



**Beverly Hills City Council Liaison / Chamber of Commerce Committee
will conduct a Special Meeting, at the following time and place, and will
address the agenda listed below:**

**CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Friday, January 11, 2019
3:00 PM**

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

- 2) IKE (Interactive Kiosk Experience) Smart City Proposal

- 3) Adjournment

Lourdes Sy-Rodriguez, Assistant City Clerk

Posted: January 10, 2019

***A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE
LIBRARY AND CITY CLERK'S OFFICE.***



In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.

Item 2



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Chamber of Commerce Liaison Committee

FROM: Laura Biery, Marketing and Economic Sustainability Manager

DATE: January 11, 2019

SUBJECT: IKE (Interactive Kiosk Experience) Smart City Proposal

ATTACHMENTS:

1. Kiosk Dimensions
2. Map of Proposed Kiosk Locations

The City was approached by IKE Smart City, in partnership with the Beverly Hills Chamber of Commerce, to consider placing interactive kiosks in commercial areas throughout Beverly Hills. The purpose of this meeting is to evaluate program options for a potential pilot program.

On December 20, 2017, IKE met with the City Council Chamber of Commerce Liaison Committee and discussed various elements of the interactive kiosk experience. The City requested to see samples of a smaller kiosk.

On March 1, 2018, the City Council Chamber of Commerce Liaisons received a presentation by the IKE team regarding a smaller format kiosk. The original kiosk was 8'3" in height with a 65" screen. The shortened version presented was 6'6" in height with a 55" screen. A smaller kiosk was again requested.

Attachment 1 to this report includes a new revised format size of 6' in height with a 55" screen as well as a comparison to other digital kiosk dimensions. This new size is called the "IKE Super Mini" and Beverly Hills would be the first community to receive this custom size.

Attachment 2 to this report includes a map, submitted by the vendor, of seven proposed pilot locations to place interactive kiosks. Each location would have one (double-sided) kiosk except for the location at the Tourist Bus Stop on 3rd Street. Due to space limitations, it is anticipated that this location would be single-sided when installed. These seven locations were selected based on feedback from City Council and staff. The locations are intended to maximize usage by tourists and residents alike, while also serving multiple commercial areas throughout the City. The exact footing location of each IKE would be determined in consultation with City engineering and public works staff to ensure proper power and fiber hookups are available as well as ADA compliance at each of the proposed pilot locations.

IKE provided the following information regarding other municipal and visitor destination locations where IKE kiosks are either installed live in the ground, have received full approval and are in construction planning, or are awarded deployments and awaiting construction:

- 1. Live in the ground:**
 - a. Columbus, OH
 - b. Denver, CO
 - c. San Antonio, TX

- 2. Full approval and in construction planning:**
 - a. Baltimore, MD
 - b. Berkeley, CA

- 3. Awarded deployments:**
 - a. Cleveland, OH
 - b. Coral Gables, FL
 - c. Culver City, CA
 - d. Detroit, MI
 - e. Los Angeles, CA
 - f. Oakland, CA
 - g. Raleigh, NC
 - h. San Diego, CA
 - i. San Jose, CA
 - j. St. Louis, MO
 - k. St. Paul, MN
 - l. Tampa, FL

The specific agreements in each of the above destinations vary with regard to scale, scope, limitations on competition in the market, and if the agreement is with the City, Business Improvement District, Destination Marketing Organization, or Chamber of Commerce.

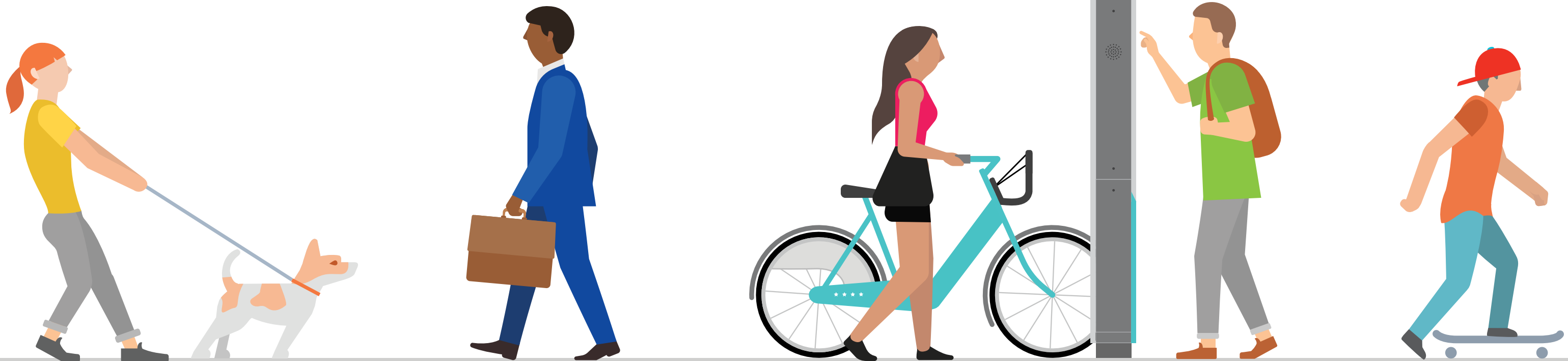
The IKE agreement for the Beverly Hills community is between IKE and the Beverly Hills Chamber of Commerce. The agreement includes a percentage revenue sharing component with the Chamber of Commerce based on digital advertisement revenue inclusive of a minimum monthly revenue amount per location.

