

Digital Kiosks

JOBS AND ECONOMIC DEVELOPMENT COMMITTEE

SEPTEMBER 2, 2025



Digital Kiosks

Council Priority Alignment

- Jobs and Economic Development

Purpose

- Overview of the proposed Digital Kiosks, outlining its functionality, community benefits, implementation strategy, and proposed agreement terms to support informed discussion and decision-making.

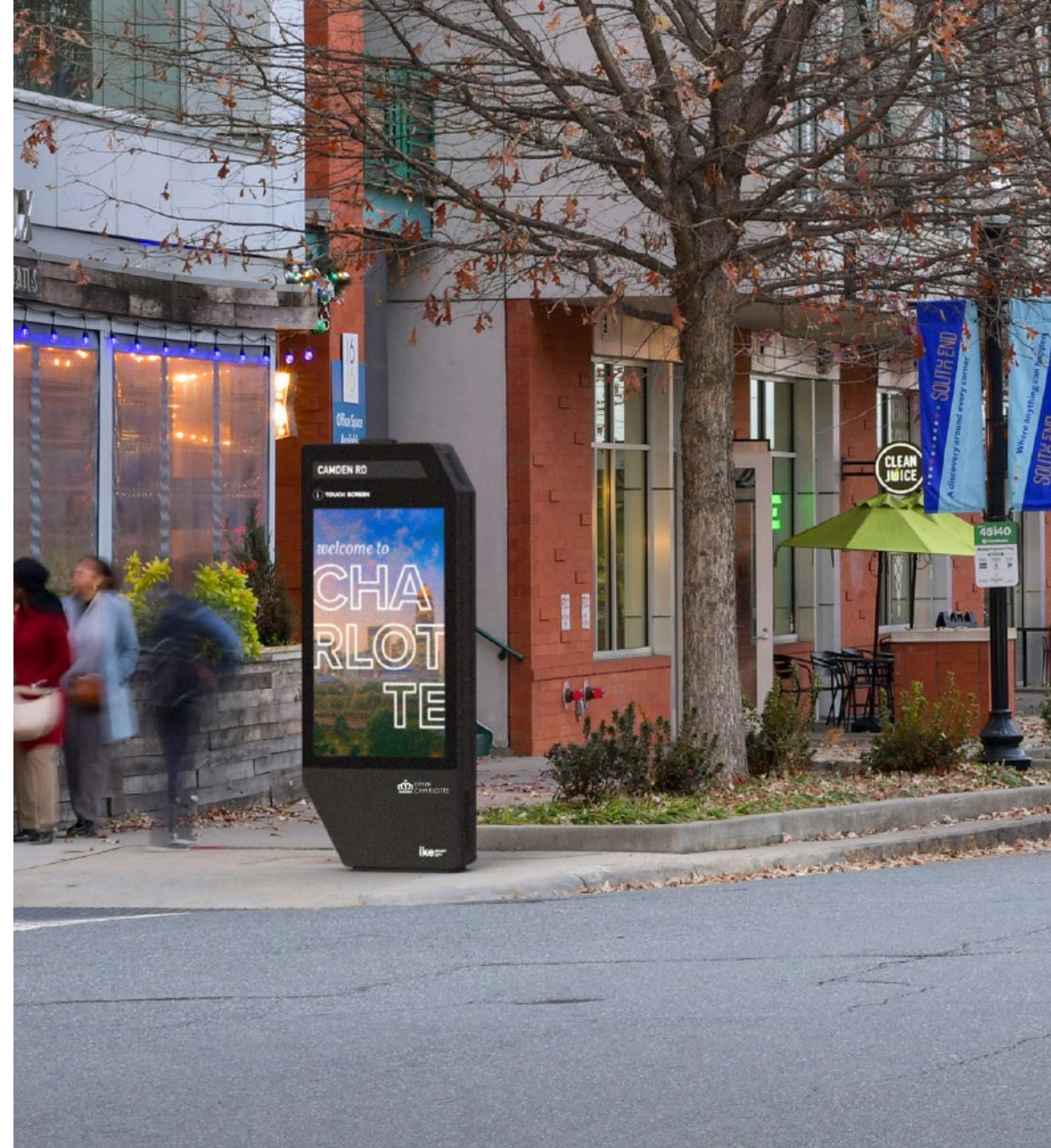
Key Takeaways

- No upfront costs, financially sustainable with City collecting revenue
- Digital Kiosks enhance civic engagement
- Strategic placement within MSD's and Corridors of Opportunity
- Cross-departmental collaboration essential to the success of the Program
- Council approval of the contract and ordinance revisions needed

What are Digital Kiosks?

Digital Kiosks Features

- Free standing, interactive signage with digital touchscreens that:
 - Are a zero cost to the City to implement
 - Are installed in the public right-of-way
 - Provide wayfinding tools
 - Are ADA-compliant, multilingual, and accessible
 - Are installed and maintained by IKE Smart City
 - Display both public information and advertising



Key Functions of the Kiosks

Display commercial ads (city receives revenue share)

Offer interactive tools for navigation and services

Provide free public Wi-Fi to immediate area

Highlight local businesses, including MWSBEs

Ability to deliver emergency alerts and emergency calling

Ability to integrate security cameras

Provide city content (events, wayfinding, alerts)

