



To: The Philadelphia Art Commission

From: Bicycle Transit Systems

Date: April 23rd, 2024

Re: Cover Letter for Art Commission Admin Review for IKE Smart City Kiosks at 27th & Clearfield, Moyamensing & Tasker, York & Trenton, 17th & Green, and 12th & Filbert

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 recently 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 on Indego bike share stations at: **27th & Clearfield, Moyamensing & Tasker, York & Trenton, 17th & Green, and 12th & Filbert.**

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 poured concrete foundation and a steel baseplate will be used to connect it to the Indego bike share station. The kiosk will resemble Indego's existing wayfinding signage in proximity and integration with the bikeshare stations while providing innovative and state-of-the-art functionality that Indego currently lacks.

BTS will be submitting a full submission package for these sites by Wednesday, 5/1. We will include the extra details in the submission package requested after the previous admin review, including the process for coordinating with local stakeholders to source public service and art content. I will be BTS's contact for this application and the point of contact for the Art Commission's decision.

Sincerely,

A handwritten signature in black ink, appearing to read "N. Bowman-Johnston".

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



ike SMART CITY

Philadelphia Indego Bike Share -

Philadelphia Art Commission

May 8th, 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.

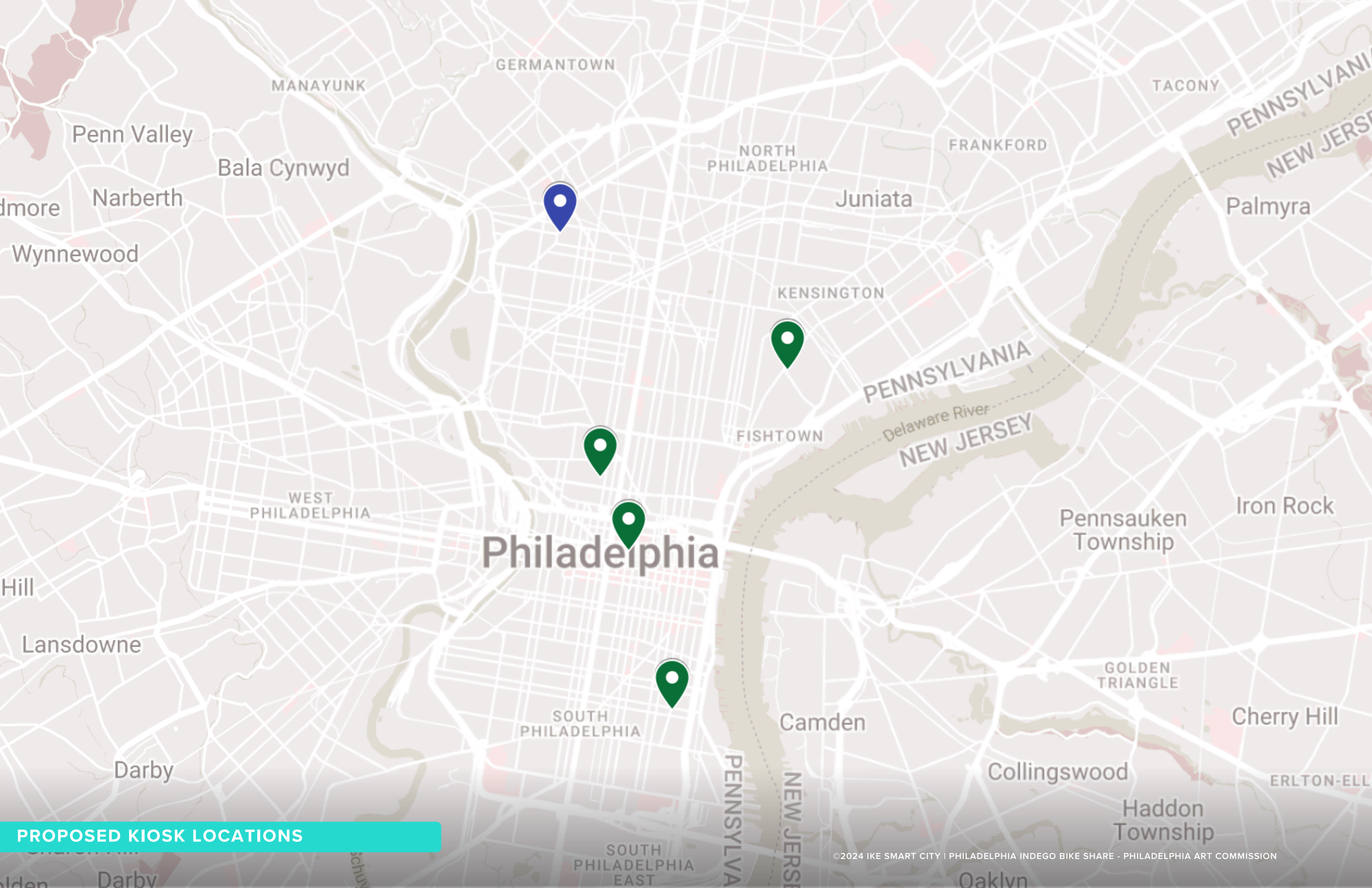
Through its work in cities across the country, OBM identified an opportunity to merge street furniture advertising with interactive wayfinding and information resources. The team behind OBM formed sister company, IKE Smart City, to fill this need. IKE Smart City focuses entirely on delivering innovative 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 city 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.



