ike SMART CITY™

City of Oakland Proposal

August 27, 2020

This document contains confidential trade secrets

Meet IKE

## THE INTERACTIVE SMART CITY KIOSK

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IKE is a breakthrough citizen engagement platform that helps cities, BIDs and DMOs communicate with the public, encourage a pedestrian-oriented environment, and tell the story of their city. Through our ever-expanding series of applications, IKE:

- Drives discovery

- Enables navigation

- Delivers social equity

- Encourages economic development

- Enhances public safety

- Generates revenue

Please click to watch video

▶ *or visit IKEsmartcity.com*
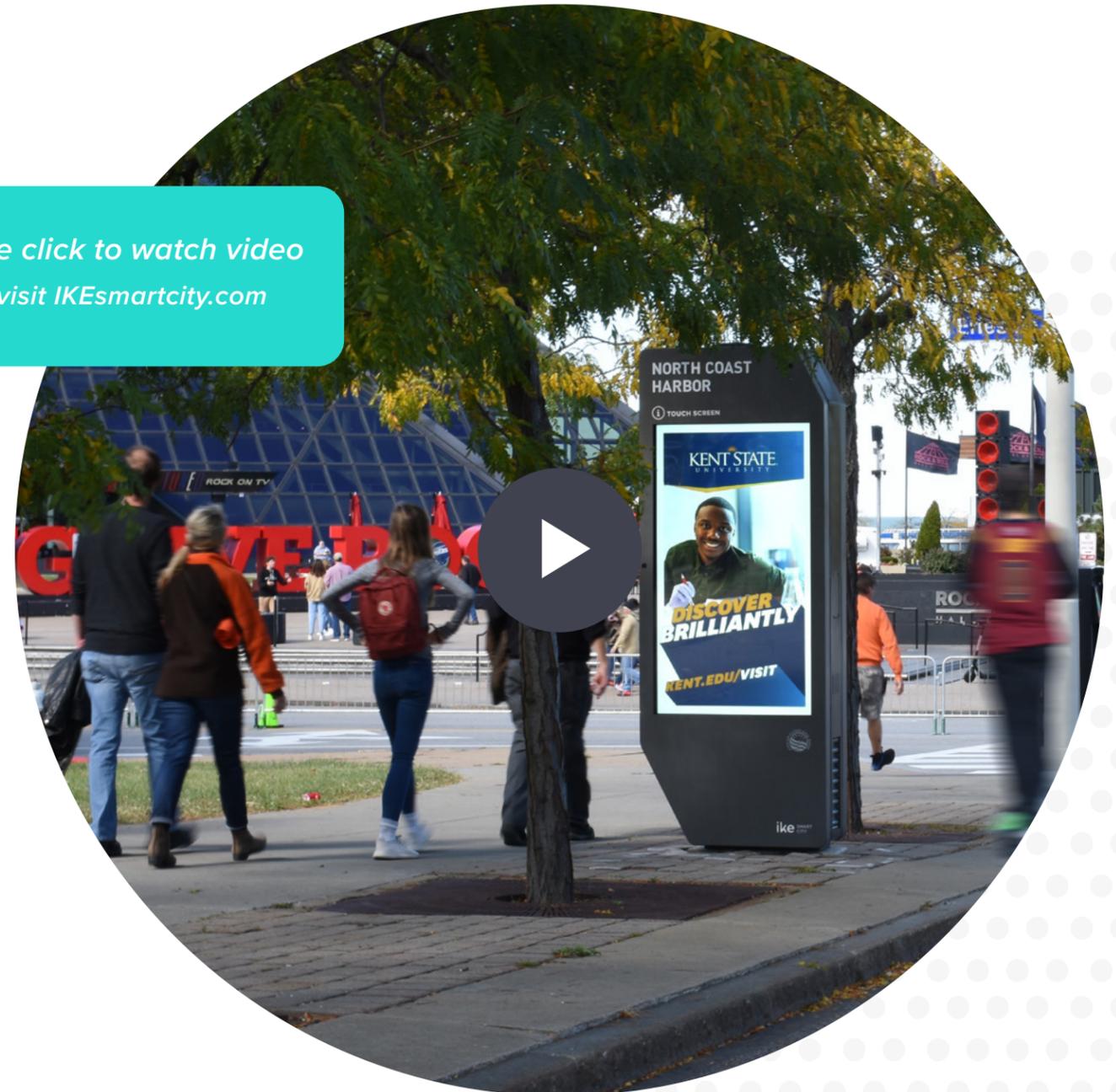
The Smart City Hub

The IKE platform delivers valuable smart city services and reinforces a city's brand as a progressive innovator by driving three fundamental requirements of a vibrant, pedestrian-oriented urban downtown with a thriving retail economy.

