



**To:** The Philadelphia Art Commission

**From:** Bicycle Transit Systems

**Date:** October 30, 2024

**Re:** Administrative Review Request for IKE Smart City Kiosks at Various Sites

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Dear Art Commission,

Bicycle Transit Systems (BTS) is a Philadelphia-based National bike share operator, who is contracted by the City of Philadelphia's Office of Transportation, Infrastructure, and Systems (OTIS) to operate Philadelphia's Indego bike share. IKE Smart City, an out of home advertising agency, is contracted by BTS to deliver static and digital advertising on Indego bikeshare stations. The Art Commission provided final concept approval for the deployment of IKE Smart City Kiosks on Indego bike share stations. BTS is seeking admin approval from the Art Commission to deploy IKE Smart City Kiosks at the following Indego bike share stations:

- Filbert & Juniper
- Christian & Passyunk
- 7<sup>th</sup> & Sansom
- Frankford & Crease
- Broad & Christian

The IKE Smart City Kiosk is an interactive digital kiosk that will be attached to the Indego bikeshare station. The kiosk will enhance the user experience for Indego customers, deliver public service information, resources, and local art, and generate advertising revenue to support the operations and expansion of Indego. The IKE Smart City Kiosk is 99.5" x 37.5" x 12.5" (H x W x D). The kiosk is made from steel and has heat-tempered dual-sided LED touchscreens. The kiosk will be mounted on a concrete foundation and will be connected to the Indego bike share station. The kiosk will resemble Indego's existing wayfinding signage while providing innovative and state-of-the-art aesthetics and functionality that Indego currently lacks. BTS will be submitting a full submission package for these sites by Wednesday, 11/6/24. I will be BTS's contact for this application and the point of contact for the Art Commission's decision.

Sincerely,

Nate Bowman-Johnston  
General Manager, Indego Bike Share, Bicycle Transit Systems  
[nbowmanjohnston@bicycletransit.com](mailto:nbowmanjohnston@bicycletransit.com)  
(215)510-7792



A photograph of two women standing on a sidewalk in Philadelphia, each with an Indego bike. They are wearing helmets and winter coats. In the background is the ornate, classical architecture of Philadelphia City Hall. A SEPTA bus is partially visible behind the women. The sky is blue with some clouds.

**ike** SMART CITY

**Philadelphia Indego  
Bike Share -  
Philadelphia Art Commission**

NOVEMBER 13TH, 2024

*This document contains confidential trade secrets.*



OUR MISSION:

# WE PIONEER SMART CITY TECHNOLOGY TO IMPROVE LIVES IN CITIES.

IKE Smart City was formed in 2015 by Orange Barrel Media (OBM). OBM is a leading national media company with a portfolio of unique displays in top urban markets across the U.S. Since its inception in 2004, OBM has grown its inventory with a commitment to public/ private partnerships that provide value to cities, property owners, and advertisers alike.

Through its work in cities across the country, OBM identified an opportunity to merge street furniture advertising with interactive wayfinding and information resources. The team behind OBM formed sister company, IKE Smart City, to fill this need. IKE Smart City focuses entirely on delivering innovative and equitable smart city technology solutions while maximizing DOOH ad revenues in the urban core of cities.

IKE launched in Denver as a wayfinding and communication system for the digital age, an alternative to outdated and inefficient static maps as well as a world-class advertising platform. In addition to serving as a new amenity for the public, IKE quickly became an in-demand medium for advertisers seeking dynamic street-level opportunities in commercial districts.

IKE Smart City is known in the industry for its superior revenue delivery, exemplary design, and unmatched deployment expertise. We offer turnkey end-to-end programs that provide value to partners and the public through our ever-evolving media platform.