Displays both photo and video content



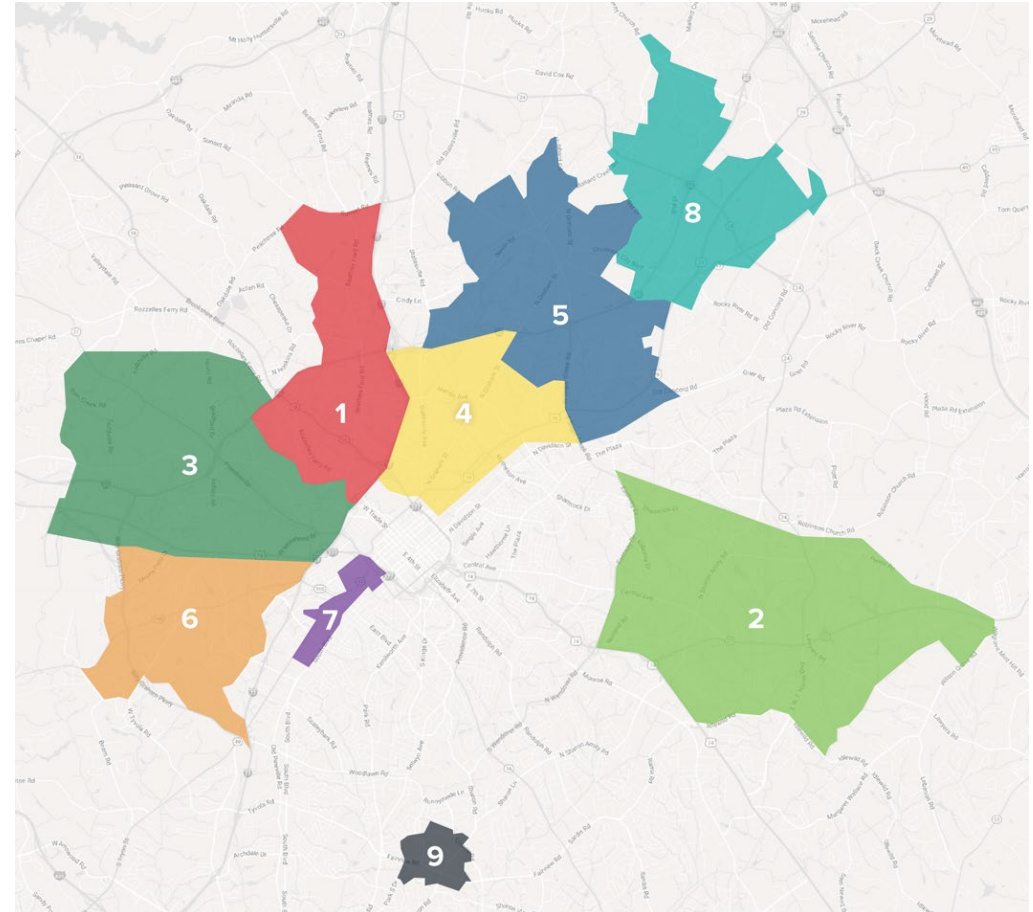
Strategic Kiosk Placement

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Proposed Kiosk Locations – 30 kiosks total

- Corridors of Opportunity & MSD's
 1. Beatties Ford/Rozzelles Ferry
 2. Albemarle/Central
 3. Freedom/Wilkinson
 4. North Tryon/North Graham
 5. West Sugar Creek
 6. West Boulevard
 7. South End Municipal Service District
 8. University City Municipal Service District
