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Deputy City Clerk/Chief of Staff

DEPARTMENTAL REFERENCE COMMUNICATION

Thursday, June 6, 2019

To:

The Department or Commission Listed Below

From:

Janice M. Winfrey, Detroit City Clerk

The following petition is herewith referred to you for report and recommendation to the City Council.

In accordance with that body's directive, kindly return the same with your report in duplicate within four (4) weeks.

PLANNING AND DEVELOPMENT DEPARTMENT DPW - CITY ENGINEERING DIVISION

Intersection Consulting Group, request approval for the deployment of IKE Smart City Kiosks in City Right of Way (sidewalk) locations that are aligned with commercial, entertainment, and institutional pedestrian corridors.

Intersection Consulting Group

03 June 2019

Honorable Detroit City Council C/O Detroit City Clerk Coleman A. Young Municipal Center 2 Woodward Avenue, Ste. 200 Detroit, MI 48226

RE: Ike Smart City Kiosk Deployment

On behalf of the Downtown Detroit Partnership (DDP), we respectfully request approval for the deployment of IKE Smart City Kiosks in City Right of Way (sidewalk) locations that are aligned with commercial, entertainment, and institutional pedestrian corridors. At present, locations are planned for the Downtown/Midtown Corridor (Phase I) and six of the City's Strategic Neighborhood Fund Areas (Phase II). Future sites will be added, as well. Kiosks will be uniform in appearance and functionality, though the content may be tailored to meet the specific needs of the deployment area. Information conveyed via the kiosk include a local business directory, events, arts and culture, civic resources, and information about key social services such as homeless shelters, food support, and addiction recovery services. Phase I represents approximately 30 kiosks and an investment of more than \$2,000,000.

Department of Public Works as permit provider.

In order to facilitate efficient deployment of the IKE program, we also request that this resolution authorizes DPW to evaluate and approve installation permits for IKE kiosks under this program, based on City standards for the installation of implements in the right of way. Permits to be revocable only for violating DPW maintenance requirements.

Historic District Commission.

In the event that a kiosk is deployed within a Historic District, we request that HDC allow for an initial Committee review of the IKE kiosk program, with subsequent staff level approval of individual kiosk installations in compliance with the broader approved kiosk program.

IKE Kiosk specifics and a preliminary deployment map has been included with the request. In addition, a comprehensive permit set of drawings for a test location have also been included for review. Please feel free to contact me with any questions.

Respectfully Submitted,

Brian R Ellison, Principal Intersection Consulting Group

Intersection Consulting Group – 2233 Park Ave Suite 302 Detroit, MI 48201 http://intersectionconsultinggroup.com - 313.397.5863 - brian@intersectioncg.com



June 3, 2019

The Honorable City Council
Office of the City Clerk
2 Woodward Ave. Suite 200
Detroit, MI 48226

Dear Council President Jones,

The Downtown Detroit Partnership (DDP) is eager to update you on an exciting project that we believe will greatly enhance the experience of those who work, live and visit the City of Detroit. Working with DDP's vendor, IKE Smart City, DDP is able to bring IKE interactive digital kiosks to Downtown and the neighborhoods. IKE kiosks are a cutting edge two-way communication platform that provides free access to information, such as: transit options, supportive services, business locations, directions, events and more.

These 8-foot tall, digital IKE kiosks:

- Provide free, high-speed, public WIFi access, helping to connect those that don't otherwise have access.
- Communicate with local transit systems to tell you when the next bus or train will arrive
 or how many bikes are available at the nearest MoGo station.
- Improve public safety and have the capability to connect to the DPD Greenlight network, instantaneously broadcast emergency alerts, and offer push-button 911 connections.
- Give instant walking or driving directions, with the ability to send those directions to your phone for navigation.
- Include applications for real-time public polling, community announcements, job boards, homeless shelters, and more.
- Offer dozens of languages and are ADA compliant for the disabled.
- Tap into the internet to provide up-to-date business listings and timely local event information.

In addition to the benefits described above, the IKE project promotes the opportunity to partner with other civic organizations and coordinate impact. DDP has participated in many positive conversations with community partners and has received support from the Detroit Police Department, local community development groups and business leaders.

