

## **SUMMARY and FISCAL NOTE**

<b>Department:</b>	<b>Dept. Contact:</b>	<b>CBO Contact:</b>
Seattle Department of Transportation	Amy Gray	Aaron Blumenthal

### **1. BILL SUMMARY**

**Legislation Title:** A RESOLUTION granting conceptual approval to the Downtown Seattle Association to install, maintain, and operate interactive media kiosks in public places located in the Metropolitan Improvement District and in participating Business Improvement Areas.

**Summary and Background of the Legislation:** This resolution grants conceptual approval for a programmatic term permit for digital kiosks and outlines certain conditions for obtaining permission to construct the kiosks. After this resolution is adopted, a draft term permit ordinance specifying all of the permit conditions will be submitted to the City Council by SDOT.

The Downtown Seattle Association has engaged with a third-party vendor IKE Smart City to install and operate interactive media kiosks. The kiosks use an interactive dynamic digital display to disseminate public information and display advertising. The proposal is for a maximum of 80 kiosks deployed in the Metropolitan Improvement District (MID), Ballard Improvement Area, U District Business Improvement Area, SODO Business Improvement Area, and West Seattle Junction Business Improvement Area. The first Phase 1 deployment would include 30 kiosks in the MID. A second optional Phase 2 deployment at the city's discretion would include up to 50 additional kiosks: 30 kiosks in the MID and 20 kiosks in the BIAs.

A term permit ordinance is required for programmatic permission. If approved, additional permits will be required for installation.

In addition to advertising, the kiosks display public content including, but not limited to: wayfinding; transportation information; public safety and health information; historical and local information; public art; promotion of local arts, culture and community events; and community messaging in coordination with local non-profits, neighborhood organizations, and City Departments. Kiosks will have the ability to call 211, 311, or 911 operators. Content on kiosks will be governed by a Memorandum of Understanding (MOU) between Downtown Seattle Association and the City of Seattle.

Kiosks will be prohibited from being located in all shoreline districts, Historic Districts, Special Review Districts, Preservation Districts, the Seattle Center Overlay District, and Parks Boulevards. Other siting constrictions will limit the locations of kiosks near intersections, commercial vehicle and truck loading zones, bus zones, music venue zones, designated food vehicle or vending zones, Seamless Seattle signs, bike lanes, and other areas to limit driver distraction.

Downtown Seattle Association estimates that Kiosks will generate \$1.1 million in advertising revenue for the initial 30 kiosk deployment, collected by the Downtown Seattle Association, with use limited to public purposes, governed by MOU between the City and Downtown Seattle Association. The MOU also provides that revenue from the optional 30 Kiosk expansion located in the MID would be collected by the City, and the optional 20 kiosk expansion in BIA locations would generate revenue for BIAs. If kiosks are expanded in Phase 2 and are installed in similar locations and conditions as Phase 1, the City might expect similar annual revenue to the original 30 kiosks; revenue projections for the 20 BIA expansion kiosks is not known.

## 2. CAPITAL IMPROVEMENT PROGRAM

Does this legislation create, fund, or amend a CIP Project?

☐ Yes ☒ No

## 3. SUMMARY OF FINANCIAL IMPLICATIONS

Does this legislation have financial impacts to the City? ☒ Yes ☐ No

Expenditure Change (\$); General Fund	2025	2026 est.	2027 est.	2028 est.	2029 est.
	N/A	N/A	N/A	N/A	N/A
Expenditure Change (\$); Other Funds	2025	2026 est.	2027 est.	2028 est.	2029 est.
	N/A	N/A	N/A	N/A	N/A

Revenue Change (\$); General Fund	2025	2026 est.	2027 est.	2028 est.	2029 est.
	\$0	TBD*	TBD	TBD	TBD
Revenue Change (\$); Other Funds	2025	2026 est.	2027 est.	2028 est.	2029 est.
	N/A	N/A	N/A	N/A	N/A

Number of Positions	2025	2026 est.	2027 est.	2028 est.	2029 est.
	N/A	N/A	N/A	N/A	N/A
Total FTE Change	2025	2026 est.	2027 est.	2028 est.	2029 est.
	N/A	N/A	N/A	N/A	N/A

\*It is unknown at this time the amount of revenue share the City will receive in 2026. See 3.d. for more information.

