SUMMARY and FISCAL NOTE

Department:	Dept. Contact:	CBO Contact:
Seattle Department of Transportation	Amy Gray	Aaron Blumenthal

1. BILL SUMMARY

Legislation Title: AN ORDINANCE granting Downtown Seattle Association permission to install, maintain, and operate interactive media kiosks in public places located in the Metropolitan Improvement District and in other participating Business Improvement Areas, for a 16.5-year term, renewable for one successive 13.5-year term; specifying the conditions under which this permit is granted; providing for the acceptance of the permit and conditions; and authorizing the Mayor to execute a Memorandum of Understanding with Downtown Seattle Association.

Summary and Background of the Legislation: This Council Bill grants the Downtown Seattle Association (DSA) permission for a programmatic term permit for up to 80 interactive media kiosks in public places in the Metropolitan Improvement District (MID) and other participating Business Improvement Areas (BIAs), for a 16.5-year term, renewable with one successive 13.5-year term. The legislation specifies the conditions under which permission is granted.

The DSA has engaged with a third-party vendor IKE Smart City to install and operate the 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 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.

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 DSA and the City.

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 restrictions 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.

DSA estimates that Kiosks will generate $1.1 million in advertising revenue for the initial 30 kiosk deployment, collected by the DSA, with use limited to public purposes, governed by MOU between the City and DSA. The MOU also provides that revenue generated above the $1.1 million estimate from the initial 30 kiosk deployment and 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. Revenue projections for the City and the 20 BIA expansion kiosks are not known. Revenues generated to the City will be deposited in the City's General Fund to support general government services, which could include public safety, community investments and maintenance activities in and around the right-of-way.

Additional revenues to the City include the annual term permit fee of $13,320 to the Transportation Fund, and any additional permit review fees upon renewal of the term permit.

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**

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.**
	Annual Fee: $13,320.13	**TBD**	**TBD**	**TBD**	**TBD**

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

3.b. Revenues/Reimbursements

☒ **This legislation adds, changes, or deletes revenues or reimbursements.**

Anticipated Revenue/Reimbursement Resulting from This Legislation:

Fund Name and Number	Dept	Revenue Source	2025 Revenue	2026 Estimated Revenue
Transportation Fund (13000)	SDOT	Annual Fee	$13,320.13	TBD
		TOTAL	**$13,320.13**	**TBD**

Revenue/Reimbursement Notes:
The 2025 Annual Fee is based on 5 sample kiosk locations and the 2025 land values as assessed by King County for Phase 1. Once installation sites have been identified, SDOT will use those adjacent parcels, and the King County assessed land values to determine the fee. Future annual fees will be based on the site-specific locations.

Phase 2 fees will be based on the site-specific locations of the kiosks and the King County assessed land values for the adjacent parcels.

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.
No.

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.

Please describe how this legislation may affect any City departments other than the originating department.
N/A

4. OTHER IMPLICATIONS

a. Is a public hearing required for this legislation?
No.

b. Is publication of notice with The Daily Journal of Commerce and/or The Seattle Times required for this legislation?
No.

c. Does this legislation affect a piece of property?
No.

d. 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 will have 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

e. 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.

f. 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

g. Does this legislation create a non-utility CIP project that involves a shared financial commitment with a non-City partner agency or organization?
N/A

5. ATTACHMENTS

Summary Attachments:
Summary Attachment A – Digital Kiosk Area Maps
Summary Attachment B – Digital Kiosk Images
Summary Attachment C – Digital Kiosk Annual Fee Assessment Summary