



ike SMART CITY™



Visit  
*Berkeley*

## IKE Smart City Kiosks FAQ Sheet.

Created: July 2022



# IKE Smart City Berkeley Program – Frequently Asked Questions (FAQ)

IKE Smart City / City of Berkeley / Visit Berkeley

## IKE PLATFORM

### **What is IKE?**

The interactive kiosk experience, or “IKE”, is an interactive wayfinding platform that provides real-time, local information to visitors and residents seeking to explore and discover the City of Berkeley.

### **What are the benefits of IKE?**

1 to 1 communication medium for the City including Public Service Announcements (PSAs), community messaging, local events, weather and emergency alerts. Support for local business through location-specific directories, access to social services resources and information, free access to local 9-1-1, free Wi-Fi, free real-time transit and multi-modal trip planning information, among others.

### **What applications does IKE have?**

The kiosks provide a suite of multiple interactive and customizable applications. See full application suite description and details on the next page.

### **What are the physical dimensions of the interactive wayfinding kiosks?**

IKE Smart City kiosks are 8.0ft tall and 1.5ft wide (8.0ft H x 1.5ft W).

### **Do the kiosks have an audio component?**

No, the kiosks do not emit audio.

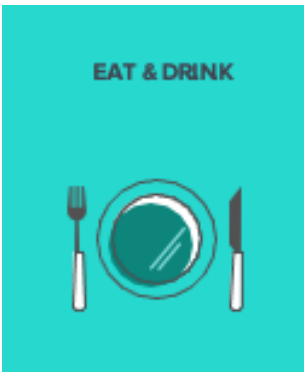
### **Do the kiosks require a lot of energy consumption to run?**

No, the kiosks require a low electrical power draw to operate: 120V with a peak load of 30amp. Power usage is paid for by IKE Smart City.

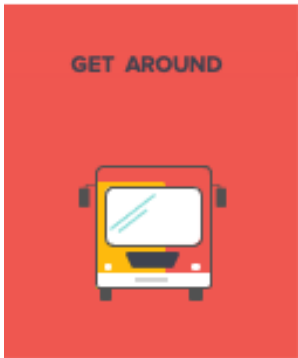
# IKE'S INTERACTIVE SUITE OF APPLICATIONS

The interactive kiosk experience starts with an easy-to-use application dashboard on IKE’s home screen. The engaging suite of applications has been thoughtfully designed to equip each user with all the tools they need to explore, discover, and navigate the City.

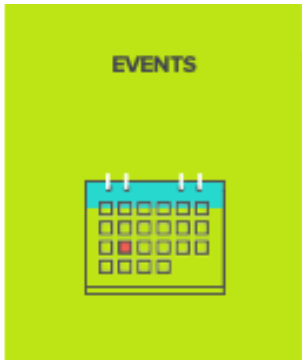
## DISCOVERY & MOBILITY



Gives plenty of options for hungry and thirsty residents and visitors to satisfy their cravings.



Provides multimodal wayfinding, trip planning, and real-time public transit information.



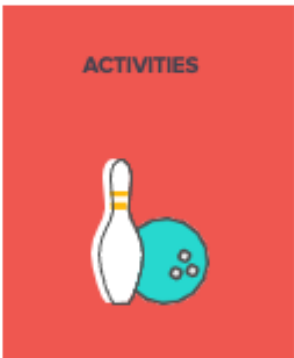
Highlights everything going on in the City with up-to-date event listings and integrated wayfinding.



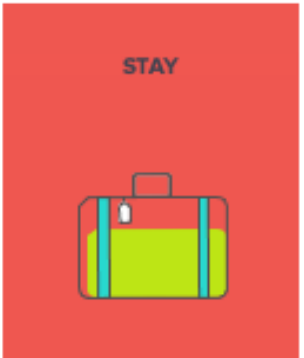
Entices shoppers to spend at local retail destinations.



Showcases cultural destinations and activities for those looking to experience the creative arts.



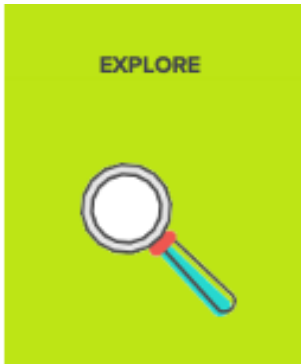
Highlights things to do in the City across a wide range of interests.



Lists a wide variety of overnight accommodations.



Helps people enjoy outdoor destinations around the City.

