



Memorandum

TO: RULES AND OPEN
GOVERNMENT COMMITTEE

FROM: Councilmember Johnny Khamis
Councilmember Raul Peralez

SUBJECT: SEE BELOW

DATE: December 6, 2018

Approved

Date

12 / 6 / 18

**SUBJECT: PUBLIC WAYFINDING & INFORMATION KIOSKS WITHIN THE
DOWNTOWN SIGN ZONE**

RECOMMENDATIONS

1. Direct staff to bring to the Community and Economic Development Committee, for later cross-reference to the City Council, appropriate amendments to City code to allow the Downtown Association to place kiosks in the public right-of-way that operate as public wayfinding and information portals within the downtown sign zone, at no cost to the City and that ensure consistency of kiosks with the City's existing initiatives around wayfinding, including design standards and stakeholder access.
2. Add "Wayfinding & Information Kiosks Sign Code Changes" to the 2019 January-June work plan of the Community and Economic Development Committee.

BACKGROUND

Staff has expended significant effort on developing a coherent wayfinding protocol for Bay Area cities and transit agencies. City staff has worked closely with the consultant City ID which services were secured in partnership with the cities of San Francisco and Oakland via the Metropolitan Transportation Commission. We are grateful for their work and submit this memo to support their efforts to pilot new wayfinding in the region. The actions proposed are intended to speed the San José pilot and are in no way intended to supplant or operate independently of these efforts. To date, the City's share of the cost of these efforts have come from the Transient Occupancy Tax (TOT) Fund – Fund 536 – and the General Purpose Parking Fund – Fund 533.

Our current municipal code allows the City and the (now defunct) Redevelopment Agency (RDA) to have wayfinding kiosks in the public right-of way in the downtown sign zone. The

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RDA had, for many years, hoped to install wayfinding kiosks but never had the necessary resources to carry out the plans. The San José Downtown Association (SJDA) now wishes to implement a program for wayfinding kiosks that would be paid for by advertising revenues for ads integrated into these electronic wayfinding kiosks. The revenues would also provide a source of revenue for the SJDA or their designee to maintain the kiosks.

Authorizing the Downtown Association to implement the wayfinding kiosk program would require some minor changes in the municipal code to substitute the SJDA in place of the RDA for this limited purpose and to allow for limited commercial messaging on the kiosks. The benefits to the City of San José in exchange for granting limited access to the public right-of-way to the SJDA are substantial.

By allowing the SJDA this access, the SJDA and its partners would bear the significant infrastructure costs in rolling out a wayfinding and informational kiosk system and would be responsible for maintaining their investment. The City avoids having to fund this new wayfinding infrastructure while at the same time maintaining the standards of consistency and stakeholder access around public wayfinding and information in the Downtown. If the City were to fund wayfinding kiosks directly, it would likely require a re-prioritization of other City infrastructure projects, since the budget does not contain funds for such a significant investment. Such a project would also burden the General Fund with ongoing maintenance and repair expenses. These financial burdens are avoided by employing a partnership with the SJDA.

We are excited by the opportunity that lies before us to be a leader in the Bay Area in implementing the new, region-wide wayfinding initiative and to collaborate with the SJDA to bring public wayfinding and information to life on the streets of San José without burdening our residents with the costs of implementation.