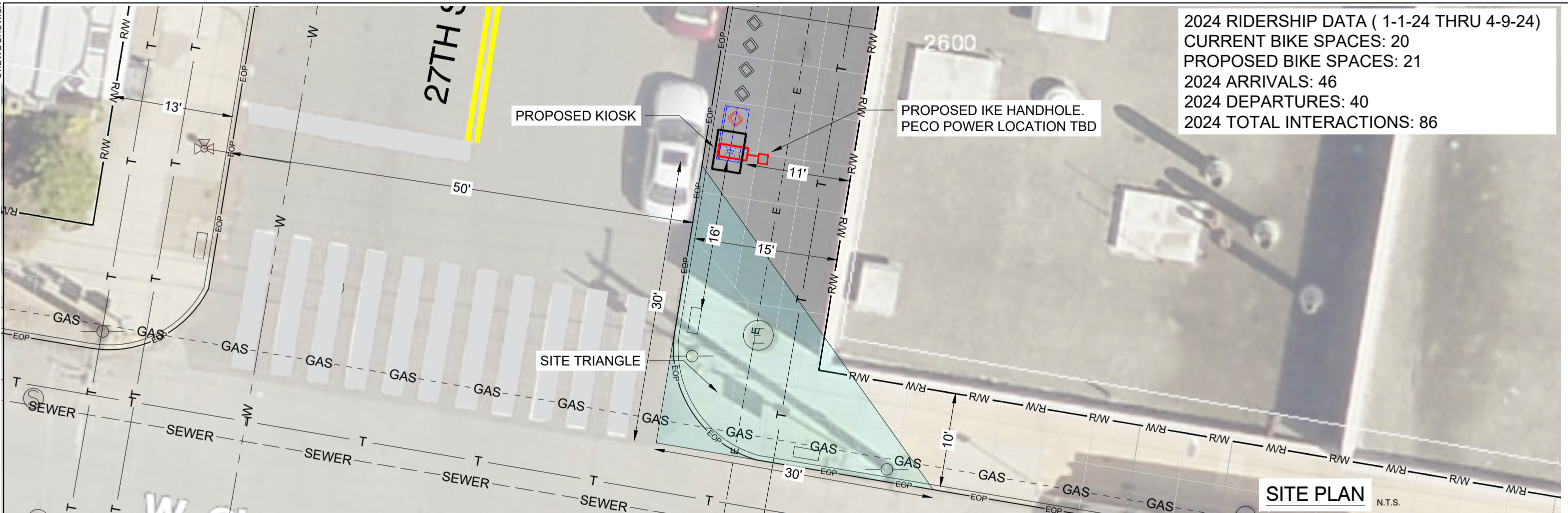


Philadelphia

PROPOSED KIOSK LOCATIONS



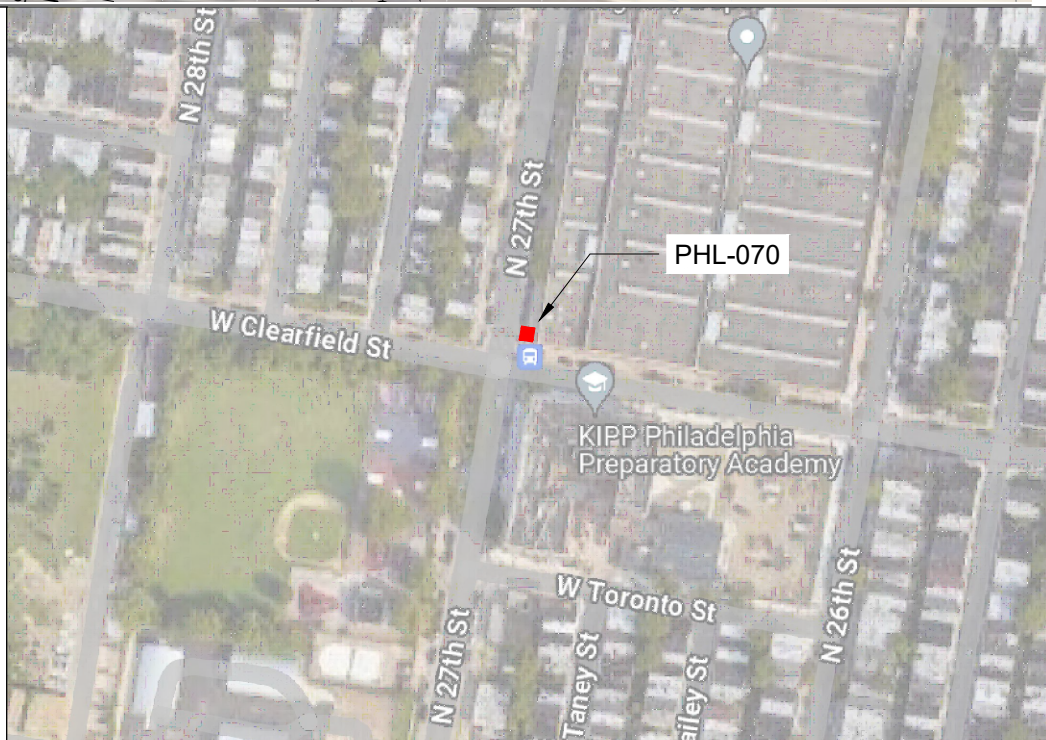
2024-04-29 C:\USERS\DHOWICK\ONE DRIVE - DANELLA COMPANIES\INC\DECC\JOB\BIKE SMART CITY\PHILADELPHIA SHARED KIOSK FOLDER\PHL-070 N 27TH ST & W CLEARFIELD ST.DWG.DHOWICK