**Our success has been sustained by building strong relationships with our city partners.**





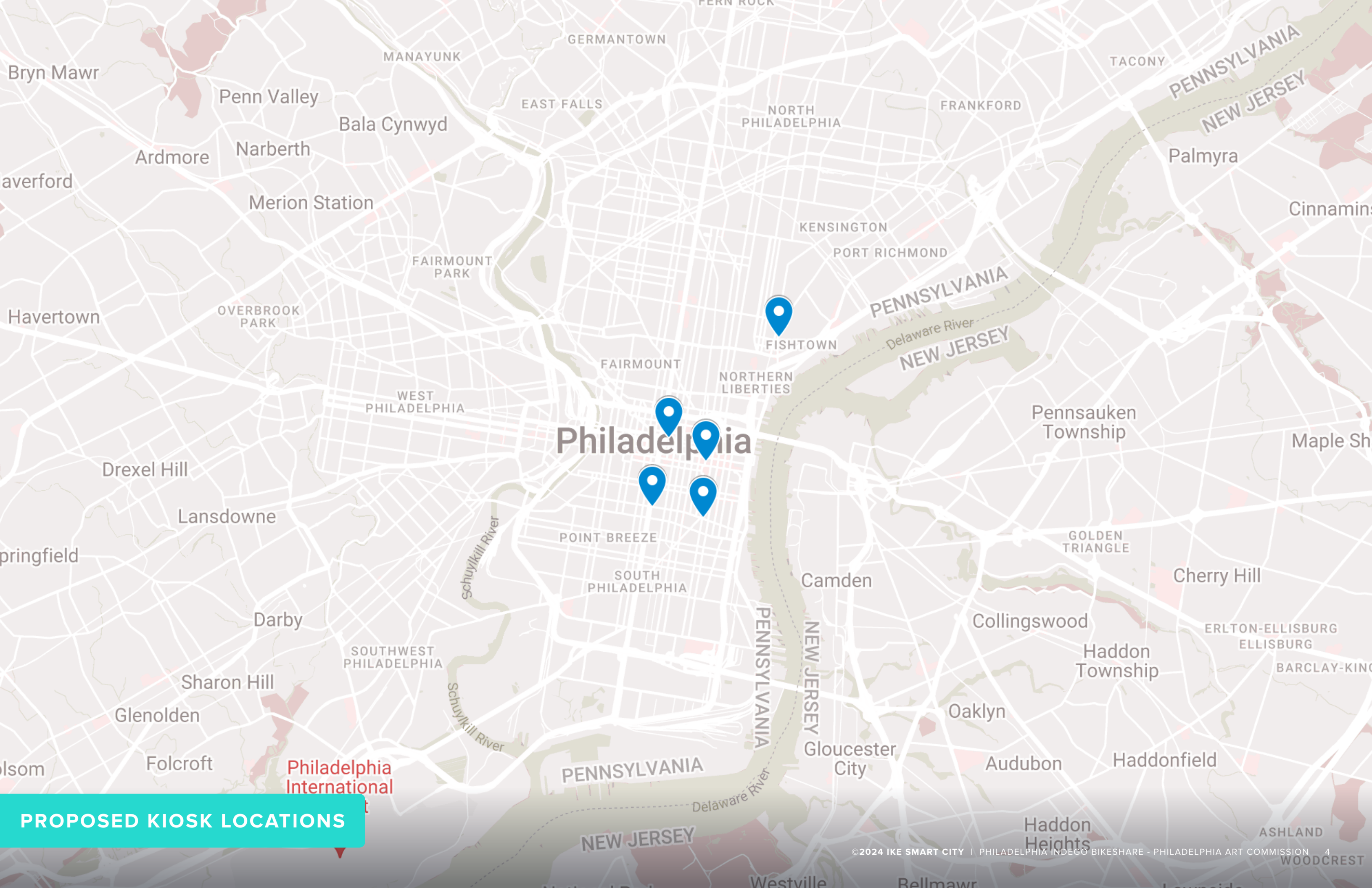
## COMMUNITY ENGAGEMENT

Collaboration has been key to the successful deployment of IKE networks across the United States. The IKE team has experience working closely with council members, management districts, local businesses, property owners, and community advocacy groups to ensure the first wave of the IKE network delivers upon their unique needs. From kiosk locations, neighborhood-driven cabinet branding, and customized on-screen content to local art partnerships and modified advertising category restrictions, we ensure every aspect of our IKE programs reflects stakeholder input.

In Philadelphia, Indego actively worked with Registered Community Organizations (RCOs) and community stakeholders to get the bike stations installed. Indego and IKE Smart City have identified RCOs and community stakeholders for each proposed IKE site. Indego's partnership with them will continue as the IKEs are installed.



