



Law & Legislation Committee
October 3, 2023

A dark blue silhouette of the Sacramento skyline, including various buildings and the two towers of the Golden Gate Bridge, set against a light blue background.

Digital Kiosk Policy

Community Outreach Findings, Ordinance, and Resolution

Overview

Digital Kiosks

Community Outreach Findings

Ordinance

Resolution

Staff Recommendation

Digital Kiosks



Digital kiosks, also known as interactive kiosks, are interactive platforms that provide pedestrians with information and services.

Community Outreach

Interviews

SacRT
SMUD
SMAQMD
Visit Sacramento
Public Works
Innov & Econ Dev

Focus Groups

Neighborhood Assoc

PBIDs

Business Groups

Community Survey

English & Spanish

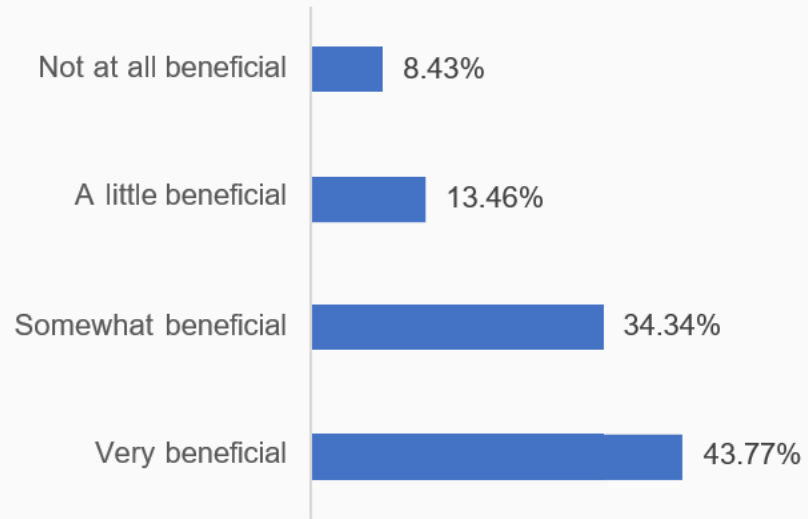
795 Responses

Open to public

Not fully representative

Community Outreach: Overview

- ✓ Most saw benefit
- ✓ Had questions about:
 - Feasibility
 - Sustainability
 - Use of Other Tools



Community Outreach: Kiosk Features

Most Interest

Event Information

Wi-Fi

Public Transportation Information

Navigation

Business Information

Emergency Call Functionality

Less Interest

Air Quality Monitoring

Social Services Information

Photo Booth/Selfie Camera

Advertisements

Emergency Services/Weather Alerts

Community Outreach: Concerns

Maintenance

**Duplicative
Technology**

Advertisements

Privacy

**Power
Consumption**

**Structural
Limitations**

Community Outreach: Outstanding Questions

- **Potential kiosk locations**
 - Equitable distribution, limited potential outside of downtown, pilot program, importance of community input ahead of selection
- **Potential costs**
 - Questions around staff time, managing future upkeep and requests
- **Potential partnerships**
 - Community members wondered about who would specifically own and manage kiosks, wanting clarity on costs and revenue
 - Transparency in selection process and agreements

Ordinance

- City Code does not currently provide for digital kiosks
- The proposed ordinance would:
 - Add digital kiosks as a permitted sign type
 - Specify placement is exclusively on public property pursuant to an agreement with the City
 - Allow the City Manager to set advertising standards

Resolution

- Should the committee proceed with recommending approval and pending City Council adoption, the project would move into an implementation phase including a competitive procurement process.
- The resolution incorporates committee direction and findings from community outreach to guide the procurement process.

Resolution

- **Desired features**

- Community event information, Wi-Fi, Public Transportation Information, Navigation, Local Business Information, Emergency call functionality, air quality monitoring

- **Undesired features**

- Cameras, Technology that stores personal information

- **Other Considerations**

- Subordinate role of advertisements
- Multi-lingual, maintain accessibility, and reflect unique neighborhoods
- Provider responsible for maintenance
- Requirements for further outreach once locations selected

Staff Recommendation

Staff is recommending the Committee pass a Motion forwarding the Ordinance and Resolution to City Council for Consideration

Thanks!

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