DISCOVERY

IKE drives discovery through listings of restaurants, shops, activities, services, and resources. Listings are detailed, geo-located, and updated in real time. Inclusion is free for area businesses.

MOBILITY

IKE encourages exploration of a city by providing integrated multi-modal wayfinding. The system displays real-time transit information, route schedules, mapping, and directions, for bus, rail, streetcar, and bike/car share services.

EQUITY

IKE improves access to social services for residents in need. From listings of area shelters to information on addiction recovery, food assistance, and other services, IKE makes these valuable resources available to all.

Hardware

We invest heavily in the quality of our proprietary design and hardware and deliver a superior product that sets us apart from the competition. IKE is UL certified and guarantees adherence to our partners' requirements and vision.

Modes of Operation

IKE has two modes of operation, allowing for an engaging mix of both interactive and commercial content.
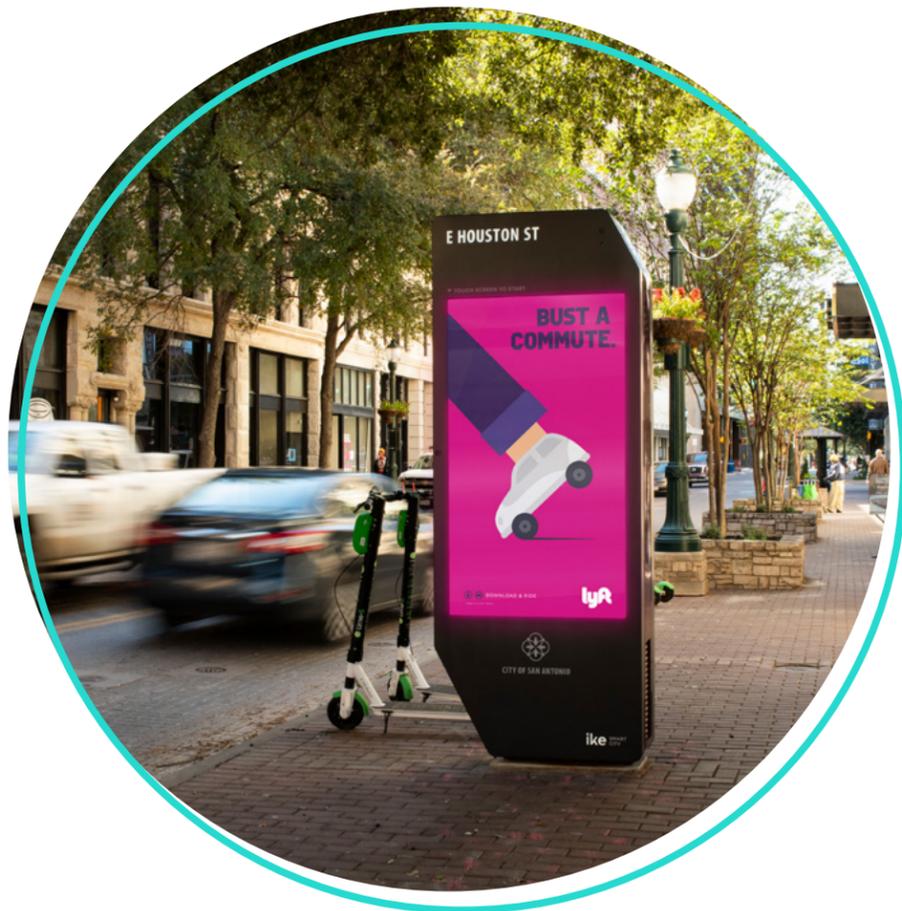
PASSIVE MODE

This is the default mode of operation when a pedestrian has not engaged with IKE's interactive features. The entire screen is occupied by a 9:16 portrait layout showing an ad loop of city, community, arts, and commercial messaging.

ENGAGED MODE

Once a pedestrian touches IKE's screen, the interactive user experience is launched. In Engaged Mode, the application dashboard displays on the bottom two-thirds of the screen, and the ad loop is resized to a 16:9 landscape layout at the top of the screen.

Suite of Applications

IKE's suite of applications is designed to deliver value to all constituencies — residents and visitors of all economic means, neighborhood organizations, travel and tourism bureaus, and multiple city agencies. Our software is developed in an agile process, with our city partners joining us at the table to develop new ideas and applications that are then made into reality by our team.