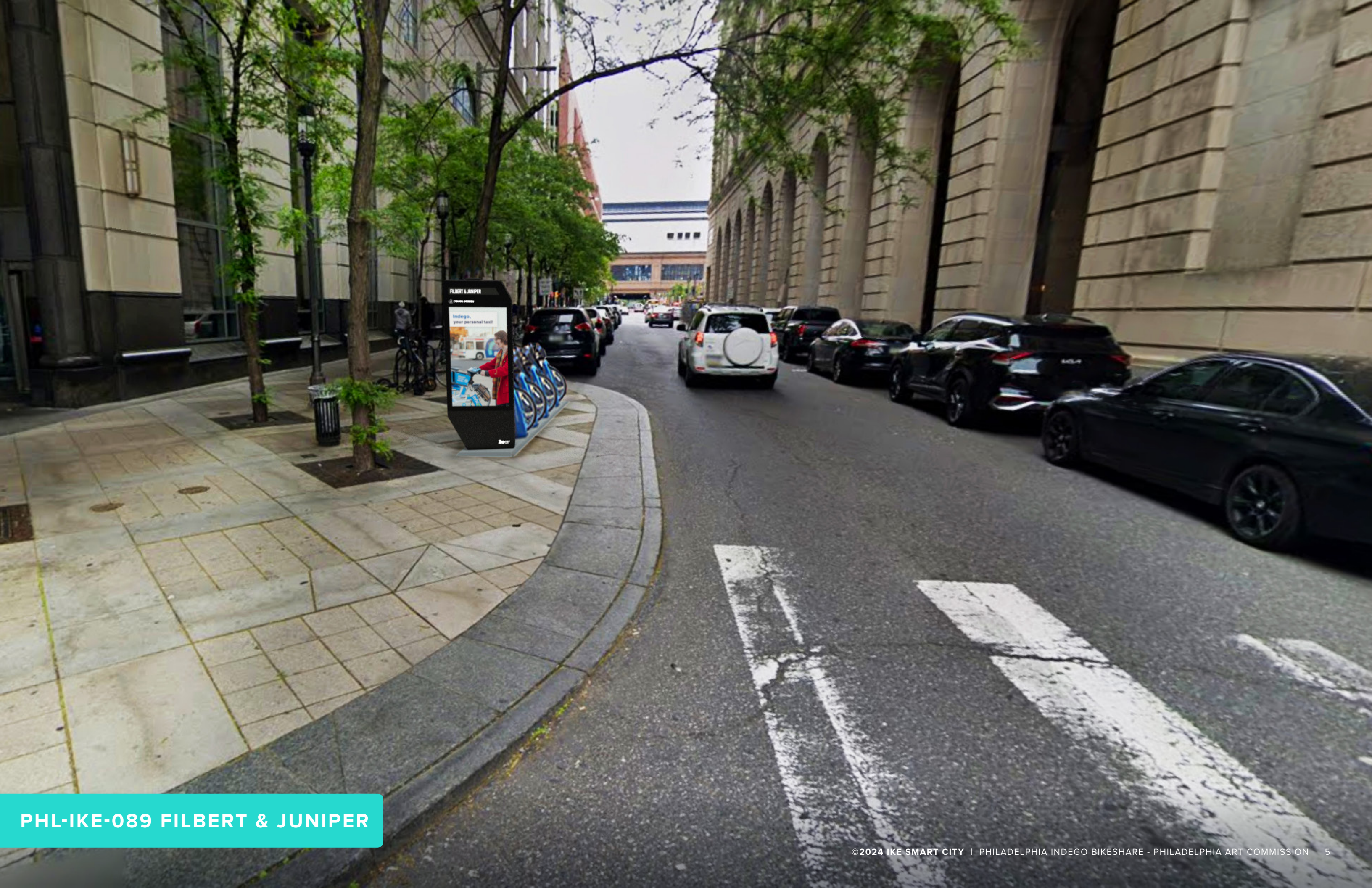




# Philadelphia

**PROPOSED KIOSK LOCATIONS**

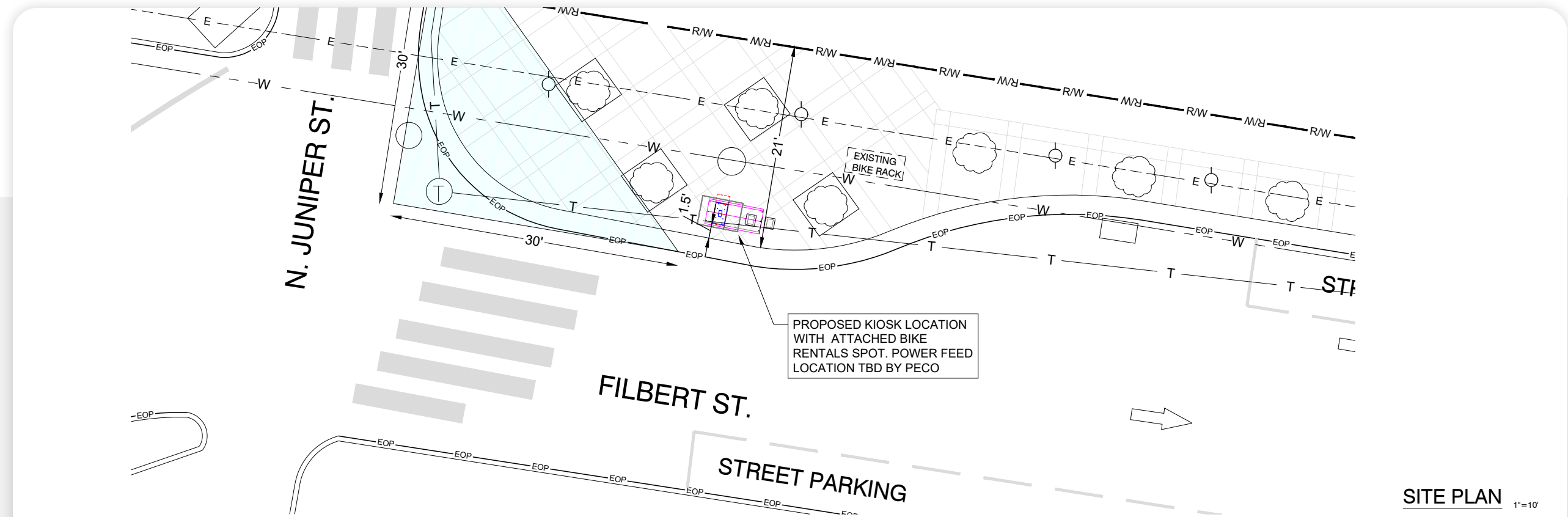




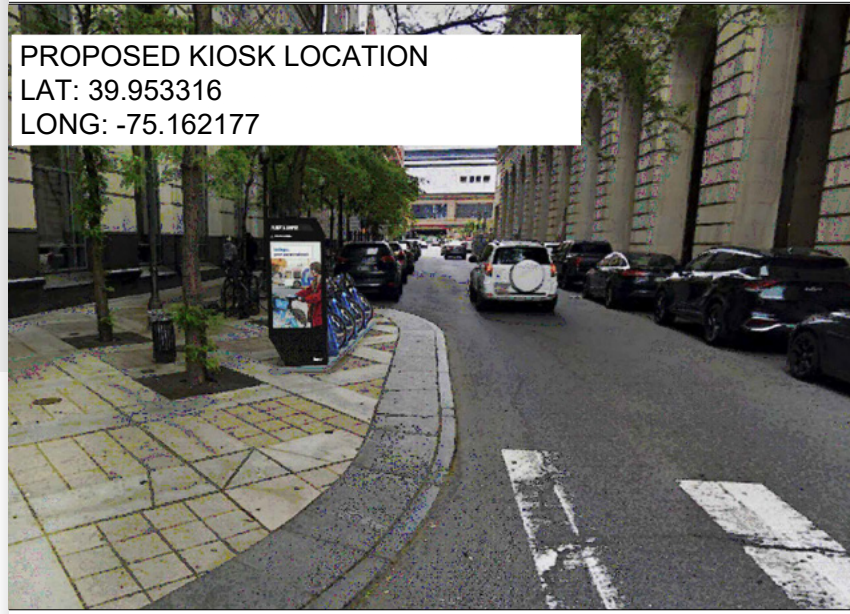
**PHL-IKE-089 FILBERT & JUNIPER**



# PHL-IKE-089 FILBERT & JUNIPER



SITE PLAN 1"=10'

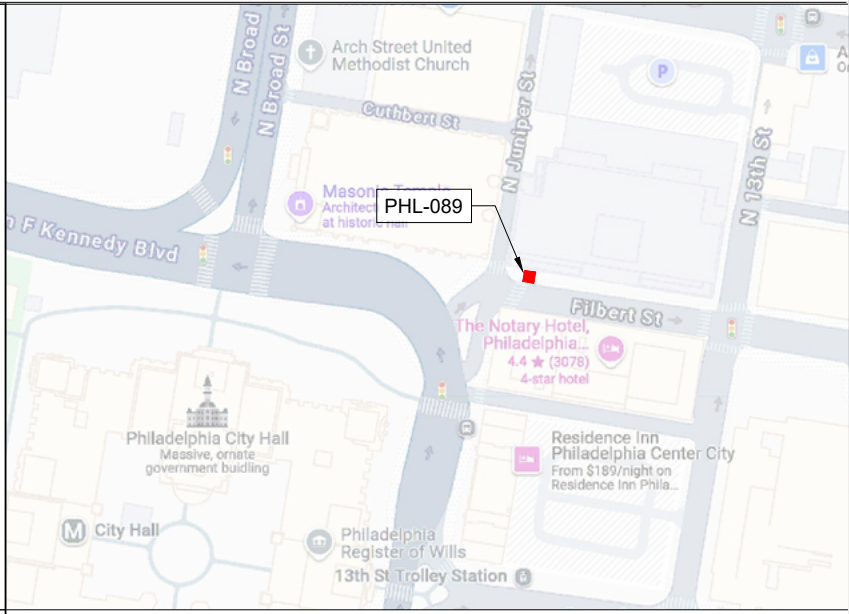


PROPOSED KIOSK LOCATION  
 LAT: 39.953316  
 LONG: -75.162177

SITE IMAGE (NTS)

