

Dear Mr. City Manager:

IKE (Information Kiosk Experience) is a citizen engagement platform that will enable Culver City to communicate directly with residents and visitors. Below, please find responses to questions you posed about IKE. Accompanying this memo, I have enclosed a technical specifications sheet that includes information about IKE's dimensions, connectivity, and ADA accessibility. I have also provided a preliminary, conceptual design of IKE customized for Culver City. Also, please note that IKE is programmable in an unlimited number of languages, and when it is installed, it will include languages that the City selects.

1. Why kiosks are necessary

- a. The kiosks provide the city a platform through which it can communicate directly with its residents and visitors, while controlling its own narrative. Without IKE, the city must rely on third party providers such as Google and Yelp to inform residents about the City. Third parties, however, have interests conflicting with the City's. For example, Yelp and Google will promote those businesses that pay them. IKE's content will be determined by the City and Chamber and will not permit businesses to pay for elevated placement. All businesses in Culver City will be featured, regardless of whether they are members of the Chamber.
- b. Kiosks will also provide a touch point for the City to communicate with its residents that need assistance. IKE will provide information about where to find shelters, food aid, addiction recovery and other social services. Further, IKE will provide free Wi-Fi and an emergency call button.
- c. IKE is also an emergency communication tool. When there is an emergency, the City will be able to cut into the feed, dominate the screen, and broadcast emergency information.
- d. Further, during passive mode, at least ¼ of the messages presented on the screen will promote information regarding City projects and events to increase awareness.
- e. Finally, IKE helps the city promote mobility. In light of the City's extensive mobility initiatives, IKE will provide real time transportation information and show all the forms of transportation available to a person navigating the City in one location and relative to where the user is standing. As a result, people will be encouraged to take advantage of all of the alternative forms of transportation available in Culver City, without having to use a car.

2. Why a cell phone won't suffice

- a. Cell phones are a great tool for helping people learn how to get where they want to go, when they know where they want to go. Cell phones, however, are not an effective tool for discovering the City because they only provide connection to third-party information sources like Yelp or Google. IKE on the other hand is an agnostic

- provider of information and elevates points of interest based on their proximity to the IKE kiosk being used.
- b. Moreover, for a person to use a cell phone to navigate a city's modes of transportation, he or she must download all of the applications for the various transportation options. e.g. bike share will have its own application, car share has its own application, the LA Metro has its own application, Bird and Lime have their own applications, etc... Accordingly, to take advantage of the various mobility options available in Culver City, a person needs to know independently that these options exist, and download no less than 3 applications. IKE, on the other hand, presents all the various modes of transportation available in a single location and helps a person use the various modes available to get around.
3. Who will use the kiosks and what services will be offered;
 - a. The kiosks would be used by residents and visitors. The services offered would include the following:
 - i. Increases to social service resources
 - ii. Providing access to city's mobility options
 - iii. Helping residents and visitors discover the city
 4. Where and how many kiosks will be installed;
 - a. The locations are still being determined and will depend on utility diligence. However, they will be restricted to commercial corridors and will not be placed in any residential neighborhoods.
 - b. The City will make the final determination regarding location.
 - c. There will be 20 kiosks in the initial deployment.
 5. How locations are selected;
 - a. Locations will be determined in partnership with the Chamber, and mostly likely the Planning Department, Transportation Department and the Department of Public works.
 - b. Final location selection will require City Staff Approval.
 6. When the installation will occur (at once or over time);
 - a. After all permits are received and diligence is completed, installation of all 20 kiosks will occur over a 2-month period.
 7. Who will perform the installation;
 - a. We will retain a local general contractor experienced in working on infrastructure projects in Culver City.
 8. What infrastructure is required and who will provide it;
 - a. The kiosks require access to public utilities (street lights, traffic lights, or other similar structure will be sufficient). We will need to trench to the closest form of public utility and IKE Smart City will pay for the entire cost of obtaining utilities.
 9. Applicable deal terms related to the acquisition, operation and financing;

- a. The city will not incur any cost for the kiosk's fabrication, installation, or operation. All costs associated with the kiosk project are borne by IKE Smart City. The installation, upkeep and operations of the kiosks in Culver City will be at no cost to the city.

10. Results of the kiosk demonstrations (Vets/Fiesta and others);

- a. An IKE kiosk was on demonstration at Fiesta La Ballone. More than 150 residents and visitors at the Fiesta visited the kiosk's booth, and the response was overwhelmingly positive. Everyone was excited to learn that this new technology was coming to Culver City and was eager to use IKE.
- b. To date, we have made presentations to the Board of the Culver City Chamber of Commerce, and the Downtown Business Association, the general managers of the Courtyard by Marriott, Doubletree by Hilton, 4 Points by Sheraton and Westfield Culver City. We have also met with representatives of the Lowe Development, the Culver Steps, Fox Hills Neighborhood Association, the Tellefson Park Neighborhood Association, the Culver City Historical Society, St. Josephs Center, Upward Bound House, the Committee on Homelessness, Wende Museum, Sony Pictures Entertainment, and the Culver Studios, in addition to those who visited the IKE booth at the Fiesta, all with favorable reactions.

11. What discussions have occurred with staff to date:

- a. Over the course of the last 18 months, we have meet with members of the City Council, representatives from the city manager's office, community development, transportation, and public works, in addition to members of the City Council's Economic Development Subcommittee.

12. Alignment with City Goals and Initiatives

- a. IKE Smart City aligns directly with the goals and initiatives of Culver City, striving to make Culver City an example of mobility done right. Access to real time transportation information for public transportation such as Culver City Bus, Senior Disabled Transportation and the Expo Line, implementing the Culver City Bicycle and Pedestrian Master Plan, the Park to Playa-Ballona Creek Connection, the Baldwin Hills Scenic Overlook, all become part of the information available to residents and visitors through IKE. IKE provides a means to bring all of Culver City together. Information and directions to all things Culver City will be available through IKE, highlighting ways to get around without using an automobile.

Sincerely,



Jibran Shermohammed
Director of Development & Corporate Counsel
(770)714-9174