Among the following documents are:

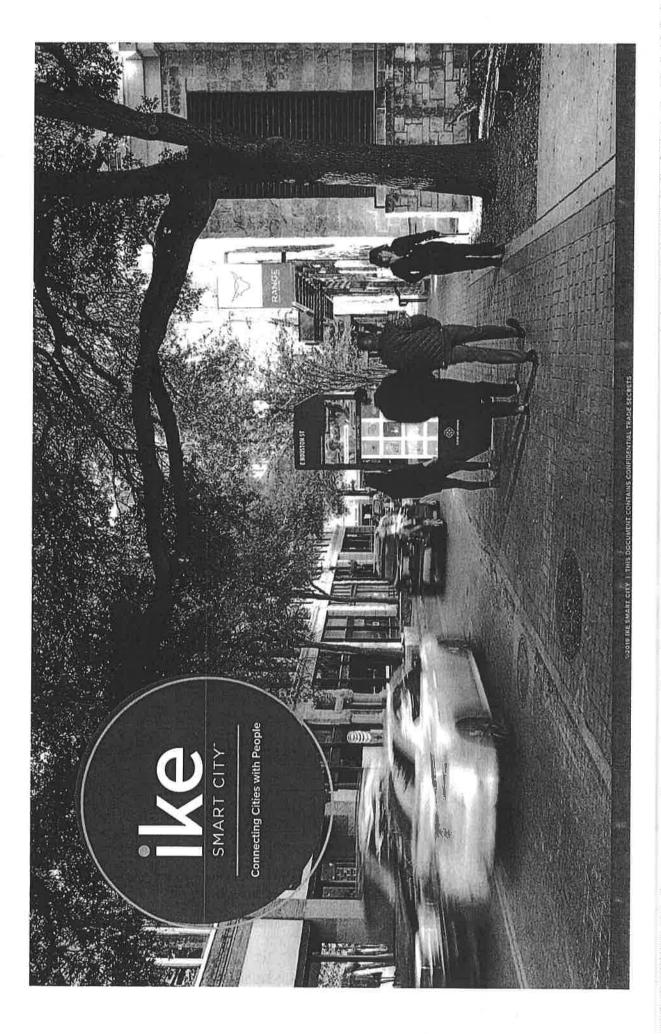
- An IKE permit application for a location near the Downtown YMCA at John R and Broadway (This application is indicative of how permits applications for the other locations will be developed, along with any additional documentation the Public Works Department requires).
- A map of areas that we are considering for installation. In addition to the Greater Downtown, we are exploring the potential to align with Strategic Fund Neighborhoods.

We appreciate Council's consideration of this request and we look forward to answering any extens.

Sincerely,

Éric B. Larson

CEO, Downtown Detroit Partnership



Meet IKE

THE INTERACTIVE SMART CITY KIOSK

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

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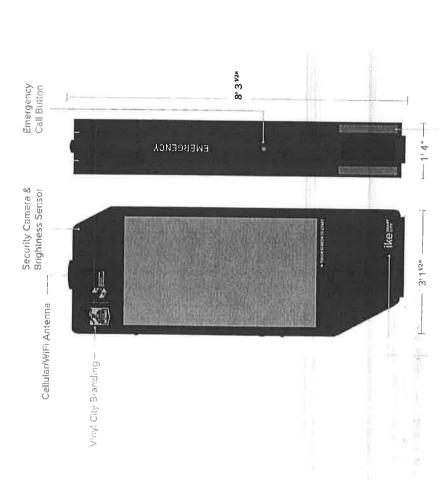
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- Enables navigation
- Delivers social equity
- Encourages economic development
- Enhances public safety
- Generates revenue

 Please click to watch video or visit IKEsmartcity.com

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Hardware



Displays: Dual 65" touchscreen displays

Power:

- 110V, 120V, or 240V
- 30A draw (one 50 amp or two 20 amp dedicated circuits)
 - 24-hour power required

Data: Cellular (wireless LTE) or Fiber

Custom Lighting

Becklit IKE Logo

Customizable Color-Kinelic Lighting Aligns With City of Detroit Branding & Programming

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 d 9:16 (portrait) layout showing an ad loop of city, community, arts, and commercial messaging