EAT & DRINK
Drives traffic to area businesses with free listings of restaurants, cafés, and other dining establishments.
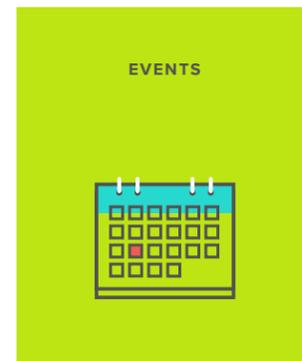
EVENTS
Highlights city happenings and opportunities for residents and visitors to participate in local events.
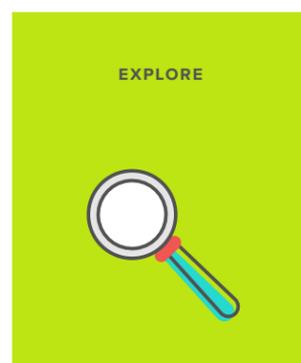
PHOTO BOOTH
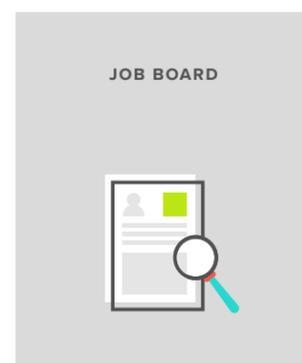Allows pedestrians to take a selfie that can be enhanced with frames, stickers, and filters.

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 the city.

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

Suite of Applications

Continued

ARTS & CULTURE

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

ACTIVITIES

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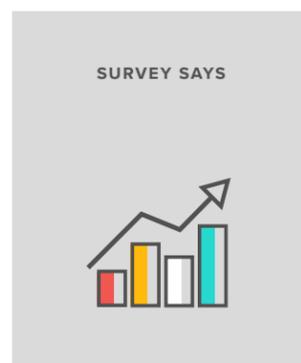
SAFE SHELTER

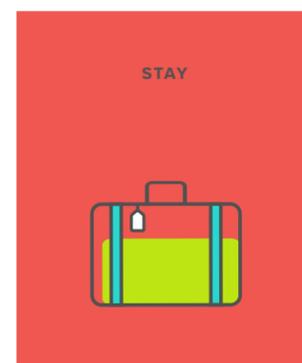Provides those in need with locations of homeless shelters and services.

CIVIC RESOURCES

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

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

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

ARCADE

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

SHOP

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

Get Around

IKE's multimodal trip planning application, Get Around, provides wayfinding, mapping, and comprehensive trip planning tools at a user's fingertips. The functionality in this application is customizable to suit the specific public transit offerings in any city and can integrate with the industry-standard formats of GTFS and GBFS that are provided by many mobility providers that support open data initiatives. IKE can also integrate with custom data feeds if a provider does not support those industry standards.

Get Around improves the urban transit experience and encourages use of shared mobility by allowing users to:

▶ See locations of Bay Area Rapid Transit (BART) stations with real-time departure, delay, and service alert information

▶ See locations of the East Bay Bus Rapid Transit (BRT) stops with real-time departure, delay, and service information

▶ See locations of dockless vehicles like scooters and Bay Wheels bikes

▶ Plan trips from the kiosk (or another origin) to a destination combining multiple modes of transportation including rail, streetcar, bus, dockless, rideshare such as Uber and Lyft, taxi, personal bike, personal car, and walking (subject to local provider data availability), thereby addressing last-mile travel concerns

▶ Plan trips based on user preferences around timeframes (leave now, leave at a later time, arrive by a certain time), and other factors such as cost, travel time, wheelchair accessibility, walking distance, and mode availability

▶ Hand-off trip information planned on the kiosk to mobile devices using SMS or QR Codes to get step-by-step navigation on users preferred mobile navigation app

