

TESTIMONY BEFORE THE CITY COUNCIL COMMITTEE ON TECHNOLOGY

UPDATE ON LINKNYC

MONDAY, APRIL 18, 2018

Good afternoon Chair Koo and members of the Committee on Technology. My name is Michael Pastor, and I'm General Counsel to the Department of Information Technology and Telecommunications (DoITT). Seated with me today is Anne Koenig, Senior Director of Public Communications Structures. We are pleased to update the Committee today about LinkNYC, the City's pioneering effort to build a network of free Wi-Fi kiosks across the five boroughs, at zero cost to taxpayers.

As of today, over 3.7 million subscribers have taken advantage of the superfast Wi-Fi at over 1,500 live kiosks citywide. When fully built out, LinkNYC will be comprised of at least 7,500 kiosks, making it the largest, fastest free municipal Wi-Fi network in the world. The program is already a cornerstone of Mayor de Blasio's goal to provide affordable, reliable, high-speed broadband to New York City's residents and businesses by 2025. Our collaboration with our franchisee, CityBridge, in addition to feedback and support from stakeholders across the city—including the City Council—continue to make this project successful.

DoITT oversees LinkNYC, which is made possible through a franchise to replace New York City's outdated payphone infrastructure with gigabit-speed Wi-Fi kiosks. Links offer several other free services beyond Wi-Fi, including free nationwide calling, direct access to 911, mobile device charging, and a tablet interface that allows users to connect with 311, social services, transit information, wayfinding, and more. These services are completely free because the advertising on the LinkNYC kiosks sustains and funds the entire project, ensuring that taxpayers aren't paying a dime for any of these benefits. In fact, this program is revenue positive, guaranteeing a minimum of more than \$500 million in revenue to the City over the course of the franchise.

Currently, LinkNYC is in year 3 of construction. Citywide, there are 1,747 LinkNYC kiosks installed; 1,508 of which are active. We have made it a priority to ensure that the public can track

deployment, which is why we have made the locations of kiosks—both active and in the pipeline—available via datasets and maps on the City's Open Data Portal. I am also happy to announce that DoITT and CityBridge, with the support of Council Member Kallos, will be making more information available on NYC Open Data. Very shortly after Commissioner Saini's arrival to DoITT in February, he prioritized this work, conveying how important it is that New Yorkers are able to track, in near-real time, the location and status of every LinkNYC-kiosk. We are grateful to Council Member Kallos for his advocacy in this space, and we look forward to getting this information in the hands of New Yorkers.

The Open Data Portal is only one of many outreach tools we have been using to communicate with New Yorkers about the program. Per an agreement with the five Borough Presidents, DoITT and CityBridge have been proactively seeking comments from local stakeholders on proposed new LinkNYC kiosk locations. These are locations that are *not* replacing payphones. This process includes notice of proposed kiosks to Community Boards, Council Members, Borough Presidents, and BIDs for a 60-day comment period. In many cases, this extra step has been tremendously useful for both DoITT and CityBridge to gain local insight as Links are being deployed. This is especially true in neighborhoods outside of Manhattan, where there has, historically, always been a smaller payphone footprint.

Our community outreach has also been helpful to get the word out—because LinkNYC will only be successful if the public fully makes use of it. We have already seen widespread adoption of all the services available on the kiosks, and the usage will only increase as more are installed and activated. As of today, 3.7+ million subscribers have initiated 722 million Wi-Fi sessions, consuming a total of 4,728 terabytes of data cumulatively. For perspective, this amounts to approximately 2.3 million New Yorkers' typical monthly 2 gigabyte-per-month data plan. And I'd like to mention that all of this use will soon become an even more secure experience, thanks to the commitment we recently got from CityBridge to use a Domain Name Server (DNS) platform, recommended by NYC Cyber Command.