ENGAGED MODE

Once a padestrian 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



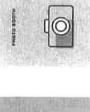
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EVENTS



Highlights cry happenings and opportunities for respects and dators to participate to bool events



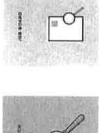
Allows process, and to the a selfe against an iconic City pockature and energies photo sharing on social media РНОТО ВООТН



Provides multimodal wayfinding, and real-timo information for public transit moduding rell, aus streetes; bite, and car share services GET AROUND



Allows a user to search the IKE system using keywords and delivers pack all relevant results SEARCH



Provides communities with easy access to area job stangs and employment opportunities JOB BOARD



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





SUBVEY SATS

Emertains and engages pedestrians with a fun and easy to use video gann ARCADE

Makes it easy to visit by providing the fall-dis at foother, motels and enter todging establishments

Advas des spalició enser options by responding to questions issued by the city to gain outre mpul on "dintras and estats."

Makes it eesy to get imporiant strings done with detailed listings of city, state end lederal buildings and services

Provides those in need with locations of homeless shelters and services

Creates a vierant and energete city with cytailed listings of attractions, points of mersel, and things to do

SAFE SHELTER

ACTIVITIES

ARTS & CULTURE
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SURVEY SAYS

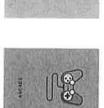
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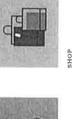
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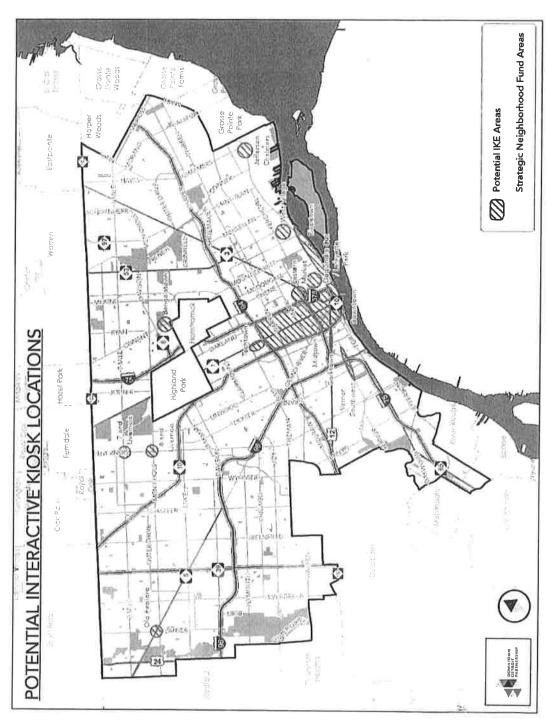
SAPE SHELLER

