

Innovative Community Portal and Kiosk for Northeast Ohio

OneCleveland is all about opportunities to leverage high-speed broadband and advanced information technologies to bring the community together and:

- improve the efficiency of our governments and nonprofit institutions
- improve our research and educational systems
- enhance our healthcare services
- narrow the digital divide
- create a regional competitive advantage that can transform Northeast Ohio into a generator of innovation and wealth – just as it was in the first half of the last century.

OneCleveland is a next generation regional community network that serves as a platform for many collaborative initiatives that will help improve the quality of life and prosperity in the region. Its potential is only limited by our community's imagination.

Mission and Purpose

OneCleveland provides a broadband information technology infrastructure that can provide the platform for developing innovations to improve the government, education, healthcare, social inclusion and community outcomes. OneCleveland provides a foundation for developing collaborative processes for information sharing among public and private providers, health education programs, and research organizations. As a provider of ultra broadband networking services, OneCleveland provides opportunities for creating and hosting new information technologies for use by all stakeholders in the community system. OneCleveland provides a neutral ground for the exchange, mediation, security and distribution of information. Our goal is to identify opportunities and support initiatives that will benefit from the use of a high speed broadband infrastructure.

Regional Community Portal/Kiosk

A Regional Community Portal/Kiosk provides the infrastructure needed to reach visitors and citizens in public spaces. OneCleveland has partnered with the Cleveland Visitors Bureau, Cleveland Public Library, Cuyahoga Public Library and the Cleveland Airport to pilot and Community Portal/Kiosk for regional government, healthcare, education and community business to reach both citizens and visitors. This innovative collaboration will create a virtual library, access to community information and events, access to community businesses and provide the needed infrastructure to support the deployment of a regional community smart card. The initial services that will be offered through the community Portal/Kiosk include:

- Current Pilot Applications
 - 7/24 Hour Know-it-Know, <http://www.knowitnow.org>
 - ebooks – Virtual Library
 - Library Catalog
 - Community Advocacy
 - Community Business Advertising
- Future Applications
 - Workforce Development/Job Information
 - Healthcare outreach
 - Government and Public Applications, Registration and Requests

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- Attractions, event and Ticket Creations
- Smart Card Activation
 - Student ID Card
 - Library card
 - Event/Services Card
 - Consumer benefits Card
 - Public Transportation Card
 - Credit/Debit Card
- Community Event and Attractions Mapping and Directions
- Local Business Advertising



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Phase 1 – Pilot Project Development

Community Portal Development

OneCleveland and Cleveland Visitors Bureau will partner with a local producer to produce a multimedia presentation that will provide an overview of the planned transformation of Cleveland Hopkins International Airport from its current state to an all digital, interactive, state-of-the-art facility. The target audience for this presentation will be potential donors, investors, and technology firms. The content created will serve as a platform for continued development and customization for deployments within Healthcare facilities and other public spaces. This framework will allow specific customization and targeted applications.

This final presentation will include a multimedia PowerPoint presentation, allowing OneCleveland the flexibility to make changes specific to the presentation for each target audience. This may include embedded videos, voice over narration, and template design. The producer will have full access to B-roll belonging to OneCleveland, Cleveland Visitors Bureau and their partners for this project. The final product will be a flexibly designed presentation that can be tailored specifically to each target audience.

- *Design* -This includes overall look, feel and construction of the presentation. Our producer will work with a graphic designer to create presentation slides, visual renderings and/ or enhanced pictures. These slides and visuals, with the incorporation of the script and video packages, will be compiled in to a final, flexible presentation. An additional option is to develop slides that are tailored to a specific audience, and can be added or removed as necessary (example: advertising revenue slides could be added for certain clients, and removed for others).
- *Script* -Background research, along with synthesis and compilation of information provided by the Cleveland Visitors Bureau, will be used to prepare an outline by our writer. The outline, including all topics covered, as well as flow of presentation, is submitted for approval. Once approved, the final script for the presentation is written based on the outline.
- *Video production*-This includes all shooting and editing of new and existing b-roll into a package to be inserted into the presentation. A producer will oversee the process to ensure that the b-roll packages add to the script. Voice-over can be added to the embedded video packages. The editor will work with the producer to assemble new and existing b-roll into video packages for final presentation to provide a more polished stand-alone element to the presentation.

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System Integration and Installation

SUN Microsystems has donated close to \$1 Million in a central computing platform and software that will enable the deployment of the Community Portal that will be used by OneCleveland to deliver the Community Portal/Kiosk Pilot.