And it's not just the Wi-Fi that residents and visitors are using. In the first quarter of this year alone, users placed over 9,100 911 calls and more than 1 million non-911 calls. They are also taking advantage of relevant content on the tablet, interacting with the 311 function over 17,000 times and using the Aunt Bertha app—which connects users with local social services—approximately 15,700 times. Just last week, we were proud to have supported the NYC Council's Participatory Budgeting efforts by allowing constituents to vote for projects in their districts directly on the tablet. Voters took advantage of this function over 5,000 times in just 7 days!

We're proud that LinkNYC is built upon technology that allows the City to consistently find new and innovative ways to make Links true digital public service assistants, ready and able to

deliver New Yorkers information they need. Citywide, New Yorkers are seeing citywide efforts weather updates, breaking news alerts, and emergency messaging via Links. We've expanded interactive services, offering residents the opportunity to enroll in health care, find their polling place, and more. And on a hyperlocal level, over the past year Links have featured Community Board websites on the tablet, promoted full Community Board meetings and local small businesses on the ad screens, and introduced more useful real-time information, such as transit status. In fact, we were extremely pleased to work with Council Member Lander and Chair Koo earlier this month to announce the addition of real-time bus information on all Links within .3 miles of a bus stop into the suite of useful content that the ad screens have to offer.

I should note that this is all *in addition* to the 5% of advertising reserved for Mayoral agencies. Just a few examples of some of those public service announcements that have run on Links recently include: DOT's Vision Zero creative, FDNY's recruitment campaign, and DoITT's own Open Data Week "fun facts." We welcome any other ideas from the Council and would be more than happy to work with you to get more interesting and useful information to New Yorkers via LinkNYC.

As I've discussed throughout my testimony today, the services LinkNYC offers and the revenue the program generates are extremely important to DoITT and the administration – and to New Yorkers at-large. It has become a ubiquitous component of our great City's streetscape, and its continued success is our priority. That's why, in partnership with CityBridge, we are proposing amendments to the franchise agreement to the Franchise and Concession Review Committee. As of April 16, these amendments are public record, and we plan to present the amendments to the FCRC on May 7.

These amendments do not affect the two most important pillars of the program: the number of kiosks built—both citywide and per borough—and the guaranteed revenue it generates for the City, which remains, by contract, to be in excess of half a billion dollars over the life of the franchise.

Under the proposed amendments, kiosk rollout would adjust somewhat, allowing ten rather than eight years, with amended yearly targets. Additionally, the amendments would allow the franchisee more flexibility to site kiosks replacing payphones, which could help the City further its goal of equitable distribution in all five boroughs. These adjusted siting requirements would continue to be subject to DoITT's oversight and approval. The amendments will also allow CityBridge to delay some revenue payments above the annual guarantee in the next few years, with repayment to the City above the guarantee, plus 10 percent interest.

With these modest concessions, in return, DoITT would require CityBridge to provide a more detailed long-term plan for rollout over the course of the entire franchise, as opposed to year-to-

year plans currently required. Most importantly, we fought for as much equity as possible *within* the boroughs, ensuring that each Community District will have at least as many Links as there were pay phones.

As franchise administrators, the decision to propose amendments was not taken lightly. The proposal takes into account lessons learned and unforeseen circumstances confronted over the first two years of this first-of-its-kind initiative. I anticipate that CityBridge will explain in more detail during their portion of testimony.

Thank you for giving us the opportunity to testify before the Committee today. We look forward to continuing our work with this committee and Chair Koo to bring LinkNYC to even more New Yorkers and visitors. We welcome your feedback, and we are happy to answer your questions.



Testimony Before the New York City Council Committee on Technology Oversight: The LinkNYC Program April 18, 2018

Tech:NYC is honored to have this opportunity to support the LinkNYC program. We are a nonprofit trade group with the mission of supporting the technology industry in New York through increased engagement between our more than 600 members, New York government, and the community at large.

Our ultimate goal in engaging in this dialogue is to demonstrate that New York is the best place for technology companies to grow and develop. We believe that New York's unique business ecosystem, as a global center for so many industries—such as finance, media, fashion, art, and real estate—will serve to strengthen the technology businesses that call New York home; and that in turn, technology will further strengthen those incumbent industries.

