

EXHIBIT A

Interactive Digital Wayfinder Pilot Program

Definitions: As used in this exhibit:

"Department" means the Department of Finance.

"Fulton Market Pilot Area" means the area bounded by Washington Street on the south, Hubbard Street on the north, Halsted Street on the east, and Ashland Avenue on the west.

"Near North Pilot Area" means the area bounded by Chicago Avenue on the south, Division Street on the north, Wells Street on the east, and Halsted Street on the west.

"Pilot areas" means the Fulton Market Pilot Area and the Near North Pilot Area.

"Program" means the Interactive Digital Wayfinder Pilot Program established by this ordinance.

"Wayfinder" means a freestanding monument or kiosk equipped with an interactive digital touchscreen installed within the public way to facilitate pedestrian navigation and erected by or on behalf of the City pursuant to this Program, designed primarily to facilitate pedestrian navigation and access to information.

Program Overview: The Program is intended to support local economic development, tourism, pedestrian navigation, and public safety communications in high activity areas, while creating a recurring source of revenue for the City. The Program shall be administered by the Chief Financial Officer, in consultation with the Department of Procurement Services, the Office of Emergency Management and Communications, the Department of Technology and Innovation, the Department of Transportation, the Department of Cultural Affairs and Special Events, and the Department of Business Affairs and Consumer Protection.

The Program shall be limited to the pilot areas. The Chief Financial Officer shall implement the installation and operation of a maximum of 50 wayfinders within the pilot areas, provided that no more than 25 wayfinders may be installed within the Fulton Market Pilot Area and no more than 25 wayfinders may be installed within the Near North Pilot Area.

The term of the Program shall expire on the 20th anniversary of the 50th installation of a wayfinder, subject to extension by City Council. Prior to the second anniversary of the first installation of a wayfinder, and annually thereafter, representatives of the Department shall appear at a hearing before the Committee on Finance or its successor committee to provide an overview of the Program's effectiveness, as well as a recommendation as to whether the Program should be extended beyond the then-current term or expanded beyond the pilot areas.

Specifications: Wayfinders shall be capable of displaying at, no cost to the City, City provided content including, but not limited to: (1) wayfinding and mapping with mobile integration, real-time transit and mobility information; (2) local business information, job postings, events, pedestrian and traffic data collection, surveys and civic engagement tools; (3) emergency alerts, including severe weather warnings and similar messages of an urgent nature affecting the public's immediate health and safety. Wayfinders shall also be capable of displaying commercial advertising, subject to the terms of this ordinance and any agreement executed pursuant hereto, and comply with all applicable accessibility, public way, electrical, safety, data privacy, and cybersecurity requirements imposed by applicable law.

Commercial Advertising: In consideration of the installation and operation of wayfinders the City will grant the right to sell and place advertising on wayfinders, provided, however that small businesses that have gross receipts, averaged over its previous seven fiscal years, that do not exceed \$10 million, located within the Fulton Market Pilot Area or the Near North Pilot Area, as applicable, will receive discounted rates to advertise on the wayfinder and placement preferences for wayfinders located within the applicable pilot area.

Digital Integration and Personal Information Protection: Wayfinders shall be capable of: (1) coordinating with the City to integrate City digital services, platforms, and applications into wayfinder functionality, including the ability for users to access information and submit service requests through CHI311 or any successor system; (2) coordinating with the City to integrate security cameras and an emergency button to call 911; and (3) providing free wireless internet connection to the public. Wayfinders shall also comply with all applicable City and State laws regarding data privacy, and personal information protection requirements and shall implement safeguards to ensure that no personally identifiable information is collected, stored, or shared except as expressly authorized by the City.

Revenue Sharing: 30% of the net revenues generated by the Program shall be placed in one or more segregated accounts to be used in the Fulton Market Pilot Area or the Near North Pilot Area, as applicable, for local economic development, including, but not limited to, small business promotion, public activation events, streetscape enhancements, and staffing necessary to administer the Program's public content platform, in consultation with any Special Service Areas and Business Improvement Districts located in the applicable pilot area. The remainder shall be placed in the Corporate Fund.

Rules and Regulations: The Chief Financial Officer may promulgate additional rules that do not conflict with this ordinance, or applicable law.