- *Installation* – The SUN 6800 Platform and Software are currently being installed in OneCleveland Data Center within BlueBridge by SUN.
- *Application Integration* - Community Computing Platform and applications are in process of being configured to support the Community Portal Applications

Kiosk Integration and Installation

SUN has donated the initial Sun Ray computers, attachments and Smart card readers in support of developing the Community Portal/Kiosks. These systems will be integrated into the Kiosks and deployed to the pilot sites by locally based technology provider MCPc. These locations identified as SUN SPOTS will be piloted at;

- *Locations* - Twelve (12) Pilot Community Portal/Kiosks (SUN SPOTS)
 - Four (4) Target Locations at the Cleveland Airport as part of the revitalization and Digitizing the Airport
 - Five (5) Target Locations for the Ingenuity Festival in July to demonstrate the use and application of Broadband technologies in the community. These systems will be redeployed to other public spaces immediately following the Ingenuity Festival in July as appropriate.
 - Three (3) Target locations include hospitals as an information outreach and virtual library effort

This program provides some unique benefits:

1. Instigates a first ever region-wide collaboration between OneCleveland, Community libraries, and Convention and Visitors Bureau to deliver a demonstration project at the Airport, Ingenuity Festival, Healthcare Facilities and in various Public Spaces.
2. Track with the OneCleveland Community Smart Card Program to builds a strong region-wide database of college students, young adults and library patrons
3. Is able to track how these individuals are interacting with the community
4. Provide a way to develop promotional programs to drive attraction and event programming
5. Constructs a region-wide experience for students, citizens and visitors in the area

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Proposed continuity points program:

- ✓ Improve citizen and visitor community access to government, library and additional community services
- ✓ Provide communication outlet for community issues and special events
- ✓ Incent incremental usage of the smar card through participating partners by rewarding the cardholder with points that can be redeemed for items, events etc of particular value to this audience.
- ✓ Incent retail and event partners catering to initial communities of interest to participate in payment and loyalty programs.
- ✓ The OneCleveland/CVB database slated for installation in early 2006 has the capacity to track and manage a Smart Card point program. While the program should be featured on the OneCleveland/Library/College 360 home page as a central communication, we would be able to manage the OneCleveland backend.

Timing for 2006:

January - February	Develop core presentation and advertising strategy (OneCleveland/CVB/Libraries to coordinate)
March - April	Site Preparation and network connectivity.
May June	Installation of Community Portal/Kiosk at the Cleveland Airport and selected public spaces
Fall 2006	Demonstration of Smart Card technology and program development for mass rollout

Phase 1 - Project Development and Pilot (12 kiosks)

Community Portal Development	\$ 50,000
Design and Installation	\$150,000
Program Costs*	<u>\$ 50,000</u>
Total	\$250,000

* Includes various staffing, marketing and technology requirements that enable us to leverage Sun Microsystem's \$1 million donation of hardware and software.

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Phase2 - Enhancements and Mass Rollout

Enhancements and modifications	TBD
Deploy Add-On Smart Card Solution	TBD
Kiosk one-time deployment cost	\$8,000/ea (lower with volume buy)
Recurring kiosk charges **	\$3,000/ea

**includes installation, integration, maintenance, network connectivity, etc.

Example phase II mass deployment costs:

35 units through out Greater Cleveland	\$350,000
15 units through out Greater Akron	<u>\$150,000</u>
	\$500,000

Note – Rollout may be further supported by additional advertising, sponsorship, and in-kind contributions which may materially reduce these costs.

Phase III – Rollout to other target markets through out Ohio and the U.S.

Will Attract Substantial New and Ongoing Attention including Press (with co-marketing support from Sun Microsystems) plus Strategic Marketing in these high through put locations:

Leveraging our strong existing relationships we believe we can deploy this Community Portal and Kiosk rapidly to strategic public places and attractions that may include:

Cleveland Hopkins International Airport (numerous kiosks)	Jacobs Field
Science Center	Key Tower
Rock and Roll Hall of Fame	BP Building
Cleveland State University campuses	Erievew Towers and Galleria
Cuyahoga Community College campuses	Regional Transit Authority bus and train stations
Case Western University	County Administration Building
University Circle	City Hall
Public Square	MetroHealth Systems
Playhouse Square	Cleveland Clinic
Tower City Mall	University Hospitals
Quicken Loans Arena	City and County Libraries
Browns Stadium	Cleveland Museum of Art
	Severance Hall
	Cleveland Institute of Art
	Others