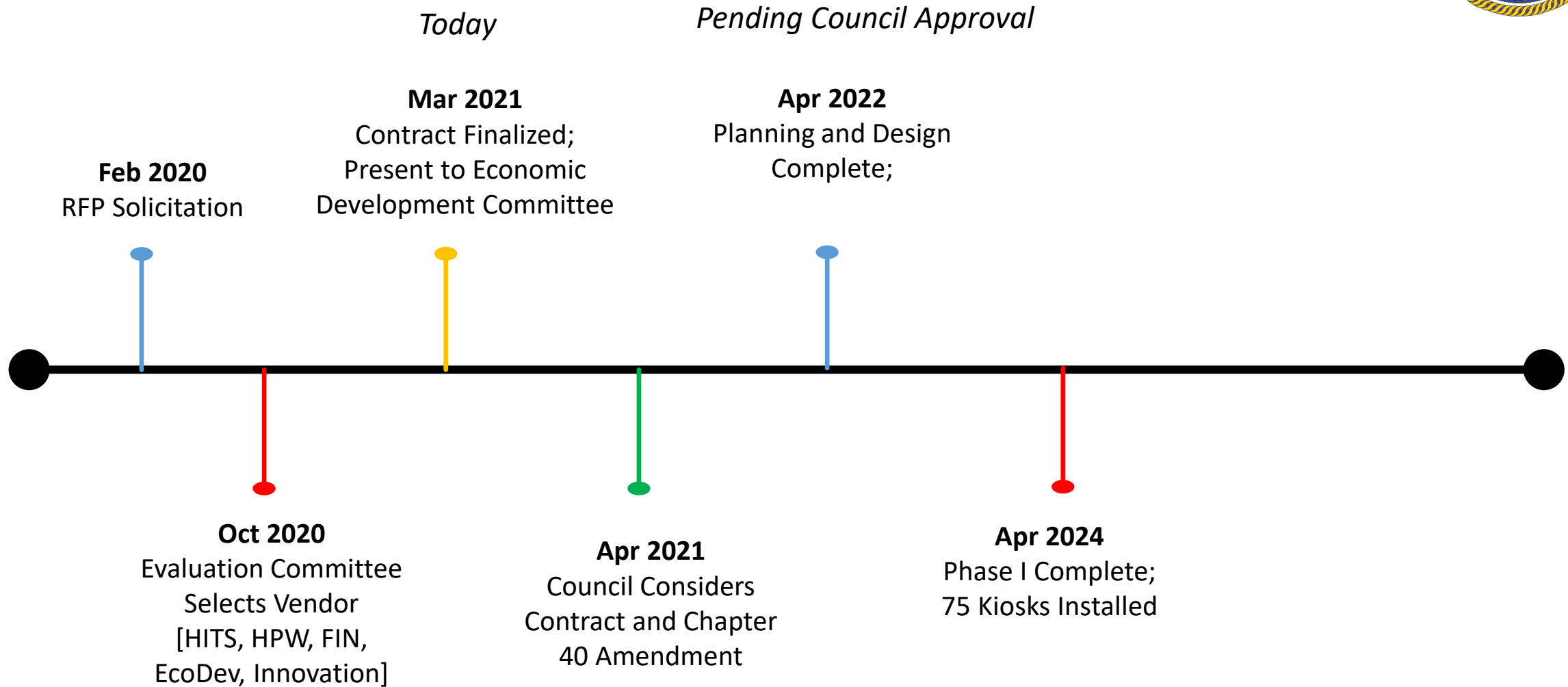
Interactive wayfinding kiosk (commonly referred to as “interactive kiosk”) means an interactive informational wayfinding platform for use by pedestrians and erected by or on behalf of the city in a designated city right-of-way in the form of a kiosk capable of providing or generating electronically-displayed content including but not limited to: weather updates; multimodal mapping to event destinations with mobile integration; shopping, dining, and medical points of interest; job postings; real time transportation information; public opinion surveys; traffic and pedestrian counts; public safety and police emergency notifications; kiosk usage information; public service announcements, and advertisements.

Interactive kiosk service area means any portion of the city’s right-of-way approved by the city engineer for placement of an interactive wayfinding kiosk.

(b) Notwithstanding any other city code or ordinance, an interactive kiosk may be erected in any interactive kiosk service area approved by the city engineer.



# Timeline



*Today*

*Pending Council Approval*

**Mar 2021**

Contract Finalized;  
Present to Economic  
Development Committee

**Apr 2022**

Planning and Design  
Complete;

**Feb 2020**

RFP Solicitation

**Oct 2020**

Evaluation Committee  
Selects Vendor  
[HITS, HPW, FIN,  
EcoDev, Innovation]

**Apr 2021**

Council Considers  
Contract and Chapter  
40 Amendment

**Apr 2024**

Phase I Complete;  
75 Kiosks Installed

# Questions?