### 3.d. Other Impacts

Does the legislation have other financial impacts to The City of Seattle, including direct or indirect, one-time or ongoing costs, that are not included in Sections 3.a through 3.c? If so, please describe these financial impacts.

Yes. It is anticipated that the final term permit legislation will include fees paid by the permittee to the City in line with standard term permit fee approach, to be ultimately determined in the term permit legislation.

**If the legislation has costs, but they can be absorbed within existing operations, please describe how those costs can be absorbed. The description should clearly describe if the absorbed costs are achievable because the department had excess resources within their existing budget or if by absorbing these costs the department is deprioritizing other work that would have used these resources.**

N/A

**Please describe any financial costs or other impacts of *not* implementing the legislation.**

If not implemented, the City would not receive any revenue share proceeds from the DSA for either Phase 1 or 2 and participating BIAs would not receive revenue share proceeds for Phase 2. The Memorandum of Understanding between the City and the DSA requires the DSA to pay all revenue share proceeds in excess of \$1.1 million to the City with Phase 1. For Phase 2, all revenue share proceeds for kiosks in the MID go to the City. For kiosks located in participating BIAs outside of the MID, revenues would be spent in the participating BIA.

#### **4. OTHER IMPLICATIONS**

**a. Please describe how this legislation may affect any departments besides the originating department.**

N/A

**b. Does this legislation affect a piece of property? If yes, please attach a map and explain any impacts on the property. Please attach any Environmental Impact Statements, Determinations of Non-Significance, or other reports generated for this property.**

No.

**c. Please describe any perceived implication for the principles of the Race and Social Justice Initiative.**

**i. How does this legislation impact vulnerable or historically disadvantaged communities? How did you arrive at this conclusion? In your response please consider impacts within City government (employees, internal programs) as well as in the broader community.**

The kiosks provide a free Wi-Fi hub that the public can use at any time.

**ii. Please attach any Racial Equity Toolkits or other racial equity analyses in the development and/or assessment of the legislation.**

N/A

**iii. What is the Language Access Plan for any communications to the public?**

N/A

**d. Climate Change Implications**

**i. Emissions: How is this legislation likely to increase or decrease carbon emissions in a material way? Please attach any studies or other materials that were used to inform this response.**

This legislation is not likely to increase or decrease carbon emissions in a material way.

- ii. **Resiliency: Will the action(s) proposed by this legislation increase or decrease Seattle’s resiliency (or ability to adapt) to climate change in a material way? If so, explain. If it is likely to decrease resiliency in a material way, describe what will or could be done to mitigate the effects.**

This legislation will not increase or decrease Seattle’s resiliency to climate change in a material way.

- e. **If this legislation includes a new initiative or a major programmatic expansion: What are the specific long-term and measurable goal(s) of the program? How will this legislation help achieve the program’s desired goal(s)? What mechanisms will be used to measure progress towards meeting those goals?**

N/A

## 5. CHECKLIST

- ☐ **Is a public hearing required?**
- ☐ **Is publication of notice with *The Daily Journal of Commerce* and/or *The Seattle Times* required?**
- ☐ **If this legislation changes spending and/or revenues for a fund, have you reviewed the relevant fund policies and determined that this legislation complies?**
- ☐ **Does this legislation create a non-utility CIP project that involves a shared financial commitment with a non-City partner agency or organization?**

## 6. ATTACHMENTS

### Summary Attachments:

Summary Att A – Metropolitan Improvement District Map  
Summary Att B – Ballard Improvement Area Map  
Summary Att C – U District Business Improvement Area Map  
Summary Att D – SODO Business Improvement Area Map  
Summary Att E – West Seattle Junction Business Improvement Area Map