With that in mind, we are proud to support LinkNYC, a first-of-its-kind program that gives New Yorkers access to ultra-fast public Wi-Fi while also connecting users to a host of other services including calling anywhere in the U.S., accessing maps and city services, or charging their cell phones.

From the perspective of our organization, addressing the digital divide is of paramount importance. As a greater part of our lives revolve around internet access, the value of available Wi-Fi grows. This is especially true for children, as more tools for learning and growth are found through digital means. For this reason, our organization and several of our members have been frontline supporters of the City's CS4All initiative, a program that aims to bring computer science education to every school in New York City in the next decade. We believe technology education will only grow in importance in the future economy and it is therefore essential to provide this type of education for the children of New York City.

Also, beyond fast free Wi-Fi, LinkNYC provides useful services, such as free phone calls, maps, and access to New York City services with the purpose of establishing a more equitable and connected city. Offering New Yorkers the opportunity to tap into the Aunt Bertha database or the 311 app to find food pantries, emergency housing, healthcare, and other city services ensures New Yorkers connect with resources they need when and where they need them.

In addition to these very worthwhile local benefits, LinkNYC also increases New York's profile as a city that embraces technology and solidifies its place as one of the primary tech hubs in the United States. From the perspective of Tech:NYC, this is no small feat. Jobs in technology are vitally important for New York's continued economic health. Recent statistics show that the average annual salary for New York City-based workers in the technology industry was \$147,300, compared to citywide average of \$89,100 for all private sector positions. In New York City, employment in the technology industry after the Great Recession grew at four times the rate of the rest of the economy, and overall employment in technology industry jobs increased 71 percent between 2004 and 2014. Since 2010, salaries in the tech sector increased by 29 percent, more than three times faster than in the rest of the private sector. We cannot emphasize the point enough: when technology companies decide where to set up shop, programs like LinkNYC matter because they demonstrate that New York City takes technology seriously and will be a partner to the industry.

Thank you to the City and LinkNYC for bringing this first of its kind project to New York City. We are excited to see what's next for this unique digital platform.



Testimony of Jennifer Hensley President, Link for CityBridge City Council Oversight Hearing April 18, 2018

My name is Jennifer Hensley. I am the President of Link at Intersection, the managing member of CityBridge, the company responsible for delivering the LinkNYC program under a franchise agreement with DoITT. I am delighted to have an opportunity to update you on the progress of LinkNYC.

When I appeared before this Council approximately 18 months ago, Link was still something of a newcomer on the City's streets. In my previous testimony, I explained how we were replacing the City's obsolete payphones with beautiful, state of the art kiosks that would provide free phone calls and the fastest public Wi-Fi available, as well as other valuable public services, all at no cost to taxpayers. I described some of the challenges we had faced while implementing this first-of-its-kind program in New York City's notoriously complicated roadbeds and sidewalks. Notwithstanding those challenges, at that time we had 500 kiosks installed, with 800,000 unique users signed up for Wi-Fi, 40,000 phone calls per week, and a demonstrated annual positive economic impact of \$72 million dollars.

Today, a short year and a half later, we have over 1,500 kiosks activated across the five boroughs, with over 3.7 million unique users signed up for Wi-Fi. We are now providing over 250,000 free phone calls per month, and in 2017 we made 26 Million dollars in payments to the City of New York and saw an annual economic output of \$161 million.

LinkNYC has become a beloved part of the New York City streetscape, providing fast, reliable and free Wi-Fi to millions of New Yorkers and visitors. We regularly meet with community boards, civic groups, BIDs, and the like to ensure that our services are understood and accessed by New Yorkers. Our tablets have become bona fide community resource centers, providing one-touch access to important services and information such as the local Community Board's website, MTA Info, and 311. The City's 311 app sees over 1,300 opens a week and we recently started offering Community Boards the opportunity to advertise their Full Board Meetings for free on the 55inch Link screens in their district, we have done this for 87 Community Board meetings and counting.

