

PS2G

PUBLIC SECTOR
SOLUTIONS GROUP

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SMART
CITY
MEDIA

SMART CITY KIOSK

DEPLOYMENT STRATEGY FOR ATLANTA, GA

DEVELOPED BY PS2G & SMART CITY KIOSK MEDIA

2025



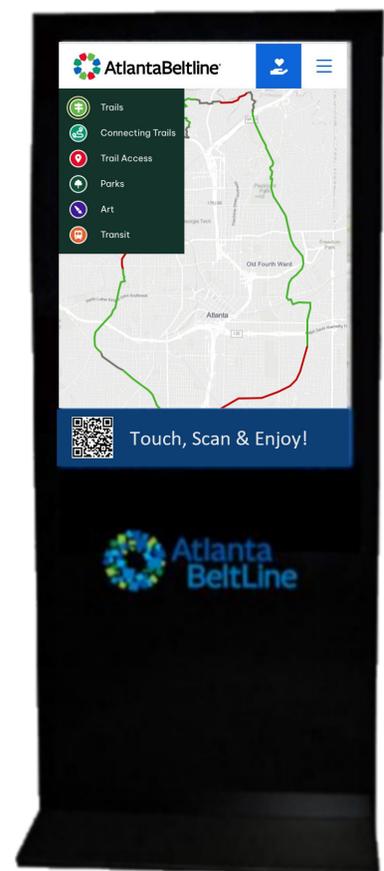


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EXECUTIVE SUMMARY

PS2G and Smart City Media will launch a coordinated Smart City Kiosk initiative across the Atlanta region including key locations such as MARTA stations, Hartsfield-Jackson Atlanta International Airport, the Atlanta Beltline and downtown. The campaign leverages the 2026 FIFA World Cup, the completion of the Beltline and downtown redevelopment as catalysts for digital infrastructure investment and civic engagement.



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STRATEGIC OBJECTIVES

- Deploy 100+ Smart City Kiosks across strategic Atlanta locations by Q2 2026.
- Support City of Atlanta's smart city and digital equity goals.
- Leverage kiosks to drive tourism, local business promotion, public safety and real-time transit information.
- Establish long-term revenue-sharing agreements with public and private stakeholders



TARGET STAKEHOLDERS

Public Sector Engagement

- Schedule 1:1 meetings with:
 - MARTA CTO and real estate division
 - Atlanta Department of Transportation
 - Beltline Planning & Economic Development team
 - Hartsfield-Jackson Airport Chief Innovation Officer
- Develop stakeholder briefing packages with benefits, pilot options, and financial models
- Attend relevant city council, MARTA board and airport authority meetings to introduce the project
- Map permitting and zoning processes for each deployment zone

Private Sector Engagement

- Identify potential local advertisers (retail, entertainment, food)
- Approach commercial developers involved in Beltline and downtown
- Host roundtables with tourism boards, hotel associations and event promoters

Community Stakeholder Engagement

- Partner with neighborhood planning units (NPUs)
- Coordinate sessions with HBCUs and local civic associations for kiosk feedback and co-design
- Present at town halls and BID/CDC meetings (Community Development Corporations)

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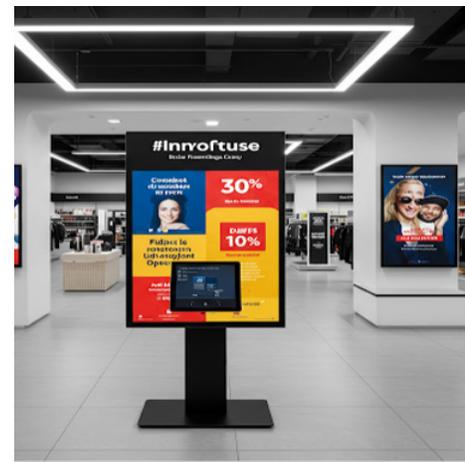
MARKET ANALYSIS

Data Collection

- Conduct foot traffic analysis around MARTA stations, airport terminals and Beltline trails
- Research digital analysis advertising trends and CPMs in the Atlanta market
- Gather economic impact data from prior smart kiosk deployments (NYC, LA, Miami)

Key Findings Synthesis

- Compile growth forecasts for Atlanta tourism and event traffic around 2026
- Map current digital infrastructure gaps in target locations
- Summarize Beltline commercial development forecasts to support value proposition



Atlanta

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COMPETITIVE ANALYSIS

Orange Barrel Media & IKE Smart City Company Profile

- Orange Barrel Media (OBM): Founded in 2004, OBM specializes in out-of-home (OOH) media, integrating art, community content, and advertising to enhance urban environments.
- IKE Smart City: A sister company to OBM, IKE Smart City focuses on deploying interactive digital kiosks that provide wayfinding, local information, and public services. <https://obm.com/cities-community/>

Atlanta Kiosk Deployment Scale

- Total Kiosks: 120 IKE kiosks stands over 8 feet tall with dual 65" high definition touchscreens
- Deployment areas: The kiosks are distributed throughout various neighborhoods including Downtown, Buckhead, Midtown, Old Fourth Ward, Inman Park and more. [Atlanta Market Kit](#)

Strategic Advantages

- Public-Private Partnership Model: The kiosk program operates at no cost to the City of Atlanta, funded through advertising revenue.
- Community Engagement: OBM allocates a portion of kiosk screen time to local artists and non-profits, promoting community initiatives.
- Data Analytics: Provides the city with insights on pedestrian traffic and engagement metrics. [Atlanta and Ike Smart City Launch Innovative Digital Kiosks](#)

Considerations for PS2G and Smart City Media

- Market Presence: OBM's extensive deployment in Atlanta establishes them as a significant player in the smart kiosk space.
- Differentiation: To compete effectively, Ps2g and Smart City Media should emphasize unique value propositions, such as enhanced user interfaces, customizable content, or specialized services tailored to Atlanta's upcoming events like the 2026 World Cup.
- Partnership Opportunities: Collaborating with local businesses and community organizations can strengthen market position and community ties.

