

MEMORANDUM OF AGREEMENT

This MEMORANDUM OF AGREEMENT is entered into between Louisville Metro Government, hereinafter referred to as **LMG**, and American Printing House for the Blind, hereinafter referred to as **APH**, for the purpose of formalizing organizational roles, responsibilities, and commitments made toward implementation, operation and sustainability of an innovative lower power Bluetooth beacon initiative entitled the *Indoor Navigation Project*.

The Indoor Navigation Project is a one-year, with renewable options for two subsequent years, program to provide, map and install lower power Bluetooth beacons, in government facilities and other public buildings. This initiative is aimed at orienting Louisville to become the most accessible city for the visually impaired.

The goal of *Indoor Navigation Project* is to develop an Indoor Navigation feature for the successful Nearby Explorer app which provides blind and visually impaired users' location and proximity information via speech or braille to points of interest. Nearby Explorer/Indoor Navigator combines beacon technology, external infrastructure support, and an app running on a phone or tablet. The app may also offer features such as exhibit details, routing, and augmented reality in the future.

This technology was recently promoted and demonstrated to an audience from the NewDEAL organization (Developing Exceptional American Leaders), a national network of progressive state and local leaders. This innovative solution will continue to be highlighted throughout Louisville Metro Government to organizations that would benefit from the adoption of this technology.

As stated above, this agreement can be renewed on an annual basis for up to two additional years as funds are available and both parties wish to continue their partnership. To renew the agreement, either party must contact the other party in order to declare an intent to continue the agreement at least 30 days prior to the end of the current term. The contacting of parties should be done via email to the appropriate parties in each organization. The agreement will be officially renewed by each party signing an updated copy of this Memorandum of Agreement.

MEMORANDUM OF AGREEMENT

The objectives of this memorandum of agreement are:

- 1) Develop and sustain necessary capital to address financial needs of the initiative of a one-year period of operation, and subsequent renewable option years as funds are available.
- 2) Plan and coordinate implementation with the American Printing House for the Blind to install beacons at strategic points within project documentation, physically label the beacons for management purpose, and configure the beacon with the name and location. Mapping may require a floor plan of public spaces.
- 3) Determine the feasibility of a long-term operational sustainability plan beyond the one-year demonstration.

STATEMENT OF AGREEMENT

As evidenced through the execution of this MEMORANDUM OF AGREEMENT, both LMG and APH fully agree to administer and negotiate resources of the respective organizations, as necessary and appropriate, to the greatest extent feasible, and within the context of established budgets, rules, regulations, and customary practices; toward the achievement of the goals and objectives of this initiative. Both parties agree to demonstrate commitment to the initiative by carrying out the following roles and responsibilities:

ROLES AND RESPONSIBILITIES

LMG shall be responsible for:

- leading resource development efforts to secure permission for beacon installation
- identifying and helping with negotiating contract agreements with all vendors that may be needed to develop and install technical equipment and programming for the initiative, outside of the provided expertise of American Printing House for the Blind.
- implementing necessary deployment activities to enable a target start-up time after funds have been secured by APH.
- providing physical scheduled access to designated facility spaces to support installation of technical equipment, mapping, programming and service operations for the initiative.
- promoting and marketing the initiative to generate press coverage, usage by the community, entrepreneurs, and a variety of business interests that may also include future innovation projects.

MEMORANDUM OF AGREEMENT

- Providing permission to publish the name and location of identified facility amenities and that they will be added to OpenStreetMap and Google database using the Google Proximity Application Program Interface (API) and OpenStreetMap OSM Simple Indoor Beacon tagging proposal to publish this data.

APH shall be responsible for:

- providing mapping expertise to submit beacon ID information to OpenStreetMaps, unless otherwise agreed-upon by both parties, during the active term of the agreement.
- coordinating support of its existing information technology resources or systems toward development and operation of the initiative. To facilitate this support, APH will name a designated technical contact to coordinate with LMG concerning all information technology implementations and issues within 30 days of signing this agreement.
- designating an initiative point of contact to coordinate program and marketing activities. And, if they are unavailable for any reason during the term of this agreement, should have a replacement identified and available within 30 days of this change.
- managing the long-term operation of the initiative as funding is available.
- Providing additional promotion and marketing of the initiative with APH partners.
- tracking and sharing anonymized analytics of usage of the Bluetooth beacons via the Nearby Explorer app, with the intent of real-world foot traffic analysis of public buildings within the partnership of APH and LMG.
- ensuring all signage and promotional materials highlight the partnership of APH and Louisville Metro Government.

Both parties shall be responsible for:

- collaborating toward planning set-up and operations of the proposed operations of the initiative.
- collaborating toward assessing feasibility of a long-term operational sustainability plan within and beyond the one to three-year demonstration period.
- assigning a lead representative and spokesperson to oversee the initiative and participate in scheduled meetings and events.

MEMORANDUM OF AGREEMENT

- providing access to important information that will be useful to the implementation of the initiative.
- coordinating support for the training needs of staff and client participants of the initiative.
- marketing and community outreach for the project.

THIS MEMORANDUM OF AGREEMENT IS HEREBY EXECUTED OF BEHALF OF THE PARTIES:

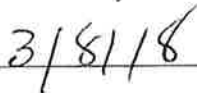
Louisville Metro Government:



Signature




Title



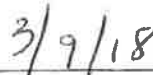
Date

Have Seen and Agreed to:



Signature

Counsel for Mayor



Date

MEMORANDUM OF AGREEMENT

*American Printing House for the
Blind:*



Signature

VP of Development

Title

4/5/2018

Date