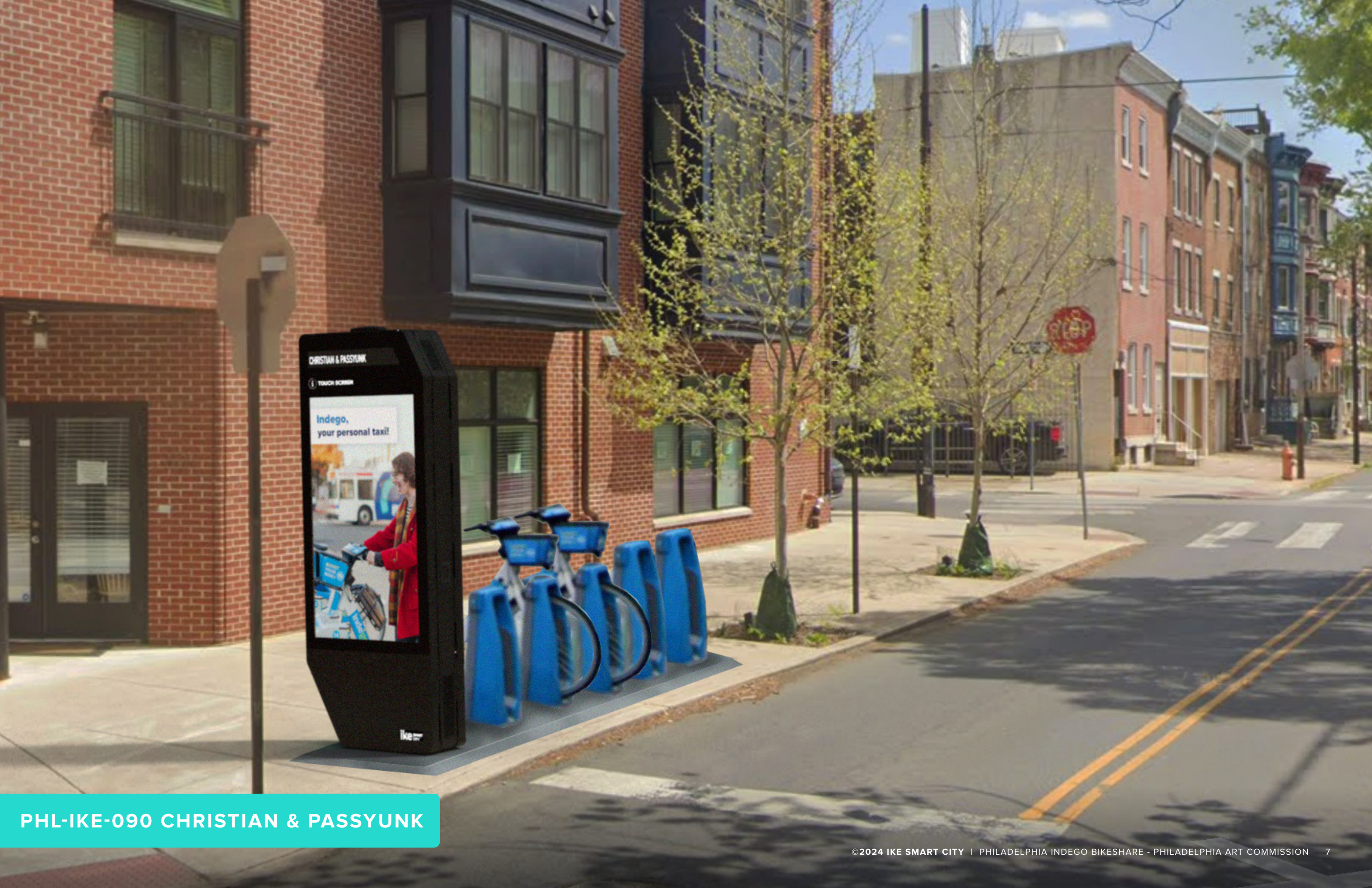
---	PROPOSED DUCT
---	GAS
---	UNDERGROUND POWER
---	OVERHEAD POWER
---	EDGE OF PAVEMENT
---	WATER
---	SEWER
---	STEAM
---	TELEPHONE
---	CABLE TV
---	FIBER OPTIC
---	RIGHT OF WAY
---	FENCE
---	GUARDRAIL
---	VEGETATION LINE
---	DOWN GUY/ANCHOR
---	STREET SIGN
---	POWER POLE
---	FIRE HYDRANT
---	PROPOSED HANDHOLE
---	STORM INLET
---	STREETLIGHT
---	POWER TRANSFORMER
---	TELEPHONE PEDESTAL
---	WATER VALVE