IKE will be required to obtain an encroachment permit from the City of Beverly Hills as well as a business tax certificate. Both the encroachment permit fee and business taxes would be paid on an annual basis to the City.

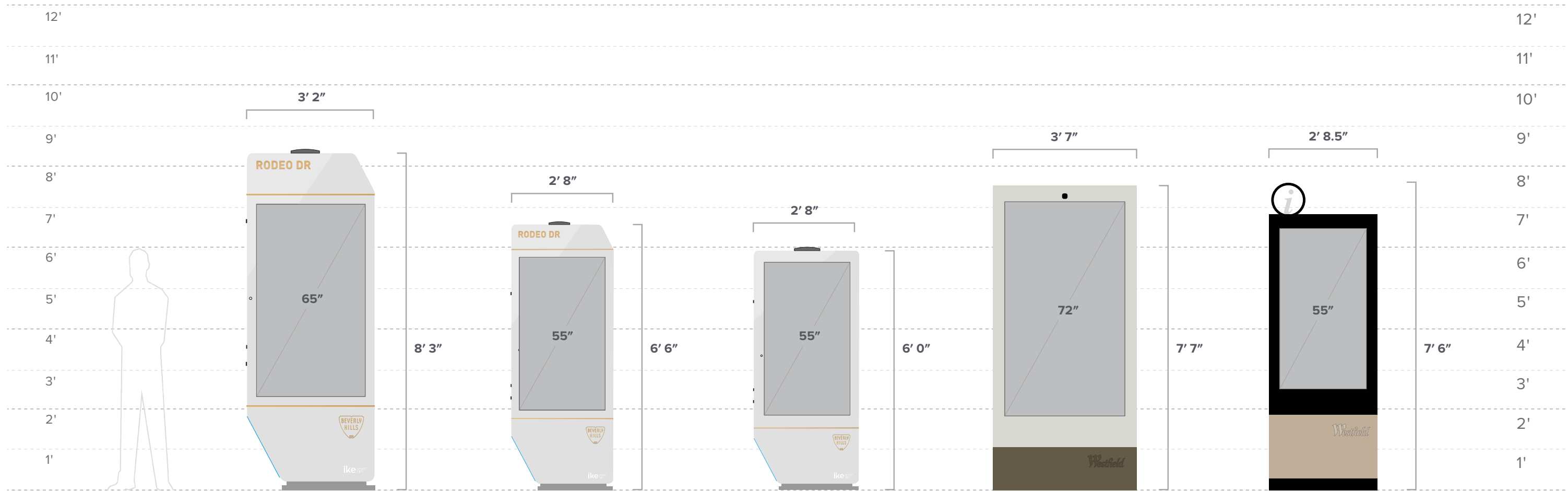
If approved by the City Council Chamber of Commerce Liaison Committee, the IKE Smart City Proposal will be placed on a future City Council Study Session Agenda. IKE has indicated it will take approximately three months to fabricate the IKE Super Mini design and then begin installations once City Council approval is obtained.

Attachment 1

ike
SMART CITY
BEVERLY HILLS
KIOSK SIZE COMPARISON



Kiosk Size Comparison



IKE STANDARD

Height: 8' 3"
 Width: 3' 2"
 Depth: 1' 4"
 Screen: 65in

IKE MINI

Height: 6' 6"
 Width: 2' 8"
 Depth: 1' 4"
 Screen: 55in

IKE SUPER MINI

Height: 6' 0"
 Width: 2' 8"
 Depth: 1' 4"
 Screen: 55in

WESTFIELD *(advertising)*

Full Kiosk
 Height: 7' 7"
 Width: 3' 7"
 Depth: 1' 0.5"

Screen
 Height: 5' 4"
 Width: 3' 0"
 Diagonal: 6' 0"

WESTFIELD *(directory)*

Full Kiosk
 Height without "i": 6' 10.5"
 Height with "i": 7' 8"
 Width: 2' 8.5"
 Depth: 0' 11.5"

Screen
 Height: 4' 0"
 Width: 2' 2"
 Diagonal: 4' 6"

Thank you



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Attachment 2

BEVERLY HILLS • Kiosk Location Map

- 1** Beverly Hills Sign
- 2** Beverly Hills Chamber/CVB
- 3** City Hall
- 4** Tourist Bus – 3rd St
- 5** Canon Gardens - N. Beverly
- 6** South Beverly - Newstand
- 7** Wilshire La Cienega Metro Stop

