



November 2, 2017

2159 INDIA STREET  
SUITE 200  
SAN DIEGO, CA 92101  
858-568-7777

cleantechsandiego.org

**MISSION:**

To accelerate  
clean technology  
innovation and  
adoption of sustainable  
business practices  
for the benefit of  
the economy and  
the environment

Board of Port Commissioners  
San Diego Unified Port District  
3165 Pacific Highway  
San Diego, CA 92101

**Re: Interactive Kiosk Project (RFP 16-37RH)**

Dear Chairman Valderrama and Port Commissioners:

On behalf of Cleantech San Diego, I am writing to express our concerns over the Port Commissioners recent vote not to proceed with the above-referenced project.

Cleantech San Diego is a member-based trade organization that positions the greater San Diego region as a global leader in the cleantech economy. Cleantech San Diego's members include 117 local businesses, universities, governments, and nonprofits committed to advancing sustainable solutions for the benefit of the economy and the environment.

In 2011, Cleantech San Diego launched the Smart Cities San Diego initiative as a collaboration between public, private, and academic organizations working together to deploy IoT technologies, advance urban connectivity, reduce greenhouse gas emissions, increase water and energy efficiency, and drive economic growth in the San Diego region. The Port of San Diego has been a key part of the Smart Cities San Diego initiative.

As I shared during public testimony at the May 18 Board of Port Commissioners meeting, Cleantech San Diego believes the Interactive Kiosk Project would be an excellent addition to the Port and would further demonstrate the Port's leadership in smart city deployments. It has been proven that the project will deliver significant public benefit, incorporating wayfinding, citizen engagement, analytics, and economic and digital mobility for citizens of all economic statuses. Although the Port was one of the first in the country to begin efforts to procure this technology, in just the last six months, similar efforts have been initiated in Atlanta, Miami Beach, Chicago, Los Angeles, San Antonio, and other cities around the country.

While I understand there has been some opposition from groups generally opposed to advertising in any type of public space, it should be noted that the benefits of the Interactive Kiosk Project are generally absent from traditional advertising programs, and the advertising component itself, while important to the financial feasibility of the project, is minor. Furthermore, the benefits the Interactive Kiosk Project provides to the citizens of San Diego, visitors of the Port, and businesses along the waterfront are significant.

The Port of San Diego has been a leader in incorporating smart city technology into its strategic plans, and the deployment of an interactive kiosk is a critical and visible opportunity to advance these efforts. I am hopeful you will readdress this project and move forward with what was already started.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Anderson".

Jason Anderson  
President and CEO  
Cleantech San Diego