Since we were last here we have partnered with a group called Aunt Bertha to add a tablet app that makes it easy for New Yorkers to connect to social service organizations, whether they are in need of assistance or seeking a place to donate or volunteer. Since we started this partnership one year ago



over 115,000 users have taken over 300,000 actions to search and reach out for much-needed resources.

As part of our advertising program, we created "Link Local," a unique offering that allows small businesses to advertise on our kiosks at no cost and have worked with over 200 small businesses in all five boroughs on this program so far. We've created window stickers for businesses whose customers can easily access the WiFi from adjacent kiosks, and partnered with community organizations to provide free training on how to use Link. We've also had some fun, facilitating over 12,000 free Calls to Santa around Christmas and inviting New Yorkers to share their marriage proposals on Links at Valentine's Day - we saw 5 successful proposals this year, and luckily no unsuccessful ones. And we haven't stopped, just last week we came together with the City Council to offer voting for Participatory Budgeting on our Link tablets in an effort to truly bring democracy to the streets of NYC. The Participatory Budgeting app was opened over 5,000 times over the week. We have also started displaying real time emergency messages with the Office of Emergency Management, alerting New Yorkers to severe weather and school closings. We launched subway transit updates, which have been greatly appreciated by New Yorkers, who are now informed about train delays before going down into the subway system. Our real time bus updates, which we were proud to announce with Council Members Lander and Koo earlier this month, went live across the five boroughs this morning. Now New Yorkers waiting for a bus can save money, enjoy free super fast Wi-Fi and know how long they have to wait for their bus to arrive!

All of these initiatives have come from valuable feedback from our users and stakeholders, who have taken to social media and the press to commend LinkNYC for our responsiveness and partnership. In fact, we have dedicated staff that cultivates these partnerships and responds with editorial content and user experience improvements that help solidify our connections to the diverse communities we serve. In a recent third-party survey, 93% of New Yorkers said they believed LinkNYC is a positive initiative for New York City - an astounding and impressive rating nearly three years into our program, and consistent with our findings from each of the surveys we've conducted regularly since we launched our service. We look forward to continuing our partnership with the City to expand Link's reach and impact in all five boroughs.

There is more work to be done, for sure, and there are still challenges facing our great program, including some of the same implementation challenges we discussed at length before this committee in 2016. The City's sidewalks are crowded and competition for space is fierce. A large percentage of the old payphone sites failed the Link siting criteria, forcing us to search for new sites and engineer new connections, adding time and costs to our deployment plans. In addition, much of the City's underground infrastructure suffers from deferred maintenance, and coordinating with the major utilities and public agencies requires time and substantial investment. We have been working with DoITT to



propose limited franchise contract amendments to address some specific siting and commercial issues and ensure the continued success of LinkNYC. We will be appearing before the Franchise and Concession Review Committee next month seeking approval of those adjustments to siting and infrastructure support, leaving the key elements of the LinkNYC program in tact - the total number of 7,500 units to be deployed and the minimum revenue guaranteed to the City under the contract will stay the same. The requirement for distribution of the kiosks throughout the boroughs will be strengthened, with additional requirements to deliver Links equitably among community districts throughout the City. We are also excited that the amendment will give us the confidence in our route planning to create a full build plan in addition to the yearly roll out plans. This will help the City and our users to better know when to expect Links and where.

CityBridge is also making significant investments in ensuring our system remains state of the art. We are constantly working on improvements to the security and reliability of the connection to the Link network. Additionally, working in close partnership with DoITT and NYC Cyber Command, we are excited to implement Cyber-Command approved-DNS protection for Link users on our network. We expect to announce more details on these service upgrades in the coming weeks, and will continue to ensure Link remains state of the art, and our users have access to the very best technology.

We are very proud of the tremendous success of our project and the significant positive impact we are having on our city. Transformational new technology is not easy, but we continue to make significant investments in this program and to work closely with DoITT, Community Boards, the Council, our users and other stakeholders to ensure Link remains a valuable and beloved public service.

I welcome your questions.

Thank you.