APTS & CULTURE

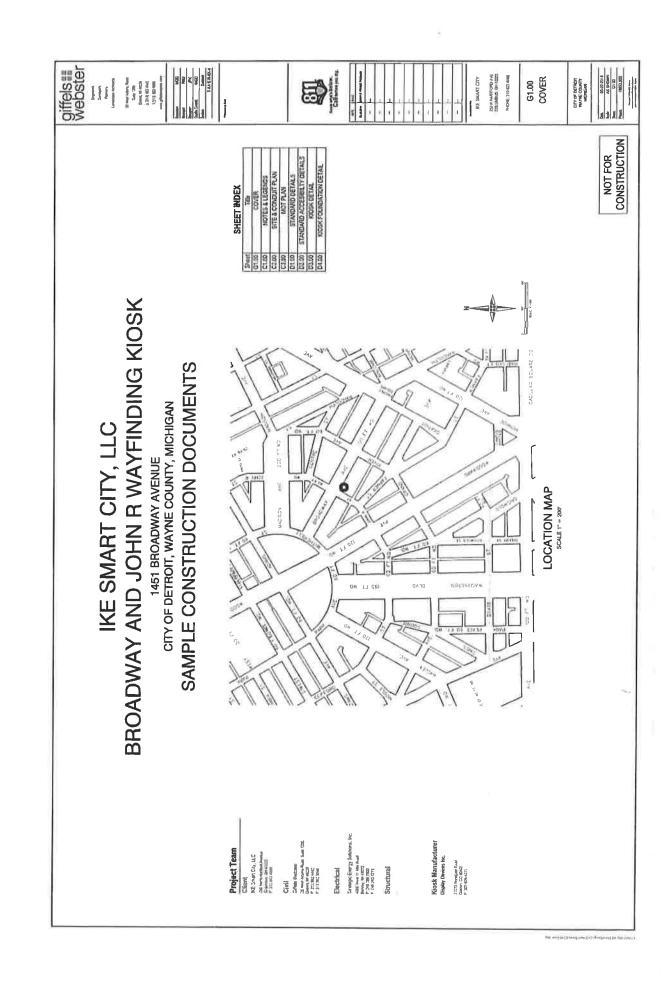




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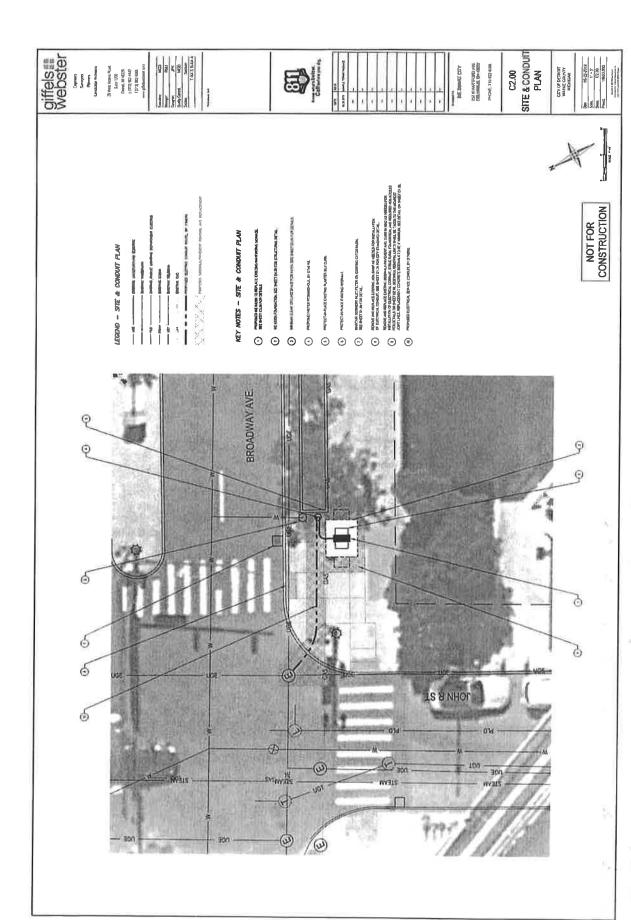
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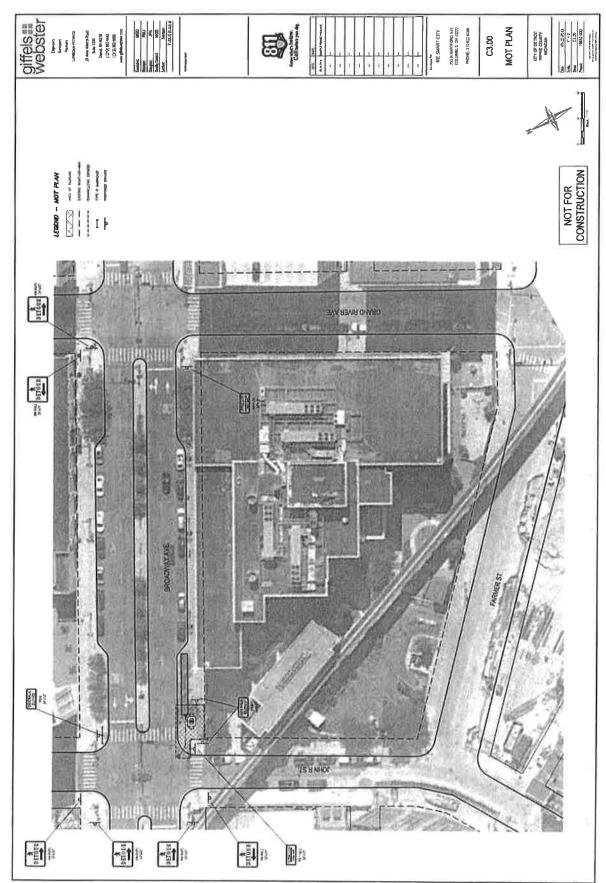
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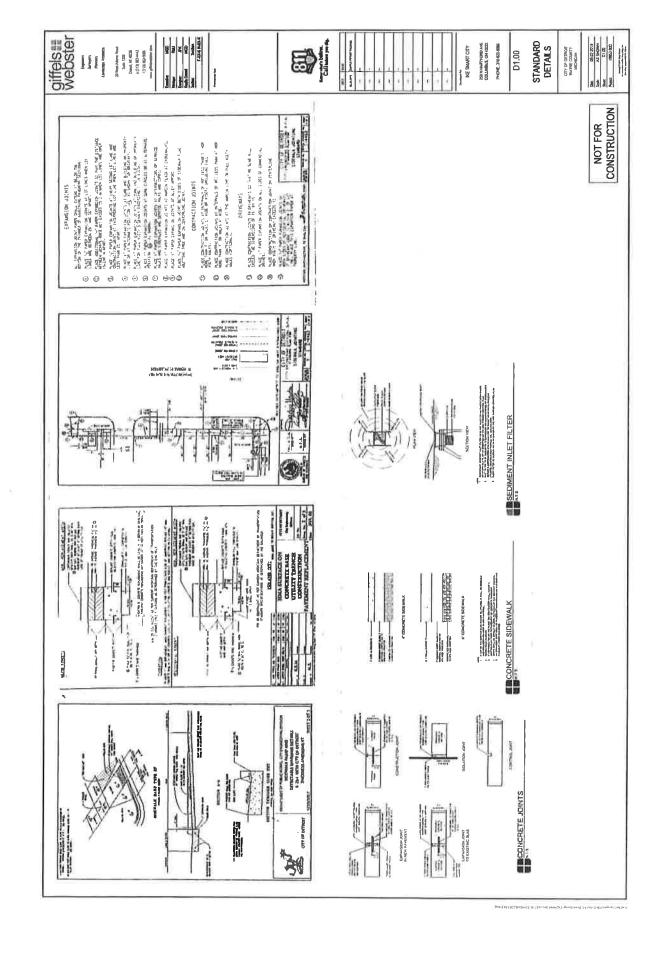
GENERAL NOTES