LEGEND



VICINITY MAP

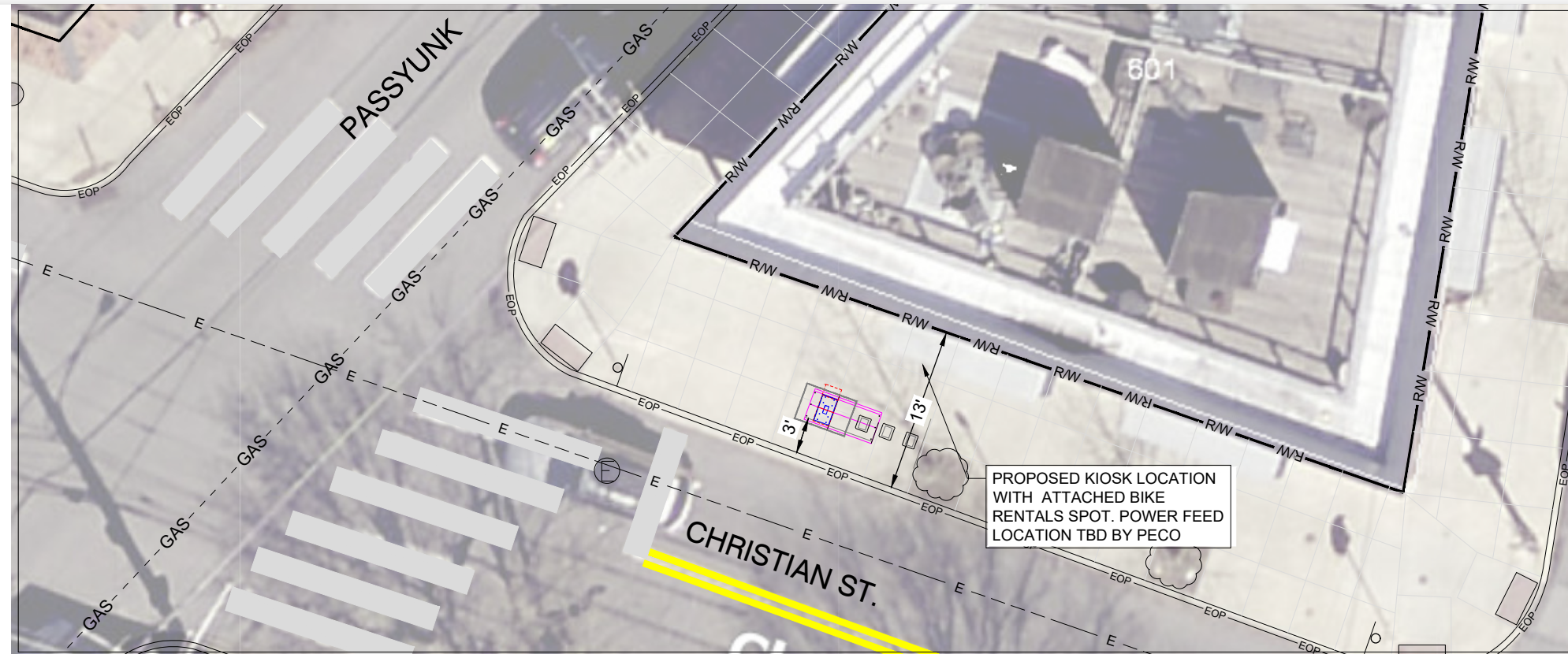




PHL-IKE-090 CHRISTIAN & PASSYUNK



# PHL-IKE-090 CHRISTIAN & PASSYUNK



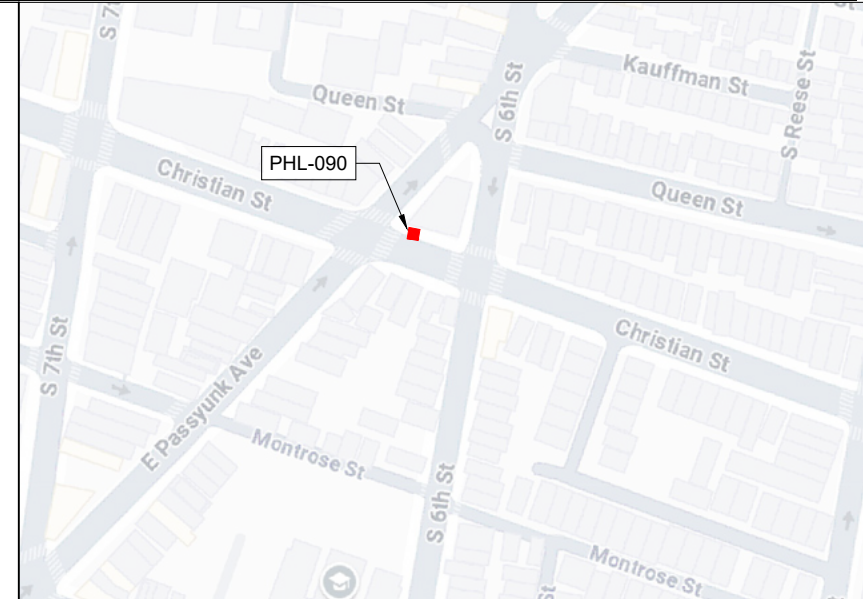
SITE PLAN 1"=10'



SITE IMAGE (NTS)

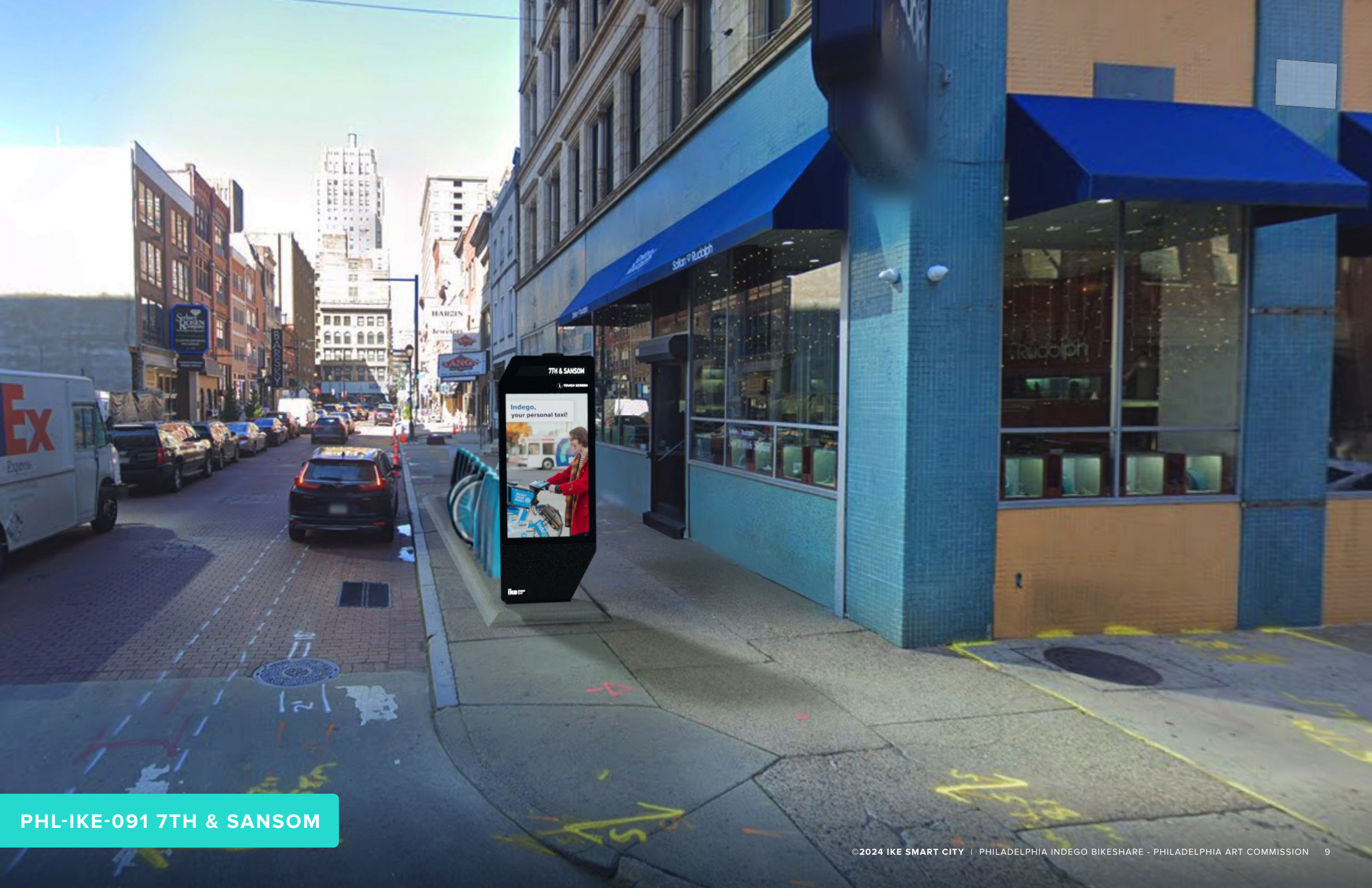
	PROPOSED DUCT
	GAS
	UNDERGROUND POWER
	OVERHEAD POWER
	EDGE OF PAVEMENT
	WATER
	SEWER
	STEAM
	TELEPHONE
	CABLE TV
	FIBER OPTIC
	RIGHT OF WAY
	FENCE
	GUARDRAIL
	VEGETATION LINE
	DOWN GUY/ANCHOR
	STREET SIGN
	POWER POLE
	FIRE HYDRANT
	PROPOSED HANDHOLE
	STORM INLET
	STREETLIGHT
	POWER TRANSFORMER
	TELEPHONE PEDESTAL
	WATER VALVE