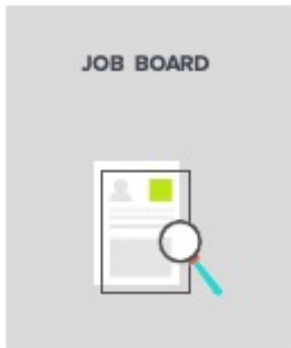


Allows a user to search IKE's content using keywords for a list of relevant results

## SOCIAL EQUITY



Improves access to support services and resources for communities and citizens in need.



Provides communities with easy access to local job listings and employment opportunities.



Collects citizen feedback on questions created by the City.



Directs those without homes or a safe place to stay to facilities offering beds and other services.



Makes it easy to connect with City, County, State, and Federal Services.

## ENTERTAINMENT



Entertains and engages pedestrians with a fun and easy-to-use video game.

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## BERKELEY IKE PROGRAM

### **When was the program approved?**

The City of Berkeley entered into a Franchise Agreement with IKE Smart City in 2019, following approval to implement the kiosk program by the City Council in 2018.

### **How many kiosks will be installed within the city?**

Under the Franchise agreement, up to 31 kiosks can be installed within the City of Berkeley. Kiosks will only be located in commercial areas and will never be placed in residential parts of the City.

### **Where will the kiosks be installed within the City?**

Kiosks will only be located in commercial areas and will never be placed in residential parts of the City. To date, nine kiosks have been installed and are operational in the following commercial districts: Downtown Berkeley (5), Telegraph (3), Lorin (1).

### **How are the kiosk locations selected and approved?**

IKE Smart City, the City of Berkeley, and Visit Berkeley work to identify potential kiosk locations, and then those locations are presented to the community at stakeholder meetings for additional input. All final kiosk locations are then approved by City Council.

### **Who pays for the kiosks?**

IKE Smart City installs, maintains, and operates the kiosks at no cost to the City or its taxpayers.

### **How are the kiosks maintained?**

IKE Smart City hires a local team that routinely inspects the kiosks five times per week and more as needed. The local team ensures kiosks maintain optimal performance and functionality, and that kiosks remain clean of graffiti/markings/scratches/etching. Should a kiosk sustain damage, the location is secured and reported immediately, and remedied within 24-48 hours.

### **How is the program funded?**

The program is funded by the display of advertising on the IKE kiosks. A portion of the revenues generated by the kiosks are shared with the City and Visit Berkeley to invest back into the local community.

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## KIOSK CONTENT

### **How is the kiosk content managed and who manages it?**

When each kiosk is not in use, it rotates 8 slides – each slide is 10 seconds long, that are a mix of commercial, community and arts content. IKE Smart City manages the advertising that appears on each kiosk in accordance with the content restrictions set out in the Franchise Agreement with the City. Visit Berkeley and the City provide local content, which is used to promote city-wide events, local small business content, and PSA messaging. In addition, IKE Smart City works with local arts institutions, such as the Berkeley Art Museum and Pacific Archive (BAMPFA), and artists to provide content and promote their artwork.

### **What local arts organizations has IKE worked with in Berkeley?**

To further enhance the vibrancy of Berkeley, IKE Smart City actively works with local arts organizations and artists to commission work that is included in the content slide rotation. Examples of this within Berkeley include the Berkeley Art Museum and Pacific Film Archive (BAMPFA), with content promoting artists and exhibitions such as “New Time: Art and Feminisms in the 21<sup>st</sup> Century” inspired by Bay Area Poet Leslie Scalapino; and promotional content for the Berkeley Repertory Theatre at program launch. This is an ongoing effort and IKE welcomes all suggestions for additional arts partnerships.

### **How often does the content rotate on the kiosk when not in use?**

There are 8 content slots that rotate every 10 seconds.

### **What types of advertising appear on the kiosk?**

The advertising content displayed on the kiosks is a mix of national and local advertisers and only covers the entire screen when the kiosk is not in use. Nothing within the interactive content (e.g., applications, directory listings) is paid content. We do offer a lower rate than national advertisers to local Berkeley businesses to make this form of promotion more affordable for small and local businesses. Any local organization interested in advertising on the kiosk can reach out to our sales team at [salesinquiry@ikesmartcity.com](mailto:salesinquiry@ikesmartcity.com) for more information.