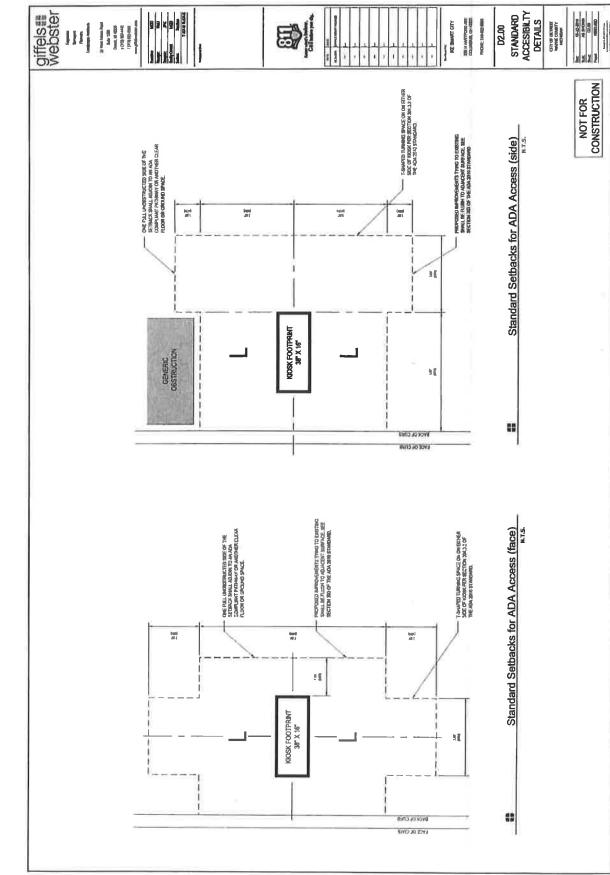
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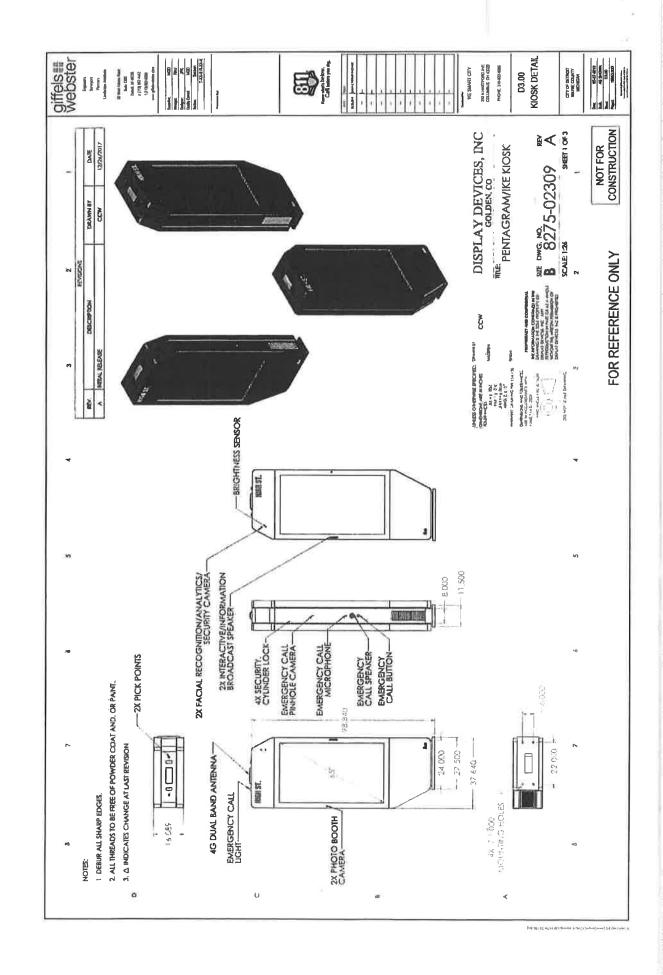
GROSION CONTROL SEQUENCE

