



City of Dallas

INTERACTIVE DIGITAL KIOSKS UPDATE – COMMUNITY OUTREACH

**CITY COUNCIL BRIEFING
May 1, 2024**

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City of Dallas

Presentation Overview



- Background
- Benefits of Interactive Digital Kiosks
- Interactive Digital Kiosk Unit Examples
- Feedback From Other Municipalities With Live Units
- Feedback From Stakeholders
- Next Steps



Background



- On May 15, 2023, the Department of Public Works (PBW), briefed (through memorandum) the Transportation and Infrastructure Committee (TRNI) on a plan to issue a Request for Proposals (RFP) for vendors to install, operate, and maintain interactive, digital kiosks
- An RFP was advertised and two proposals were received
- During the solicitation, stakeholders expressed a desire to provide input prior to contract negotiations and City Council approval of a contract
- As public discussion could not occur during an open solicitation, City staff determined it was in the best interest to reject proposals to formally seek stakeholder input
- On February 28, 2024, City Council approved the rejection of proposals received to allow for stakeholder discussions



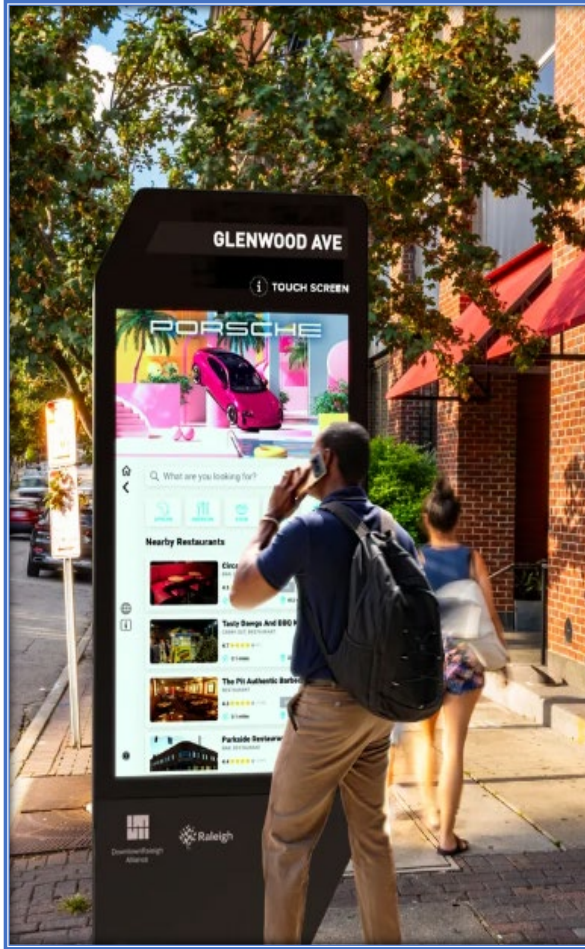
Benefits of Interactive Digital Kiosks



- **Access to Economic Opportunities:** Structured advertising on a more accessible scale for dining and shopping experiences, accommodations, and directions, particularly for mom-and-pop shops;
- **Activate Dallas:** Highlight recreational and physical activity venues, and outdoor exploration guidance and trails;
- **Limitless innovation:** development of state-of-the-art content and features;
- **Social Connection:** Identify common and decentralized social media services with links or QR codes as well as public eye on networking as mainstream social media morphs into newly formed platforms;
- **Arts and Culture:** new conduit for stimulating community to inspire creative energy and culture, promote concerts, advertise music, festivals, museums, and virtual evolution of equitable artistic outlets potentially deterring graffiti in less featured areas and assets;
- **Discovery:** Way finding and community branding for those who desire area-specific facts, maps, and audio assistance for retail zones and/or historic information, driving increased visibility for local businesses at no cost;
- **Public Safety:** security cameras could potentially provide real-time data to deter traffic from areas with incidents; emergency shelter information; 911 panic buttons;
- **Events:** Spotlight on event advertisements and promotions, selfie booths;
- **Equity:** Social services and access to job opportunities;
- **EV Charging Station Combo:** Charging stations in suitable areas;
- **Visitors Guide:** Generate tourism interest and attract Convention Center conference bookings; curated virtual tours of attractions;
- **Mobility:** Effective management of mobility in urban areas by encouraging public transit and pedestrian-oriented transportation modes to minimize congestion;
- **Wi-Fi:** Community access transmitted from the units for underserved communities increasing connectivity;
- **Information and Technology:** Possible optimization of user experience with edge computing (edge AI) features; News and weather outlet;
- **Air Quality Mitigation:** Promote and motivate the reduction of single trips to increase good air quality by optimizing public transit networks.
- **Virtual Concierge:** In summary, this system can be used in conjunction with a hand-held device to extend information collected to personalize experiences.