 9. South Park Municipal Service District

*Kiosk locations are subject to refinement based on community feedback and final approvals



Implementation of Digital Kiosks

IKE Smart City responsibilities:

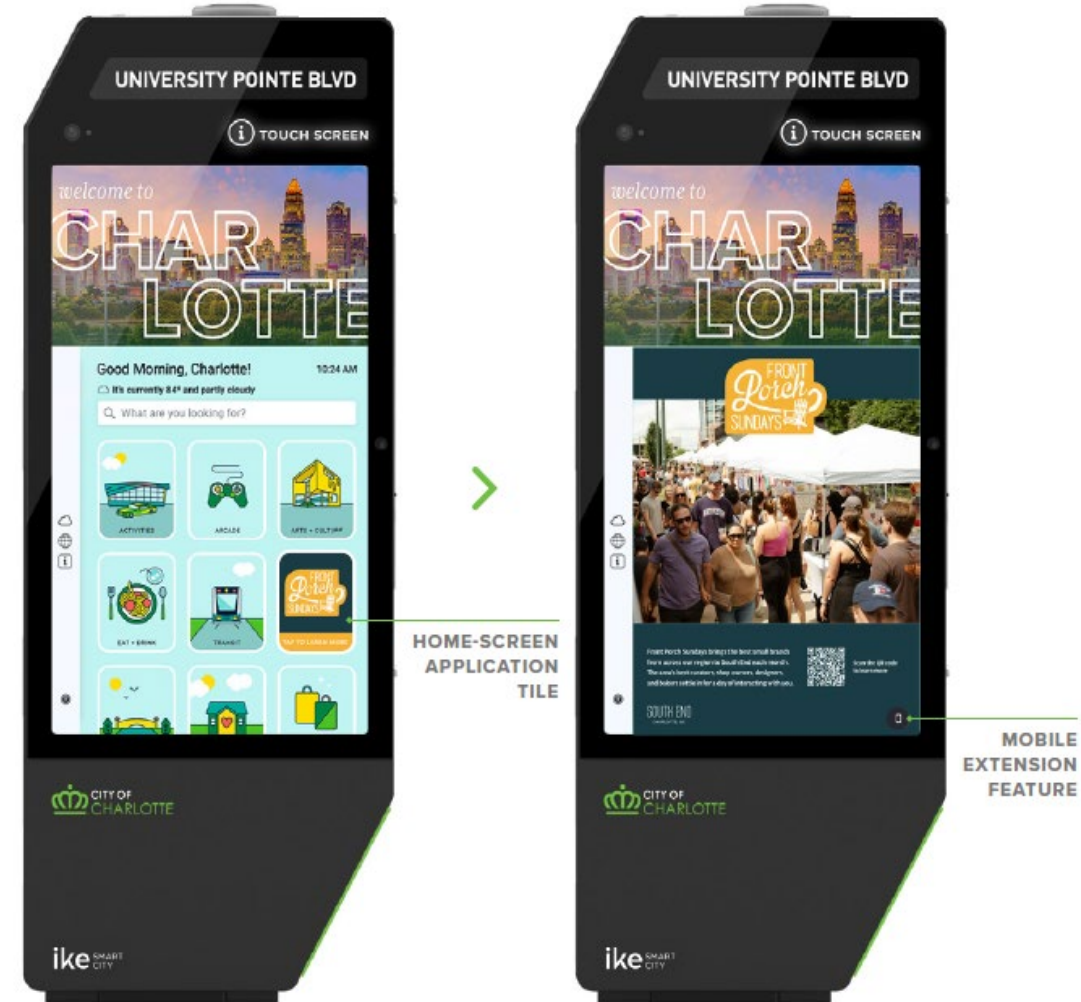
- ☐ Design & Fabrication
- ☐ Pre-Construction & Site Preparation
- ☐ Engineering & Permit Preparation
- ☐ Content Development
- ☐ Construction & Installation
- ☐ Operations & Maintenance (ongoing for term of contract)