Real-time departures, delays, and service alerts

Locations of dockless vehicles

Bus stops
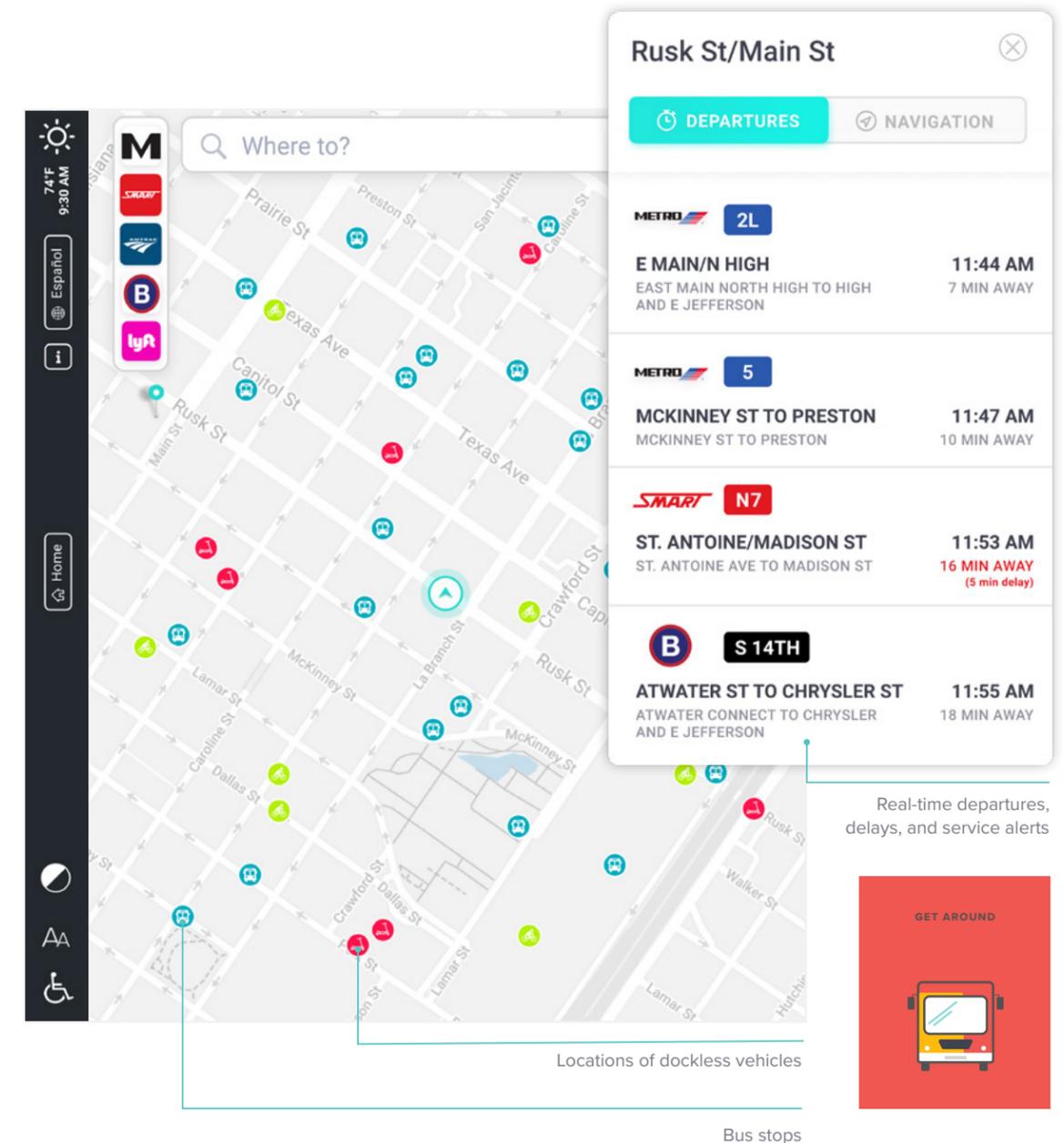
Directories & Business Listings

Ten of the IKE applications function as Directories designed to display relevant, geo-located business listings such as restaurants and bars for "Eat & Drink," hotels for "Stay," and retail businesses for "Shop." Inclusion in the Directories applications is free for area businesses, organizations, and destinations, providing them with valuable placement and promotion at no cost. Business listings are presented in order of proximity as the kiosks are location-aware.

ACTIVITIES APPLICATION
Attractions, Tours, Sporting Events

ACTIVITIES

EAT & DRINK APPLICATION
Restaurants, Cafes, Pubs, Coffeehouses

EAT & DRINK

SOCIAL SERVICES APPLICATION
Addition and Recovery, Food Support, Family Services

SOCIAL SERVICES

CIVIC RESOURCES APPLICATION
City, State and Federal Buildings & Services

CIVIC RESOURCES

SHOP APPLICATION
Retail Centers, Shops, Boutiques

SHOP

ARTS & CULTURE

PARKS & OUTDOOR

STAY

SAFE SHELTER

JOB BOARD

ARTS & CULTURE APPLICATION
Museums, Galleries, Theatres, Music

PARKS & OUTDOOR APPLICATION
Parks, Gardens, Outdoor Destinations

STAY APPLICATION
Hotels, Motels, Lodging

SHELTER APPLICATION
Shelter Locations

**JOB BOARD APPLICATION**
Local Employment Opportunities

DIRECTORY CARDS

Destinations and resources within Directory listings are displayed in Directory Cards that deliver the detailed information a user needs, all in one place. Each Directory Card provides a destination description, contact details, wayfinding information, and available coupons.