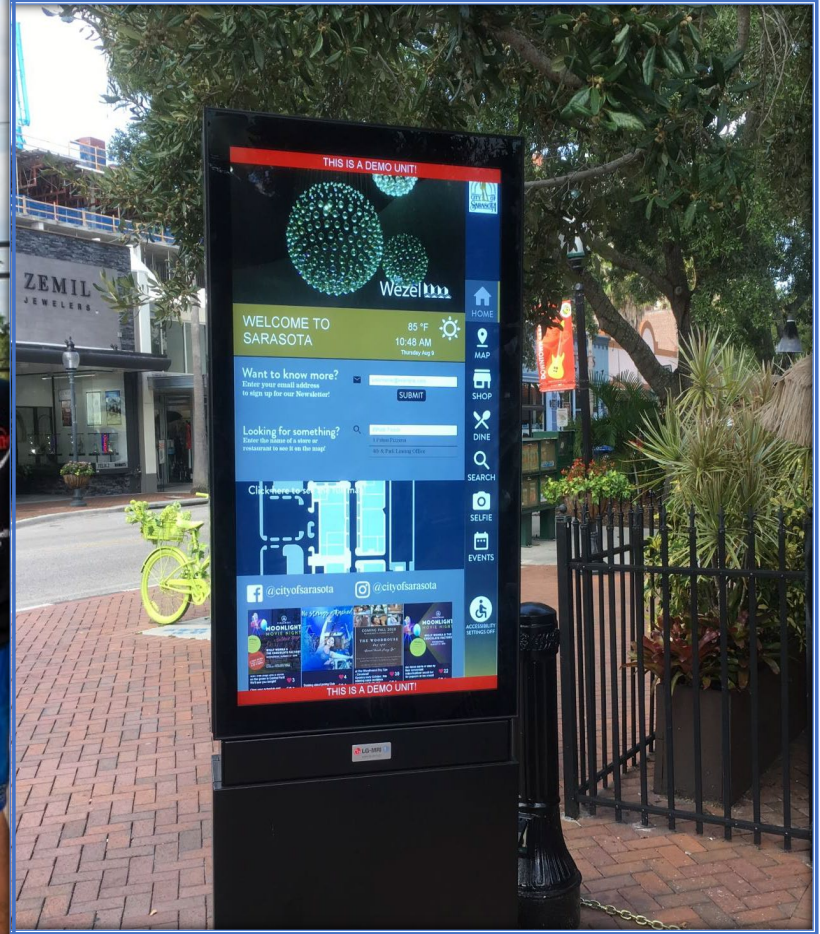
Interactive Digital Kiosk Unit Examples



RALEIGH, NC



TAMPA, FL



SARASOTA, FL



Other Municipalities with Live Units



- Staff contacted 18 cities with units already in use and scaling their programs; out of these, staff from five cities replied (highlighted) and the responses were favorable towards the initiative

- ✓ Atlanta, Georgia
- ✓ Baltimore, Maryland
- ✓ Berkeley, California

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- ✓ Cincinnati, Ohio
- ✓ Cleveland, Ohio
- ✓ Columbus, Ohio
- ✓ Coral Gables, Florida
- ✓ Denver, Colorado
- ✓ Detroit, Michigan

- ✓ Houston, Texas
- ✓ Miami, Florida
- ✓ Oakland, California
- ✓ Phoenix, Arizona
- ✓ Raleigh, North Carolina
- ✓ San Antonio, Texas
- ✓ St. Louis, Missouri
- ✓ Tampa, Florida
- ✓ Tempe, Arizona



Feedback From Stakeholders



- Since February 28th, PBW staff has attended four stakeholder meetings with multiple stakeholders
- Two public hearing meetings were held on April 22nd (virtual) and April 29th (in-person)
- Raised concerns/ideas have included:
 - May impede walkability,
 - May conflict with ADA accessibility standards,
 - Vehicular distractions in high traffic volume areas,
 - Vandalism and graffiti (maintenance) of units,
 - Negative aesthetic,
 - Historic areas should not be included,
 - Stakeholders request revenue sharing,
 - May reduce property values.



Feedback From Stakeholders



- Positive feedback has included:
 - Public safety at night through emergency call buttons and security cameras could provide an added safety layer,
 - Showcasing local businesses contributing positively to the Dallas nightlife.



Next Steps



- **May 2024**

- Advertise the revised RFP
- Evaluate and select winning proposal(s)
- Begin development of a criteria manual for location selections (similar to 5G design manual process)

- **June 2024**

- Negotiate contract with the selected vendor(s)
- Bring forward contract for City Council consideration as part of June 26, 2024, agenda





Questions?





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