LEGEND



VICINITY MAP





7TH & SANSOM

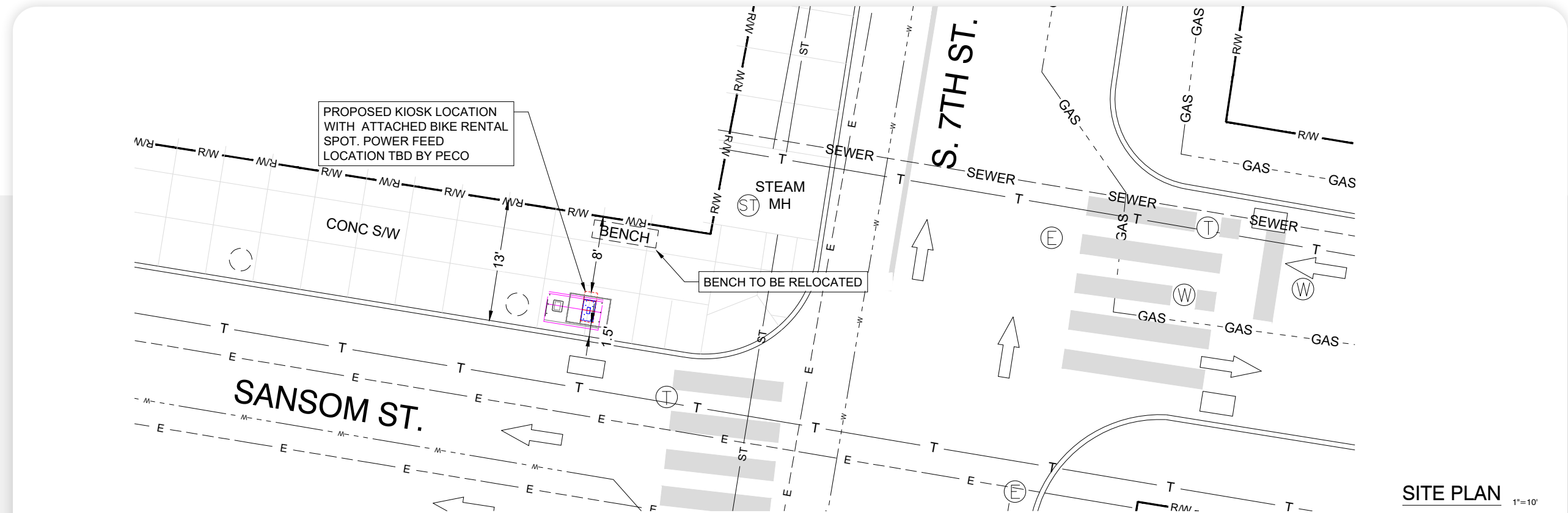
Indego,  
your personal taxi!

Indego

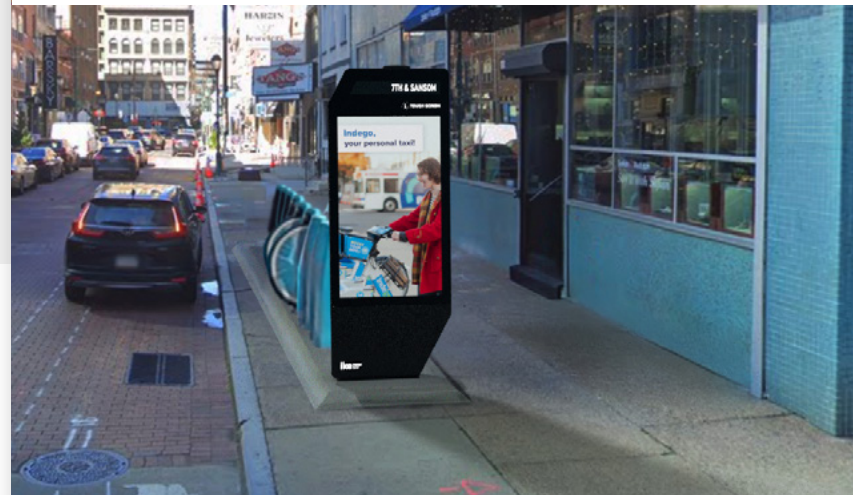
PHL-IKE-091 7TH & SANSOM



# PHL-IKE-091 7TH & SANSOM



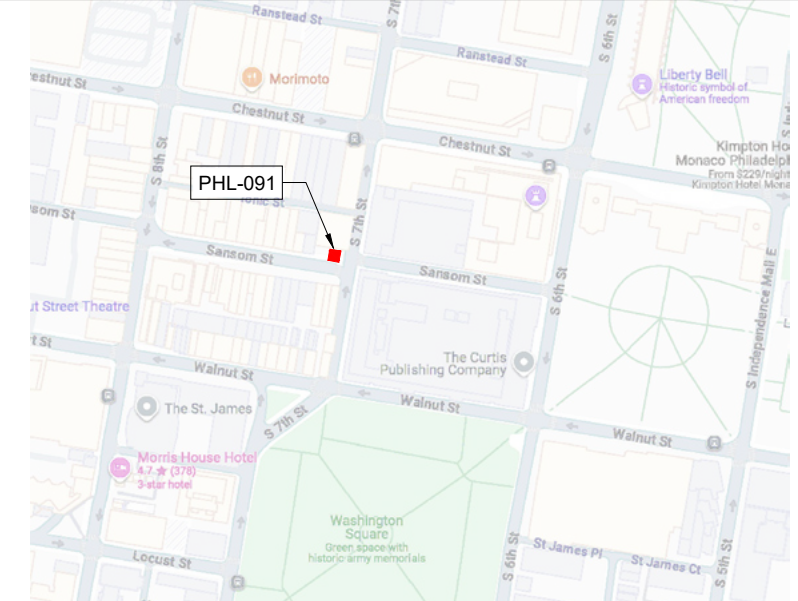
PROPOSED KIOSK LOCATION  
 LAT: 39.948651  
 LONG: -75.152635



SITE IMAGE (NTS)

---	PROPOSED DUCT
---	GAS
---	UNDERGROUND POWER
---	OVERHEAD POWER
---	EDGE OF PAVEMENT
---	WATER
---	SEWER
---	STEAM
---	TELEPHONE
---	CABLE TV
---	FIBER OPTIC
---	RIGHT OF WAY
---	FENCE
---	GUARDRAIL
---	VEGETATION LINE
---	DOWN GUY/ANCHOR
---	STREET SIGN
---	POWER POLE
---	FIRE HYDRANT
---	PROPOSED HANDHOLE
---	STORM INLET
---	STREETLIGHT
---	POWER TRANSFORMER
---	TELEPHONE PEDESTAL
---	WATER VALVE