When tapped, cards provide more detailed information

Serving all Communities Equally

Recognizing the need for cities to provide services to underserved populations, our team has developed proprietary IKE applications to support that objective. From food support, job opportunities and addiction assistance, to listings of safe shelters, IKE provides resources to those without access to technology and acts as a free Wi-Fi hub creating increased connectivity for all citizens.
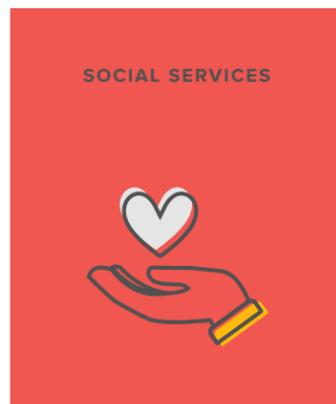
SOCIAL SERVICES

Food Support, Family Services, Addiction & Recovery, Charities & Giving, Mental Health

JOB BOARD
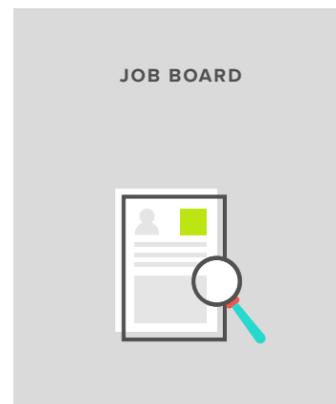
Local Job Listings & Employment Opportunities

SAFE SHELTER

Listings of Safe Shelter Locations & Types

CIVIC RESOURCES

Law Enforcement, Financial Aid, & Municipal Services

SOCIAL SERVICES APPLICATION

The Social Services application provides listings of resources that support quality of life across all communities. Food support, addiction assistance, mental health facilities, public healthcare, and charitable organizations, among others, are available in one place and are easily accessible through free Wi-Fi.

SAFE SHELTER APPLICATION

This application was created in order to offer resources to the growing homeless population in cities across the U.S. By providing free access to listings of nearby shelters, IKE reaches members of the community who are most in need of help and safety.

JOB BOARD APPLICATION

Finding available job opportunities is difficult for those without connectivity. This application lists geo-located job openings sorted by type with employment information that can be shared via text or QR code.

CIVIC RESOURCES APPLICATION

Cities offer many valuable civic services and resources to the public and this application was created to provide communities with an easy way to find them. Municipal buildings and services are listed along with Police departments and Fire stations, among others.

Support for Local Businesses

IKE works closely with business improvement districts (BIDs), chambers of commerce, and cities across the country to actively promote local businesses and tell the story of the city through its dynamic citizen engagement platform.

IKE's wayfinding applications drive traffic to local establishments at no cost to business owners through detailed directory listings based on proximity to each kiosk. Because of IKE's unique platform, businesses are not permitted to pay for priority listings which in turn leads to more traffic being directed to local businesses.

Through various initiatives in active markets across the country, IKE has worked to support small businesses during the COVID-19 crises. For example, in many markets small businesses have been given access to advertisement time on IKE kiosks for free so that they can promote how they are staying in business during the crises.

Emergency Messaging

IKE has been a vital tool for cities to disseminate localized emergency content.