### **Do local businesses have to pay to be shown on the kiosk directories?**

No, local businesses and institutions that show in the directory listings when the kiosks are in use do not pay to be in the kiosk application directories. Listings are complimentary and are organized based on proximity to the kiosk(s).

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## [PRIVACY](#)

### **Does IKE Smart City collect and retain user data?**

IKE does not collect or retain personally identifiable information (“PII”), nor does IKE Smart City sell such data to third parties. Please see privacy policy excerpts for more specifics.

- 1) App Usage Data. To continually improve the software technology, the kiosk software keeps track of which applications are accessed and for how long. This information – which is not related to the user at all – is retained by IKE Smart City to understand which applications are being used by the community and which are not, allowing us to improve the user experience and invest more in the applications that are most desired by the community.
- 2) Wi-Fi Connectivity. IKE offers free public Wi-Fi to those near each kiosk. If a user opts to connect to the IKE Wi-Fi network, a device ID is shared with the Wi-Fi provider for the sole purpose of establishing the connection to the Wi-Fi. IKE Smart City does not collect, retain, or store this data as it’s automatically removed from the kiosk as soon as the user deactivates the connection or exceeds the Wi-Fi range.
- 3) Mobile Hand-off. Most of IKE’s applications come with a mobile hand-off solution, allowing a user to take the kiosk information, such as mapped out directions to a nearby restaurant on an IKE, with them on the go. The user can take a mobile version of the directions displayed on the kiosk either by scanning a QR code displayed on the kiosk or by a user voluntarily entering in their mobile number and having directions sent via SMS/MMS to a user’s personal device. To send information via SMS/MMS to the user’s personal device, the user’s phone number is transmitted to our third-party SMS/MMS provider, Twilio, which then completes the SMS/MMS delivery to the user’s personal device. Once the transmission is complete, or within an hour of entry (whichever is sooner), the phone number is automatically deleted from the platform. Please note, this solution requires the user to voluntarily input their mobile number into the kiosk. If a user instead selects to use the QR code transfer, no information is collected.

### **Does IKE Smart City sell user data?**

No.

### **Does IKE disclose user data to third parties?**

Not for the purposes of selling this data. Further details provided below.

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## PRIVACY (CONTD.)

### **Do the kiosks have cameras?**

No, the kiosks do not have cameras installed of any kind.

### **Does the kiosk Wi-Fi automatically connect to my mobile device?**

No, a user must opt into IKE's Wi-Fi network to use it.

### **Where can I find more information on IKE Smart City's privacy policies?**

Visit: <https://www.ikesmartcity.com/documents/en/privacy-policy-berkeley.html>

## ACCESSIBILITY

### **Are the kiosks ADA compliant?**

IKE kiosks are fully ADA compliant and follow all applicable ADA laws as required. Each kiosk is designed, constructed, and installed to allot for proper space and access for users who may use wheelchairs and features a mobile hand-off accessibility feature for those with low vision or visual impairments. The kiosk also provides visual text contrast and size adjustments for those with low vision or visual impairments.

### **Are IKE kiosks wheelchair accessible?**

Yes. Each kiosk is engineered and constructed to meet accessibility requirements for those users in wheelchairs. All kiosk locations meet ADA slope requirements, turning space requirements, height and reach requirements – including the on-screen capability to lower the screen for application access and access to the 9-1-1 emergency call button.

### **Can visually impaired users utilize the kiosks?**

Yes. All IKE kiosks in Berkeley are equipped with a mobile hand-off accessibility feature. In collaboration with the National Federation of the Blind, IKE Smart City developed a proprietary mobile hand-off solution for visually impaired users to have the kiosk features and functionalities accessible in a familiar way on their mobile device via a braille plaque on the kiosk spine with a QR Code that is scannable with a smart phone. The kiosks also offer text size and contrast adjustments.

### **Is the IKE kiosk content available in multiple languages?**

Yes. The kiosk content has multilingual kiosk capability, with kiosk content available in up to 100 languages. IKE uses human interpreters to translate key interface elements to ensure they are correct and contextual to avoid cultural misrepresentations. Each kiosk can be programmed to reflect predominant languages spoken within the City of Berkeley.

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## OTHER

**Where can I learn more about IKE Smart City kiosks?**

Visit: <https://www.visitberkeley.com/plan-your-trip/ike-kiosks/> or <https://www.ikesmartcity.com/> to learn more.

**Who can I contact with questions about the kiosks and the kiosk program?**

Send a message to [visitor@visitberkeley.com](mailto:visitor@visitberkeley.com).