# Hello Lamp Post & Hyattsville!

What is Hello Lamp Post

Hello Lamp Post is a human-centric engagement platform that makes urban environments interactive using AI. By encouraging people to strike up playful conversations with familiar street objects (air quality sensors, lamp posts, parking meters, bus stops etc), Hello Lamp Post creates interactive touchpoints for citizens to access hyper local information, share insights and make improvements to the neighborhoods in which they live, work and play.

THE ABCD OF HELLO LAMP POST

Awareness   Bridging   Communication   Distillation
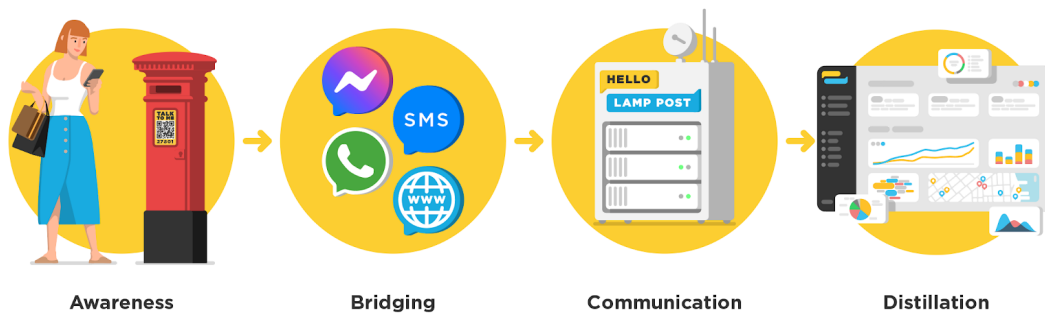
From driving footfall, digital trail-making, improving visitor satisfaction, collecting feedback and insights and making destinations more accessible and attractive by reimagining public spaces, Hello Lamp Post is helping build people-centered resilient cities of the future.

Initial Focus for Hyattsville

- Engage with residents and visitors on to Hyattsville on ARPA & Sustainability Plan plans
- Hello Hyattsville! Objects will be able to educate the public on topics related to sustainability & community development
- Conversations will be customized with local information to create an interactive experience to:
    - Consult the public about the upcoming Sustainability Plan revamp
    - Collect feedback and opinions on the best ways to use ARPA funds
    - Interactive & Automated FAQ answering
    - Offer opportunities to connect in multiple languages
- Gather and measure public responses, sentiment and feedback
- Provide additional context for ways the community can stay engaged

HELLO LAMP POST

Deployment steps and timeline

Hello Lamp Post typically takes 4-6 weeks to set-up and go live with an installation.

Pre setup:

1. Project approval and procurement sign-off
2. Identify together list of potential locations and objects
3. Group 'kickoff' meeting

Installation and ongoing management:

1. Advise Hello Lamp Post on the project requirements and outputs.
2. Share any local information/fact sheets pertinent to the objects/locations.
3. Hello Lamp Post customize conversation knowledge base and content
4. Hyattsville to provide feedback.
5. Hello Lamp Post design signage with required specifications.
6. Hyattsville print and install signage for go live.
7. Hello Lamp Post launch
8. PR, online and social media release.

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QUOTE

Hello Lamp Post - Hyattsville

Hello Lamp Post works on a 12-month annual license due to the time and set up of the first installation. The initial package includes Hello Lamp Post software, services, and set up for an initial deployment(s) to consult the public around the usage of ARPA funds and update to the Sustainability Plan. The City of Hyattsville can choose to change the initial conversations to new projects and/or update the interactive objects as projects finish to engage the community on new initiatives and/or projects based on city goals and priorities.

Hello "Hyattsville"
2 Initial Conversation Types - ARPA + Sustainability Plan
Includes Dedicated Project / Account Manager Creation of two (2) Hyattsville themed conversations System Set Up (standardized persona and changeable, customized knowledge base) Real time Access to Data and Insights Dashboards (Engagement Hub) Inclusion of public page to access responses (optional) Automated Chatbot for website (optional) On-going Marketing support, including templates for multiple channels Multiple languages feature Interactive FAQ's and Automated Answering Media Links (videos, images and URL's) available in user conversations Design of Object Signage Post-Project Engagement reportt
Annual License: $15,647 **One Time Implementation Cost: $0**
1st year total: $15,647

- Conversation types are the equivalent of projects and can be either short-term or permanent engagements. Conversations can be reallocated over the course of the year. This is included in the annual license. There is no additional charge for designing new conversations and/or signage. Ex. Sustainability Plan ➤ Vision 2040
- Objects are the different types of street furniture and/or places that would be activated and offer interactive conversations. There is no limit to the number of activated street objects.

Outcomes

- Create innovative and unique interactive touchpoints throughout Hyattsville
- Educate the community about the Sustainability Plan and ARPA funds
- Provide hyperlocal information based on location
- Collect evidence from members in the community in real time
- Gather feedback, insights and opinions to inform future planning and decision making
- Share information related to ARPA funds and Sustainability Plan
- Establish 'always available' touchpoints within the community
- Target conversations according to locations

Hello Lamp Post - Track record

Hello Lamp Post has already been used for diverse projects across the world including;

Tourism and consultation in Sydney, Australia

Tourism and increasing footfall in Belfast, Northern Ireland (video here)

Tourism and Arts Festival in Leicester, England (video)

Environmental surveys in London, England

Entertaining residents and visitors to Lerwick, Scotland

Digital Festival in Singapore

UN Global Goals - sharing information with citizens in Malmo, Sweden

Shaping the city of Utrecht, Netherlands

Parking FAQ's and student welfare in UBC, Canada

Citizen input to local decision making in Independence, US