TESTIMONY IN SUPPORT OF THE LINKNYC KIOSKS

By Chris Mendoza Head of Government Affairs April 16, 2018

Thank you, Chair Koo and the members of the Committee on Technology, for the opportunity to testify today.

As the founder and current CEO of C4Q, I am honored to have this opportunity to support the LinkNYC program. C4Q is a nonprofit that aims to create opportunity through technology by teaching coding and professional skills to talented adults from diverse and low-income backgrounds. Through this, we hope to create and maintain a diverse tech community that is reflective of our society today.

Since LinkNYC launched in February 2016 the benefits have been clear, replacing antiquated payphones with these smart city kiosks are a vast improvement in look and impact while most importantly offering super-fast free Wi-Fi to New Yorkers in every community for free. These innovative kiosks play a key role in bridging the digital divide and leveling the digital playing field for all New Yorkers.

Beyond their super-fast free Wi-Fi LinkNYC also provides useful services on the accessible tablet, such as free phone calls, maps, and access to New York City services with the purpose of establishing a more equitable and connected city. Offering New Yorkers the opportunity to tap into the Aunt Bertha's database or 311 app for example to find food pantries, emergency housing, healthcare, and other city services ensures New Yorkers connect with the resources they need when and where they need them. I as well enjoy all the local and useful information LinkNYC displays on the digital screens from weather and transit updates, to community fun facts and local business information, it is a great message platform for our community. LinkNYC is truly one of a kind, and has already become a staple in our community and I'm excited for the program to grow.

Thank you to the City and LinkNYC for bringing this first of its kind project to New York City. I am excited to see what's next for this unique digital platform.

If you have any further questions do not hesitate to follow up.

Sincerely, Jukay Hsu



TESTIMONY IN SUPPORT OF THE LINKNYC KIOSKS

By Angela Pinsky, Executive Director April 18, 2018

Thank you, Chair Koo and the members of the Committee on Technology, for the opportunity to testify today.

The Association for a Better New York (ABNY) is a 46-year old civic organization that promotes the effective cooperation of public and private sectors to improve the quality of life for all New Yorkers. We are pleased at the opportunity to express our support for the LinkNYC kiosks, and to encourage the Council and the Administration to continue to work with Intersection on the successful implementation of this technology and citywide infrastructure that broadens free internet access to New Yorkers, narrows the digital divide, provides critical connections to emergency services, and modernizes out streets and rationalizes our street furniture to better match the needs of today's New York.

Since 2016, we have seen the replacement of underutilized and undermaintained payphones with the LinkNYC kiosks, which have shown a dramatic increase in usability and value. The dynamic display has allowed for increased advertising, public service announcements, informative displays, and items of interest, which contribute to a more interesting New York streetscape. Initiatives such as the showing content from the Winter Olympics was creative and innovative, and were not possible prior to the installations.

Additionally, we are now at a point where an individual's reliance on the personal phone is so critical, that the provision of a power source to someone who is about to have a phone battery die feels like the provision of an emergency service, so much so that it has become practically a necessity for any new indoor public space and a prized amenity in outdoor spaces.

The free high-speed public Wi-Fi, as well as the useful services on the accessible tablet, including free phone calls, maps, and access to city services makes New York a more inviting city, to residents, employees, and visitors. From the early days of the implementation, Intersection has been responsive to concerns and reports raised by businesses and we are pleased at the partnership the installation of the LinkNYC kiosks have created with employers.

Thank you again for the opportunity to support this beneficial infrastructure. We would be happy to answer any questions you may have.



A Better Jamaica

BOARD MEMBERS

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TREASURER Roslin V. Spigner

SECRETARY Samantha A. Inniss

FOUNDER Greg Mays

TRUSTEES EMERITI Isisara Bey Lloyd W. Brown II Charles E. Sims, Jr.

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Mission

Founded in 2007, A Better Jamaica's mission is to engage in activities designed to strengthen the set of southeast Queens, New York neighborhoods known collectively as Jamaica.

