



Policy defining the fair and equitable use of the static and digital public service messaging program and allocating the use of space within the vending kiosks associated with the Revenue Agreement between Public Works and JCDecaux San Francisco, LLC, for an Automatic Public Toilet and Public Service Kiosk Program

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Multi-Function Kiosks

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Mission statement:

The multi-function Public Service Kiosks (“kiosks”) shall be community-serving assets. Their activation shall support positive and vibrant street life and community-building, through support of home-grown and neighborhood-based partnerships, focusing on locally owned businesses and non-profits.

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Outreach and Locations:

- In order to promote the potential uses of the multi-function kiosks, JCDecaux with Public Works will do outreach to neighborhood and city-wide nonprofits, cultural and civic organizations, and City agencies.
- JCDecaux and Public Works will identify the locations of the 20 multi-function kiosks that will include community-serving assets in order to maximize activation and street life, and partnerships.

Potential Kiosk Partners:

Priority for use of kiosks by partners (“Kiosk Partners”) will be given to nonprofits, City agencies, locally owned businesses, and cultural and civic organizations as noted in the kiosk locations alongside the organization, including but not limited to the entities below:

- Cultural Districts:
 - Compton’s Transgender Cultural District: kiosk at Market/Sixth streets
 - SOMA Pilipinas Cultural District: kiosk at Mission/Fourth or Mission/Fifth streets
 - Castro Cultural District: kiosk at Market/Castro streets
- Community Benefit Districts/Business Improvement Districts/Green Benefit Districts:
 - Union Square BID: kiosk at Post/Stockton streets
 - Castro CBD: kiosk at Market/Castro streets
 - Yerba Buena: kiosk at Market/Fourth or Market/Third streets or Mission/Fourth streets
 - Central Market: kiosk at Market/Van Ness or Market/Eighth or Market/Seventh streets
- San Francisco Public Library and Friends of the San Francisco Public Library
 - Lucky Day book program – kiosk in Financial District
 - Reserve pick up program – kiosk in Financial District

- San Francisco Arts Commission’s Art Vendor program (formerly known as Street Artists):
 - Kiosk at Powell BART/Muni
 - Kiosk at Market/Steuart streets
 - Kiosk at UN Plaza – Market/Seventh streets
 - Kiosk at Montgomery BART/Muni
- Other potential partners/programs that may be installed:
 - Community-focused short-term events or projects, such as, Census 2020, Market Street Prototyping, Restaurant Week, Open Studios, Shop and Dine in the 49.
 - San Francisco Arts Commission Gallery: pop-up artist studios
 - ArtSpan (Open Studios)
 - Nonprofits: Shaping San Francisco, free walking tours, youth arts organizations, etc.
 - City agencies
 - SFMADE
 - Local artists
 - Local museums, such as the Asian Art Museum, SFMOMA, YBCA and the Exploratorium

Note: According to sections 4.8 Experiential Advertising and 4.9 Advertising Pilots in the Public Toilet and Public Service Kiosk Agreement, JCDecaux may, in the future, propose to Public Works interactive and/or experiential advertising content affixed to the outside of the kiosks. JCDecaux may also propose to Public Works pilots of new advertising modes and methods. In both cases, these proposals must be reviewed and approved by the Director. Public Works’ intention is that for the initial stage of this Agreement the multi-function kiosks be activated solely by nonprofits, City agencies, locally owned businesses, and cultural and civic organizations. If a change of use is required, Public Works and JCDecaux intend to use the kiosks in a fashion consistent with the plans of this policy.

Use terms for Kiosk Partners:

- JCDecaux will develop and utilize an application process for potential Kiosk Partners, which may begin as simple as first come, first served. All use agreements shall be modeled to give access to a vast range of local applicants/partners.
- Option for renewal of use agreement based on evaluation of quality and quantity of activation, and demand from other applicants.
- Public Works encourages JCDecaux to offer pilot programs of short duration – three to six months – to new lessees to test ideas, activation hours, optimal Kiosk Partner’s length of tenancy and activities.
- Minimum activation hours per week: 10 hours. Depending on location, kiosks might have different activation daily schedules, for example, lunch times during the work week or only weekends. Activation also depends on time of year, weather and daylight hours. Activations of kiosk by each Kiosk Partner shall be, at minimum, during two days per week for the term that the organization is utilizing the kiosk/s.
- Use of the multi-function kiosks shall be at no cost (or minimal costs subject to City approval) to nonprofits, City agencies and certain civic organization, including for example, CBDs, BIDs, GBDs and Cultural Districts. For-profits shall be charged a commercially reasonable rate set by JCDecaux and Public Works.
- Kiosk Partners shall work directly with JCDecaux.

- All Kiosk Partners shall secure general liability insurance which shall name the City and JCDecaux.
- Advocacy for political campaigns and candidates will not be allowed.
- Activities should not offend, promote hate, bias or violence, and shall meet acceptable community standards within a reasonable First Amendment framework.

Evaluation:

JCDecaux will prepare a report for Public Works of each kiosk activation and lessees every 6 months, which shall evaluate the program and include the following criteria:

- Hours of activation by Kiosk Partner
- Quality of activation and how it supports civic life
- Number of people drawn to kiosk activation
- Capacity of Kiosk Partner
- Tenant responsibility of the interior of the kiosk and interaction with JCDecaux team.

Digital Display Public Messaging Program

Mission:

The digital display public messaging program shall be community-serving and be a venue to inform residents, workers and visitors of San Francisco about upcoming City priority programs for civic events, public education campaigns and safety and health alerts.

Governance:

Public Works will be the liaison with JCDecaux regarding the digital PSA program. City departments will design their own digital PSA in accordance with design and content guidelines provided by Public Works.

The Public Works Communications team will

- Develop, with JCDecaux, design guidelines for digital PSAs that will be distributed to other City departments.
- Engage design consultants as necessary to support designing digital public messaging.
- Approve all PSAs before sending them to JCDecaux.
- Submit monthly digital PSA copy and display schedule to JCDecaux.

Content:

Content shall be guided by the following parameters:

- Content for digital PSAs shall only be sourced from City departments.
- Digital PSAs shall not contain any political messaging nor photos of elected officials.
- As per Public Works contract with JCDecaux, digital PSAs shall be of a “non-commercial nature”. This shall be evidenced so long as the display identifying any commercial sponsorship is no larger than 10% percent of the display, contained in a band along the bottom of the display poster. Advertisements or announcements of or for nonprofit cultural events or institutions shall be considered of non-commercial nature, so long as they contain limited commercial sponsorship as defined above.
- Examples of City priority programs’ content that may be displayed:

- City-wide or neighborhood events such as Sunday Streets, neighborhood festivals co-sponsored by City departments
- Cultural or public service announcements
- Wayfinding
- City-wide government public education campaigns, such as the use of 911 versus 311, Vision Zero, Census 2020
- City department-sponsored events such as the Library's Summer Stride, OEWD's Shop and Dine in the 49, Public Works' Community Clean Team
- Emergency messages related to such topics as heat waves, significant traffic incidents and power outages.

Interactive Kiosks

Mission:

The interactive kiosks shall be community-serving assets. Their activation shall support positive and vibrant street life and community-building, through information regarding wayfinding, local attractions, City history and neighborhood resources.

Governance:

Public Works will form a working group with representatives from the Office of Economic and Workforce Development and the San Francisco Arts Commission that will help develop content on the interactive kiosks. The Public Works Communication Team will oversee the content and communicate with JCDecaux quarterly with updates.