Each IKE is individually programmable, which enables cities to communicate relevant, real-time updates related to emergencies and advisories. Such communications include local and national health emergencies, weather alerts, and others.
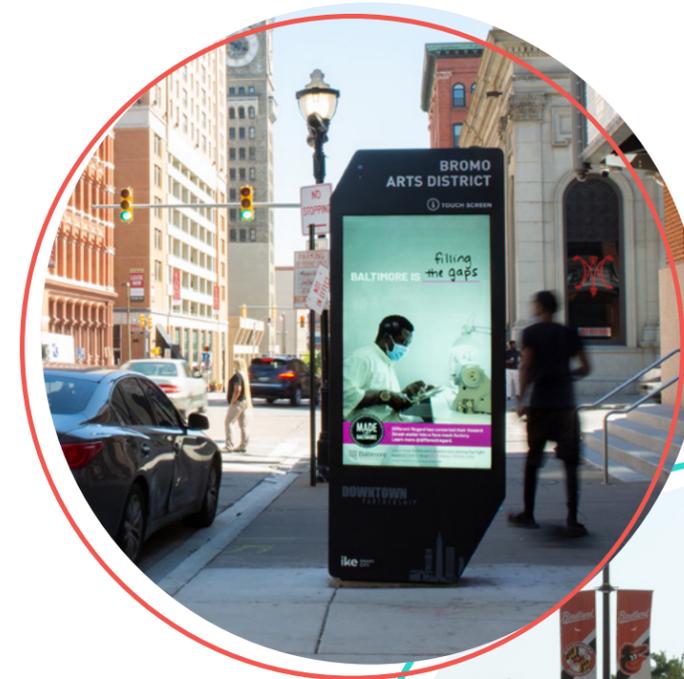

TEMPE, AZ | *EAT & DRINK APPLICATION*

BALTIMORE, MD | *DOWNTOWN PARTNERSHIP*
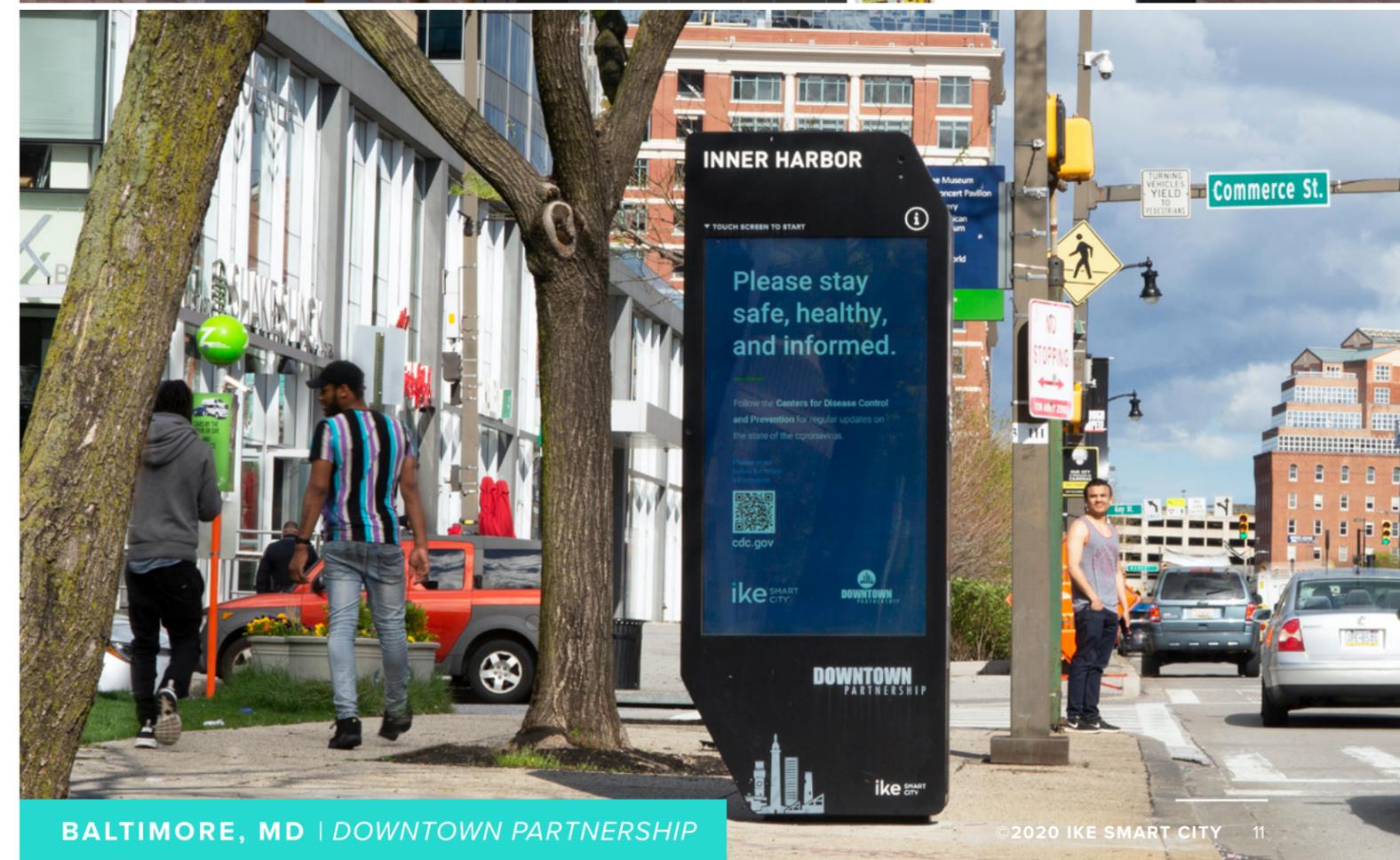
Revenue Generation for Cities