LEGEND



VICINITY MAP

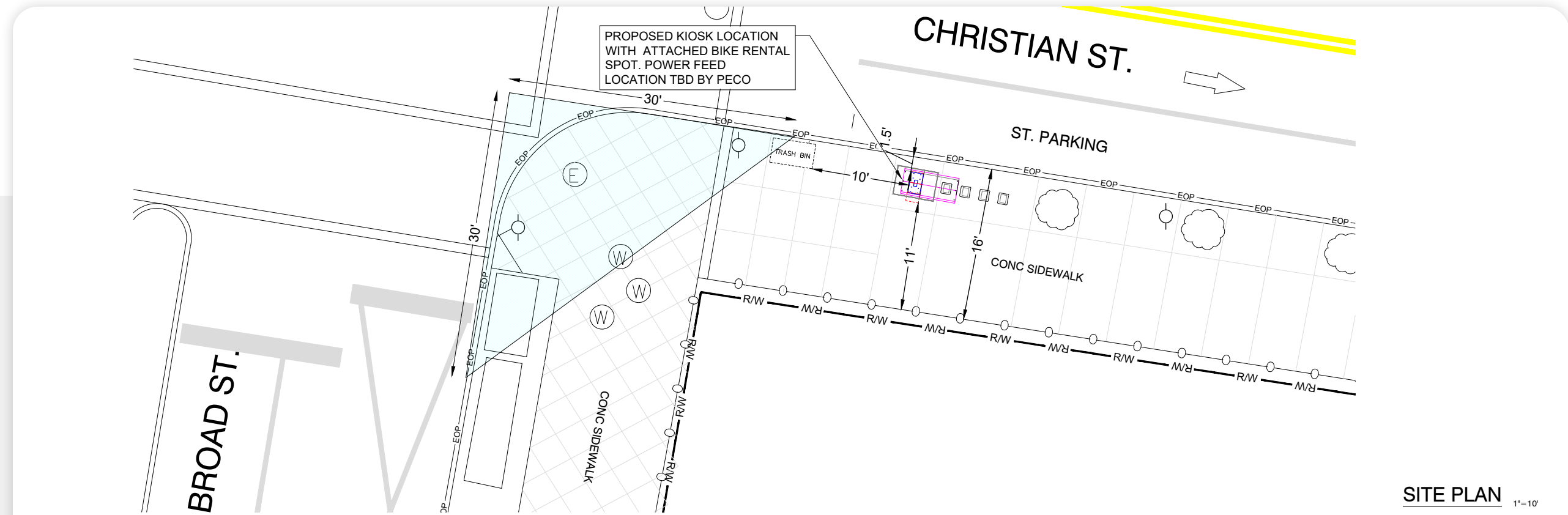




PHL-IKE-093 BROAD & CHRISTIAN

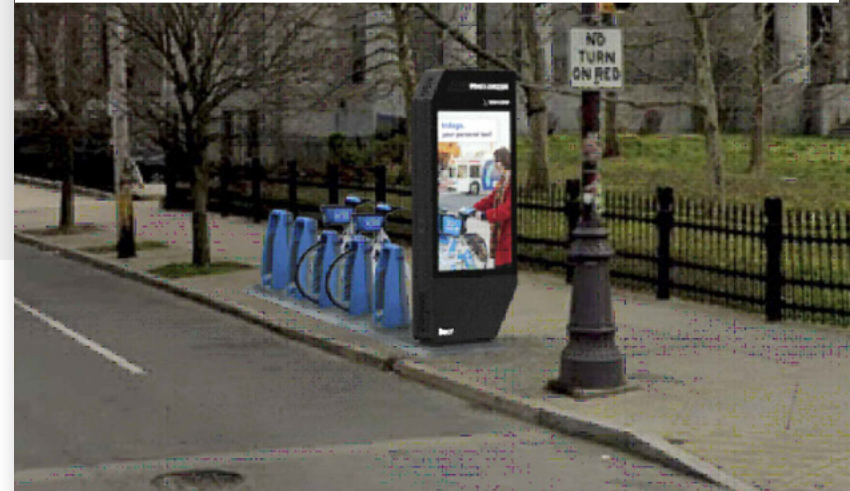


# PHL-IKE-093 BROAD & CHRISTIAN



SITE PLAN 1"=10'

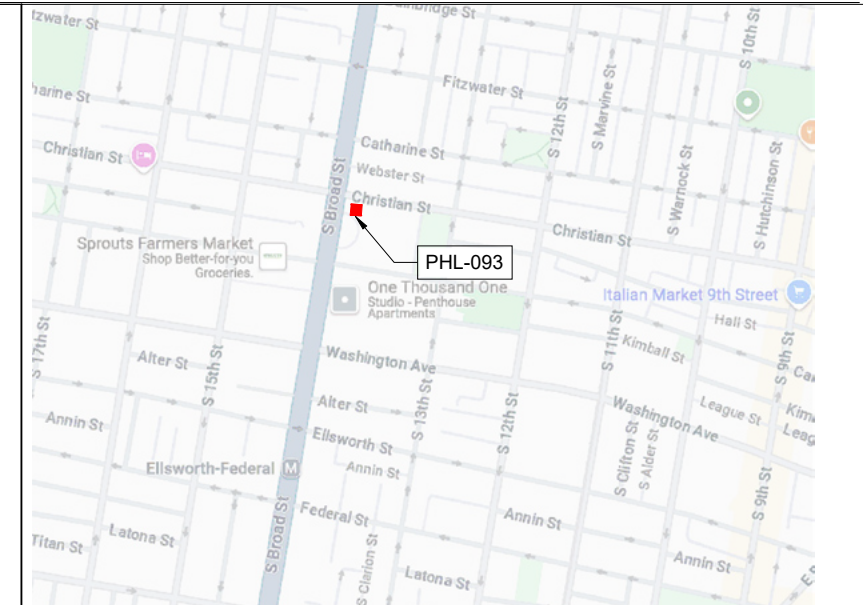
PROPOSED KIOSK LOCATION  
 LAT: 39.939955  
 LONG: -75.166050



SITE IMAGE (NTS)

	PROPOSED DUCT
	GAS
	UNDERGROUND POWER
	OVERHEAD POWER
	EDGE OF PAVEMENT
	WATER
	SEWER
	STEAM
	TELEPHONE
	CABLE TV
	FIBER OPTIC
	RIGHT OF WAY
	FENCE
	GUARDRAIL
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	DOWN GUY/ANCHOR
	STREET SIGN
	POWER POLE
	FIRE HYDRANT
	PROPOSED HANDHOLE
	STORM INLET
	STREETLIGHT
	POWER TRANSFORMER
	TELEPHONE PEDESTAL
	WATER VALVE