City staff responsibilities:

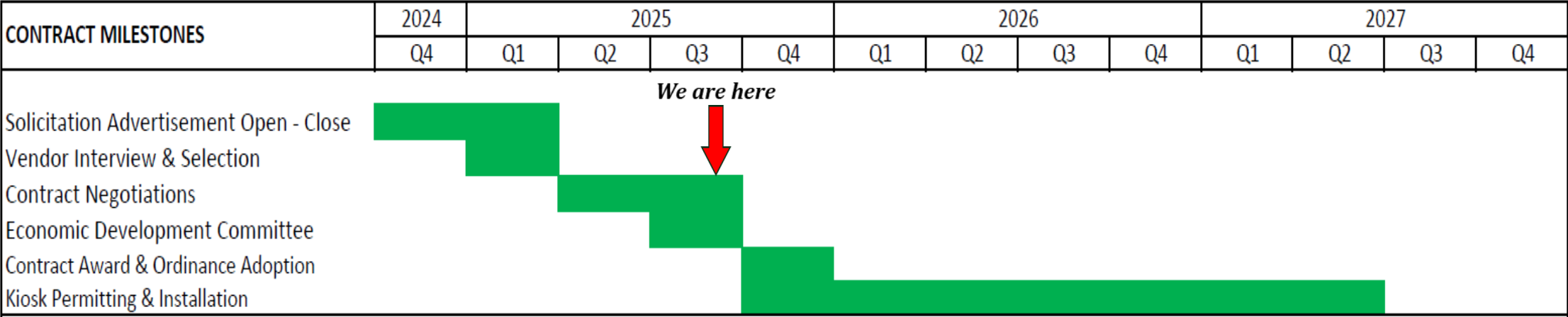
- ☐ Charlotte Department of Transportation – Encroachment agreement, inspections
- ☐ Innovation & Technology: Digital content coordination
- ☐ Charlotte Communication & Marketing (CC&M): Stakeholder engagement, City content development & Digital Accessibility (ADA)
- ☐ Legal & Finance: Policy compliance, audits
- ☐ Ongoing interdepartmental coordination required

Contract Overview

- No cost to City for deployment or maintenance of 30 kiosks
- 10-year term with optional 10-year renewal
- Revenue Generated for the City:
 - Greater of 30% net ad revenue or
 - Minimum annual guarantee \$8K/kiosk/year (30 kiosks)
 - 10% minimum annual guarantee increase at years 6, 11, 16



Project Timeline



Next Steps

- **Council Action**
 - Ordinance changes required
 - *Revise **Sec. 10-141** to allow digital kiosk as a form of signage in right-of-way*
 - *Revise **Sec. 19-208** to allow for illuminated signs in right-of-way*
 - Contract Approval
- Cross-departmental collaboration
- Stakeholder engagement
- Kiosks permitting and installation



Feedback and Questions