If you need further assistance in developing strategies to differentiate your offerings or to identify potential partnership opportunities in Atlanta, please contact us at sales@ps2g.us.



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SMART CITY KIOSK VALUE PROPOSITION

Functional Benefits

- Interactive touchscreens for transit info, maps and city alerts
- Wi-Fi hotspots to support digital equity
- Emergency call button and public safety integration (CCTV, Blue Light)

Use Cases by Stakeholder

- MARTA: Transit schedules, outage alerts, customer surveys
- City: Civic engagement tools, event promotion, emergency broadcast
- Businesses: Geo-targeted advertisements with real-time analytics
- Communities: Multilingual city services access, employment info



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SALES APPROACH

Phase 1: Stakeholder Engagement

- Develop relationship maps and outreach plans for MARTA, Beltline, Airport and the City
- Present high-level concept decks tailored to each stakeholder's needs

Phase 2: Custom Deal Structuring

- Draft MOUs with shared ownership/revenue frameworks
- Offer leasing vs. capital ownership models
- Include maintenance and upgrade terms

Phase 3: Pilot Program Execution

- Identify 5-10 high-visibility, high-traffic test sites (Downtown, Midtown, Airport, Beltline Eastside)
- Secure installation permits and branding approvals
- Run a 90-day performance review to evaluate usage metrics and feedback

Phase 4: Expansion Plan

- Deploy kiosks in transit hubs, parks, retail corridors and underserved communities
- Create bundled pricing models for regional advertising packages

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GOVERNMENT RELATIONS & EXTERNAL AFFAIRS

City & State Government Strategy

- Hire local government affairs consultant/lobbyist
- Brief Atlanta City Council Technology Committee and Economic Development Committee
- Present to Georgia World Congress Center Authority (for World Cup tie-in)

Policy Integration

- Align with Atlanta's One City, Smart City framework
- Highlight support for Atlanta's Climate Action Plan (solar-powered kiosks, low-energy LED screens)

Compliance & Permitting

- Submit applications for encroachment, construction and public ROW use
- Coordinate with Office of Buildings for ADA compliance and safety reviews

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ECONOMIC DEVELOPMENT STRATEGY

Business Growth Support

- Launch "Local Business Spotlight" on kiosks to feature small businesses weekly
- Offer free ad credits for minority and women-owned businesses in the first 12 months

Tourism and Local Revenue Boost

- Embed local tourism content, maps and QR code itineraries
- Track visitor engagement and foot traffic to downtown merchants via kiosk analytics

Digital Equity and Workforce

- Partner with workforce development boards to train local residents for kiosk maintenance and support
- Include job postings and training information on kiosks in economically distressed areas

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Technology Partnerships

- Partner with telecom companies (AT&T, Verizon) for 5G integration
- Establish backend management via secure cloud partners (AWS, Azure)

Content Providers

- Curate news, events and safety info with local media outlets (AJC, WABE, local bloggers)
- Integrate cultural and historical content via Atlanta History Center or Georgia State University

Community and Institutional Partners

- Collaborate with local schools and colleges for content creation, internships and data storytelling
- Establish MOU with Invest Atlanta for shared economic impact reporting





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Branding & Messages

- Develop visual identity and tagline: "Smart ATL - Powered by People & Places"
- Create digital ads and short videos explaining kiosk benefits

Community Outreach

- Set up demo booths at community festivals, transit stations and malls
- Conduct multilingual surveys to understand community priorities

Engagement Campaigns

- Kiosk Design Contest for high school/ university students
- Launch a mobile-first feedback tool to allow community to suggest kiosk content

TIMELINE & MILESTONES

Milestone	Target Date	Key Actions
Initial Stakeholder Engagement	Q3 2025	Conduct stakeholder meetings, brief City Council and secure pilot interest
Pilot Launch	Q1 2026	Install 5-10 kiosks in test locations, monitor analytics, collect feedback
Full Deployment Phase 1	Q2 2026	Deploy up to 75 kiosks across MARTA, Airport, Beltline, Downtown
World Cup Integration	Q2 - Q3 2026	Feature multilingual navigation, event schedules, emergency alerts
Expansion Phase 2	Q4 2026 - 2027	Scale deployment citywide, including underserved and suburban areas

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RISK MITIGATION & CONTINGENCY

Regulatory Hurdles

- Maintain active legal counsel for permitting and compliance
- Offer to pilot in "Innovative Zones" or private property first if ROW issues arise

Technology Failures

- Ensure 24/7 remote monitoring and local maintenance contracts
- Design for modular repairs (screen, network, power units replaceable in-field)

Public Perception

- Run transparency campaign on data privacy and security
- Include physical buttons for feedback and QR code reporting tools

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SUCCESS METRICS

Deployment Metrics

- Number of kiosks deployed by geography and stakeholder
- Percentage uptime and technical performance benchmarks

Engagement Metrics

- Monthly active users per kiosk
- Click-through rates on city services and local ads
- Emergency alerts delivered and confirmed

Economic Metrics

- Local ad revenue generated
- Increase in foot traffic to local businesses (via heatmap analytics)
- Jobs created through deployment and maintenance efforts

Community Metrics

- Resident satisfaction (via surveys and app feedback)
- Increase in access to digital resources in low-income areas



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APPENDICES

- Kiosk Specifications & Capabilities
- Sample MOU Templates
- Revenue Sharing Model Example
- Pilot Site Map Recommendations