April 17, 2018

The Honorable Peter Koo Chair, Committee on Technology New York City Council New York, New York 10007

Chair Koo and Members of the Committee on Technology:

I'm Greg Mays, Executive Director of A Better Jamaica, Inc. It is my honor to come before you today to voice my support for the LinkNYC program.

We're a community service organization engaged in activities designed to strengthen the set of southeast Queens communities known collectively as Jamaica.

Since launching in February of 2016, LinkNYC kiosks have replaced the eyesores that once blighted our streets – the antiquated payphones – with smart kiosks that not only display relevant advertising and information, but provide those without smart phones the opportunity to browse the web, and those with smartphones the opportunity to charge our phones when we inevitably find ourselves out and about with dead smart phones.

Additionally, in A Better Jamaica's case, LinkNYC has allowed us to turn the kiosks into a public art gallery as they have allowed us to – using remnant space – present quarterly month-long art exhibits that feature Jamaica based/focused artists.

Thank you to the City of New York and LinkNYC for bringing this first of its kind digital kiosk project to New York City. I am excited to see what's next for this unique digital platform.

Should this letter prompt any questions, I can be reached via phone at (718) 657-2605 or via e-mail at greg.mays@abetterjamaica.org.

Sincerely,

Greg Mays

Founder & Executive Director





To: NYC Council - Committee on Technology

From: Community Testimony via

Noel Hidalgo, Executive Director of BetaNYC

Re: Link NYC Oversight Hearing

Wednesday, 18 April 2018

Chairman Koo & the Committee on Technology,

As with any networked infrastructure, the LinkNYC franchise must be considered as one element of a federated system. This is true both in terms of the physical infrastructure, and in terms of the fiscal structure.

The franchise agreement requires:

- That the Link kiosks must have sufficiently robust backhaul to offer high-speed service
- That a portion of advertising revenue should go towards supplying low-cost or free service for particular populations and/or areas

The most visible part of the franchise comprises the Link kiosks themselves, which a free outdoor public WiFi option. However, in order for the kiosks to operate, they must be connected to high-speed, high-capacity internet "backhaul" or data pipes. Based on Link's stated gigabit goal, these backhaul systems will be fiberoptic (since neither cable, nor DSL has high enough capacity to supply future-ready gigabit connections).

The City's franchise requires that the franchise holder (CityBridge/Intersection) must ensure that backhaul is available at kiosk sites, so in order to build and operate Links, CityBridge/Intersection must contract with backhaul providers. In many cases, especially in areas with less robust telecommunications infrastructure, this means that new fiber optic cables must be laid to serve the kiosks.

While the backhaul lines themselves are owned by a third-party provider, the fact of laying the fiber means that the streets must be dug up in many cases and new conduit laid. The "sunk cost" of building out this infrastructure falls to CityBridge/Intersection and/or their third-party provider, and is not absorbed by the City. So in a sense, the

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kiosks themselves are just the tip of the iceberg in terms of the capacity being added to telecommunications systems. The expansion of high-capacity fiber networks in the City provides further possibilities to contract with the backhaul providers to create other modes of access (beyond the Links themselves).

In terms of advertising revenue, the franchise requires that a percentage go towards supplying low-cost or free wireless, in particular in NYCHA developments (so far, in the Queensbridge development and underway at Mott Haven). In this way, aside from the wireless offered by the Link kiosks, they are also revenue-generators for other City efforts to connect the underconnected.

Overall, in order for the LinkNYC program to work for NYC residents, City Council should advocate that:

- Backhaul systems created to supply connections to the kiosks are opened up for other franchising and private-sector opportunities, in order to fill out the access ecosystem for different modes of access, possibly through other City redevelopment and infrastructure improvements (DoT, DCP, EDC etc.)
- The kiosks should be activated for community events and arts etc. programming, in order to increase engagement and interaction, which could create more demand for the advertising space and in turn increase revenues available for building low-cost connectivity throughout the City.
- The Links should be considered part of a much larger integrated and overlapping ecosystem of digital access. There are many opportunities to leverage both the physical and fiscal resources created as a result of the franchise.

Thank you,

A member of the BetaNYC community

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