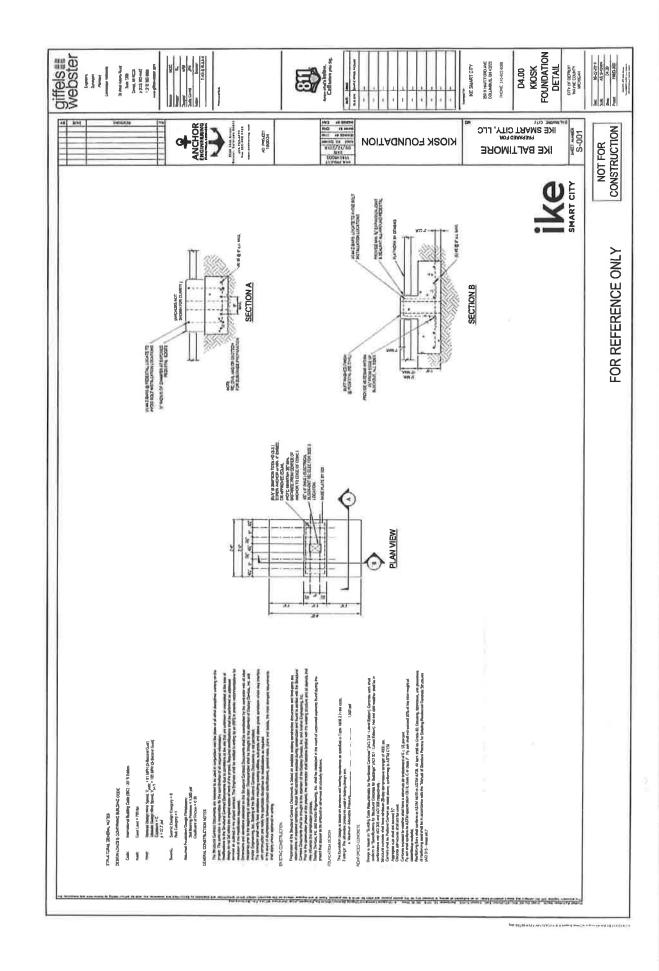












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REFERRED TO THE FOLLOWING DEPARTMENT(S)

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