LEGEND



VICINITY MAP

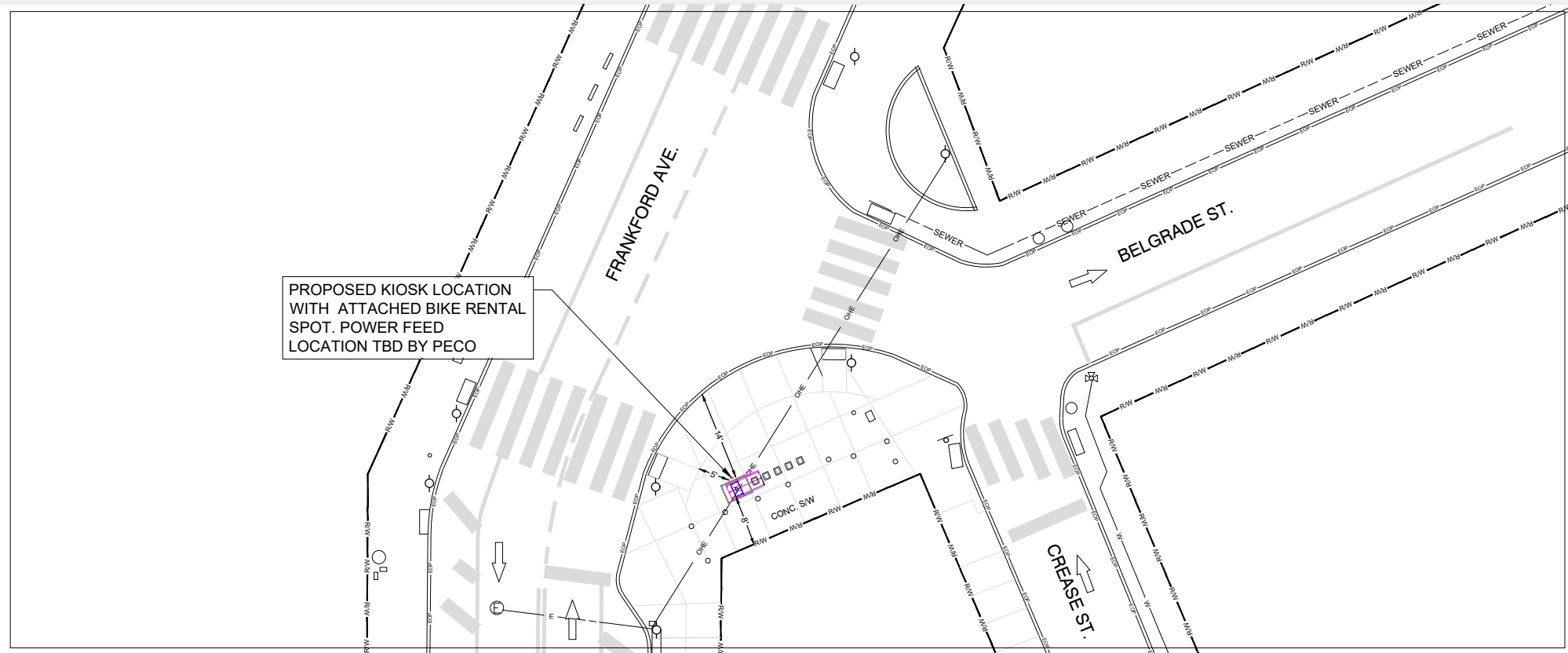




**PHL-IKE-095 FRANKFORD & CREASE**

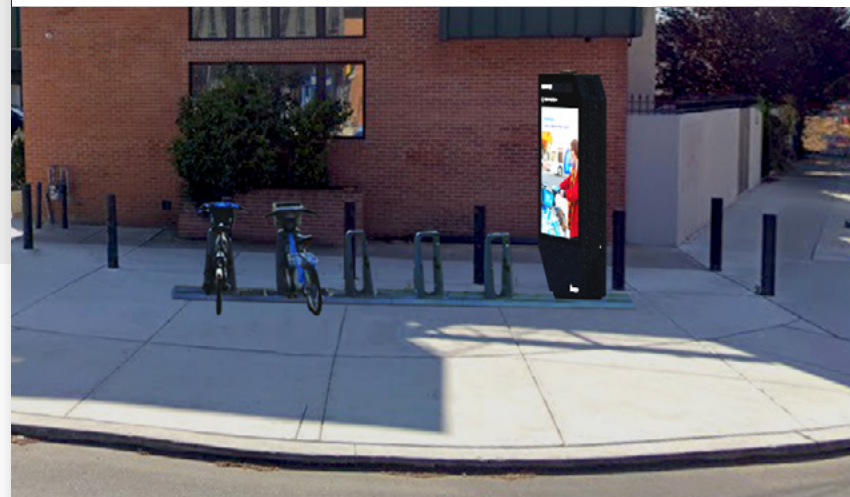


# PHL-IKE-095 FRANKFORD & CREASE



SITE PLAN 1"=10'

PROPOSED KIOSK LOCATION  
 LAT: 39.972352,  
 LONG: -75.134294



SITE IMAGE (NTS)

--- GAS --- GAS --- GAS --- GAS ---	PROPOSED DUCT
--- E --- E --- E --- E ---	GAS
--- OHE --- OHE --- OHE --- OHE ---	UNDERGROUND POWER
--- EOP --- EOP --- EOP --- EOP ---	OVERHEAD POWER
--- W --- W --- W --- W ---	EDGE OF PAVEMENT
--- SEWER --- SEWER --- SEWER --- SEWER ---	WATER
--- ST --- ST --- ST --- ST ---	SEWER
--- T --- T --- T --- T ---	STEAM
--- CATV --- CATV --- CATV --- CATV ---	TELEPHONE
--- FO --- FO --- FO --- FO ---	CABLE TV
--- RW --- RW --- RW --- RW ---	FIBER OPTIC
--- RW --- RW --- RW --- RW ---	RIGHT OF WAY
--- RW --- RW --- RW --- RW ---	FENCE
--- RW --- RW --- RW --- RW ---	GUARDRAIL
--- RW --- RW --- RW --- RW ---	VEGETATION LINE
--- RW --- RW --- RW --- RW ---	DOWN GUY/ANCHOR
--- RW --- RW --- RW --- RW ---	STREET SIGN
--- RW --- RW --- RW --- RW ---	POWER POLE
--- RW --- RW --- RW --- RW ---	FIRE HYDRANT
--- RW --- RW --- RW --- RW ---	PROPOSED HANDHOLE
--- RW --- RW --- RW --- RW ---	STORM INLET
--- RW --- RW --- RW --- RW ---	STREETLIGHT
--- RW --- RW --- RW --- RW ---	POWER TRANSFORMER
--- RW --- RW --- RW --- RW ---	TELEPHONE PEDESTAL
--- RW --- RW --- RW --- RW ---	WATER VALVE

LEGEND



VICINITY MAP





# Thank you

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