IKE provides a revenue-generating opportunity at no cost to the city. IKE Smart City will bear 100% of the cost for this project and share a percentage of advertising sales revenue with the City over the life of the agreement.

In order to achieve this revenue share, IKE Smart City proposes the following terms:

▶ IKE Smart City will enter into a Franchise Agreement with the City of Oakland

▶ IKE will share 30% of net revenues generated across 50 kiosks over a 20 year term with the City of Oakland

▶ **Oakland's projected annual revenue will be between $750,000 and $1,000,000 on average over the 20 year term**

▶ **Oakland's total projected revenue over the 20 year team will be between $15,000,000 and $20,000,000**

Program Implementation

CONTRACT · · · · · · · · · · · · · · · · · · · **ENTITLEMENT** · · · · · · · · · · · · · · · · · · · **DEPLOYMENT**
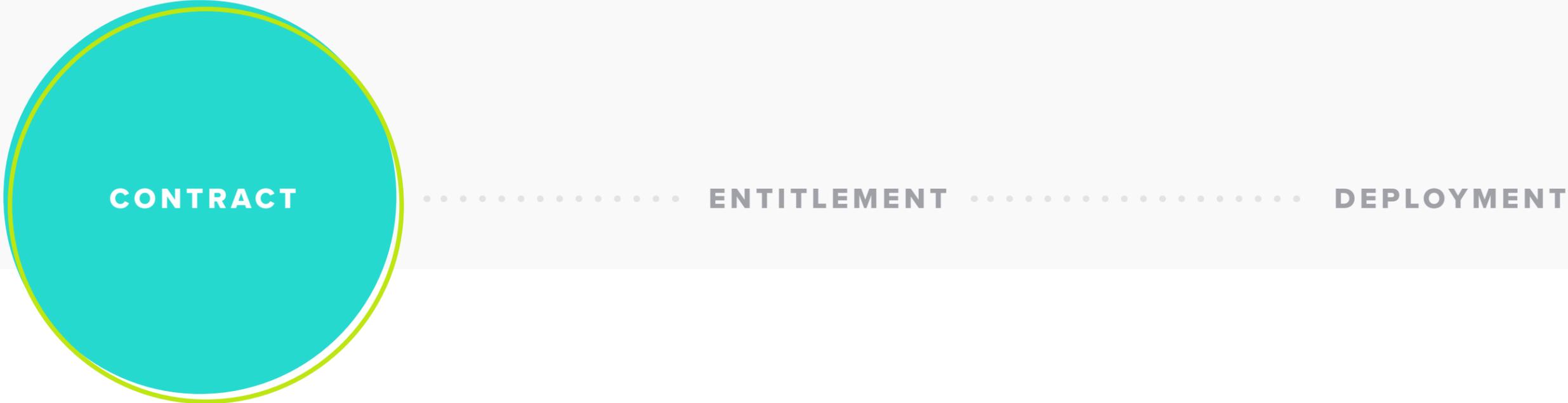
IKE Smart City recommends implementing the kiosk program through a Franchise Agreement between IKE and the City of Oakland. IKE Smart City has successfully worked with several cities, including Berkeley, California, to launch IKE through this contracting structure.

The Franchise Agreement between IKE and the City will establish the following:

▶ Revenue Share

▶ Maintenance requirements

▶ Software management

▶ Advertising content standards

Program Implementation

CONTRACT · · · · · · · · · · · · · · **ENTITLEMENT** · · · · · · · · · · · DEPLOYMENT

IKE will work diligently in partnership with the City of Oakland to entitle the kiosk network and establish a permitting process. This will include the following:

▶ Examine and resolve any issues with the sign code

▶ Develop a mechanism for encroaching in the right of way

▶ Establish maintenance requirement that enables the city to enforce stringent service level obligations

Program Implementation

CONTRACT •••••••••••••• ENTITLEMENT •••••••••••••• **DEPLOYMENT**

Once entitled, in partnership with the City of Oakland, IKE will develop a deployment strategy that includes the following:

▶ Identify and finalize first set of kiosk locations

▶ Submit permits for first set of kiosks

   • Execute established process for permitting

▶ Hire local contractors to install kiosks

City of Oakland Proposed Strategic IKE Kiosk Deployment Areas*
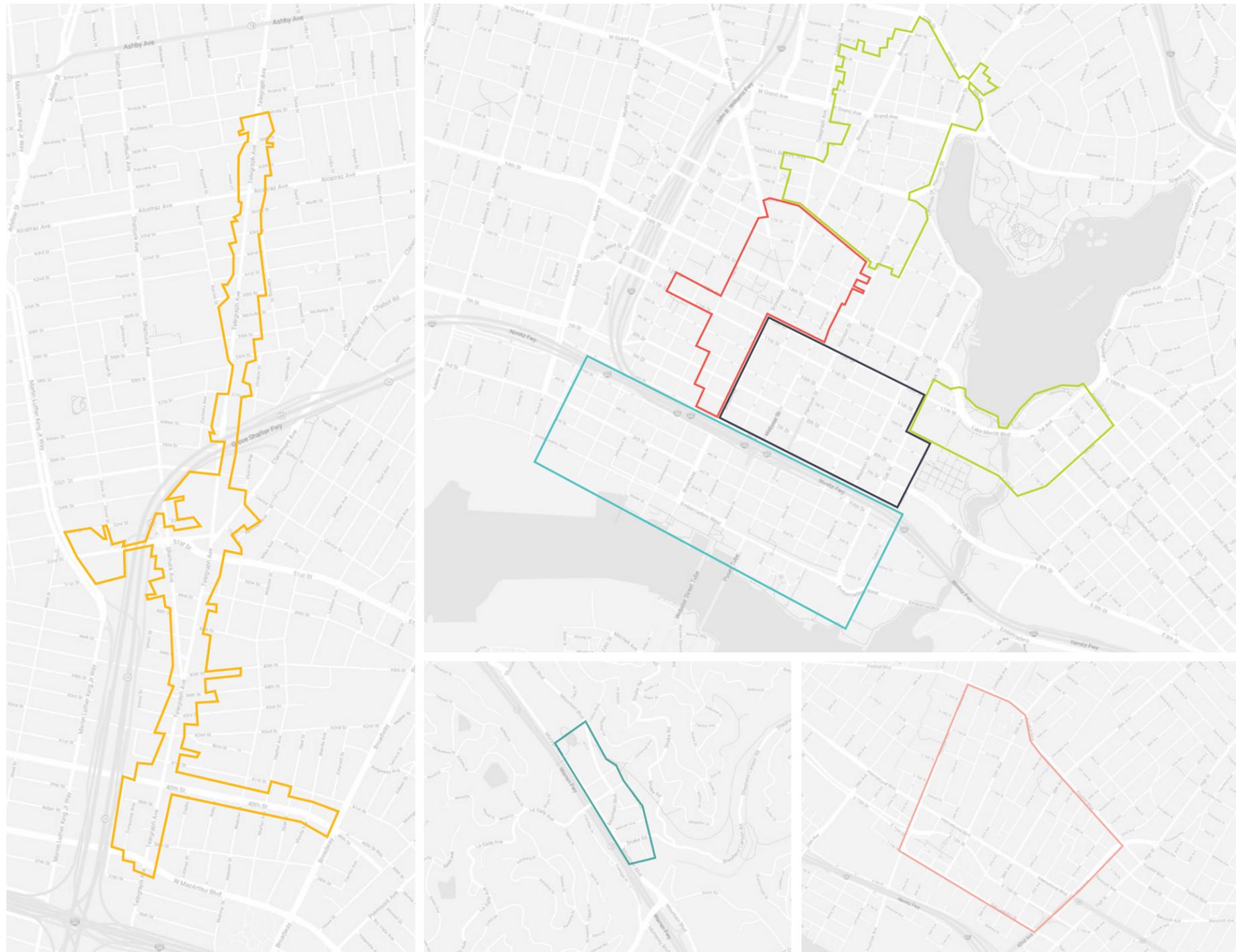
MAP KEY

- ▬ Downtown Oakland
- ▬ Lake Merritt-Uptown District / Lakeshore
- ▬ Chinatown
- ▬ Jack London
- ▬ Temescal
- ▬ Montclair
- ▬ Fruitvale

Additional areas of consideration include Koreatown Northgate and Rockridge. These areas are not outlined in this map.

Thank you

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