SITE IMAGE (NTS)

---	PROPOSED FIBER
---	GAS
---	UNDERGROUND POWER
---	OVERHEAD POWER
---	EDGE OF PAVEMENT
---	WATER
---	SEWER
---	STEAM
---	TELEPHONE
---	CABLE TV
---	FIBER OPTIC
---	RIGHT OF WAY
---	SILT FENCE
---	CHAIN LINK FENCE
---	WOOD FENCE
---	SIDEWALK
---	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



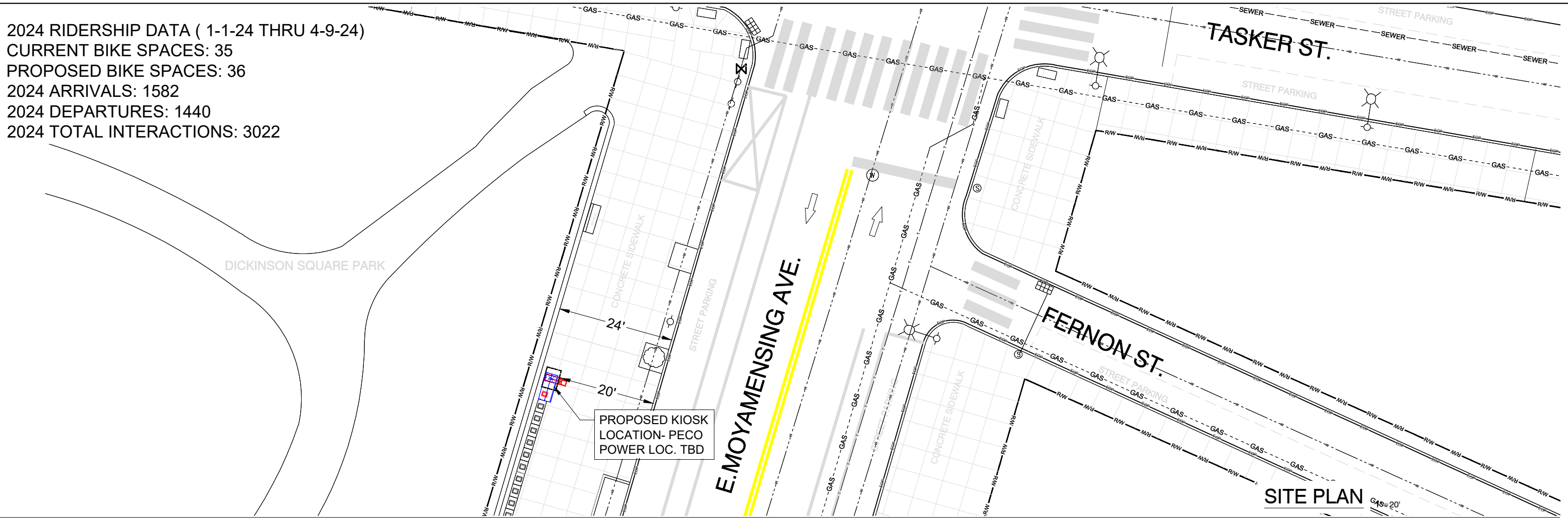
*****NOTE*****
 UTILITY & R.O.W. REPRESENTED ON PLANS ARE BASED ON RECORDS INFORMATION. NOT BASED ON BOUNDARY SURVEY & FIELD EXPOSURES.

CAUTION!!!
 CONTRACTOR TO LOCATE & VERIFY ALL EXISTING UTILITIES PRIOR TO CONSTRUCTION

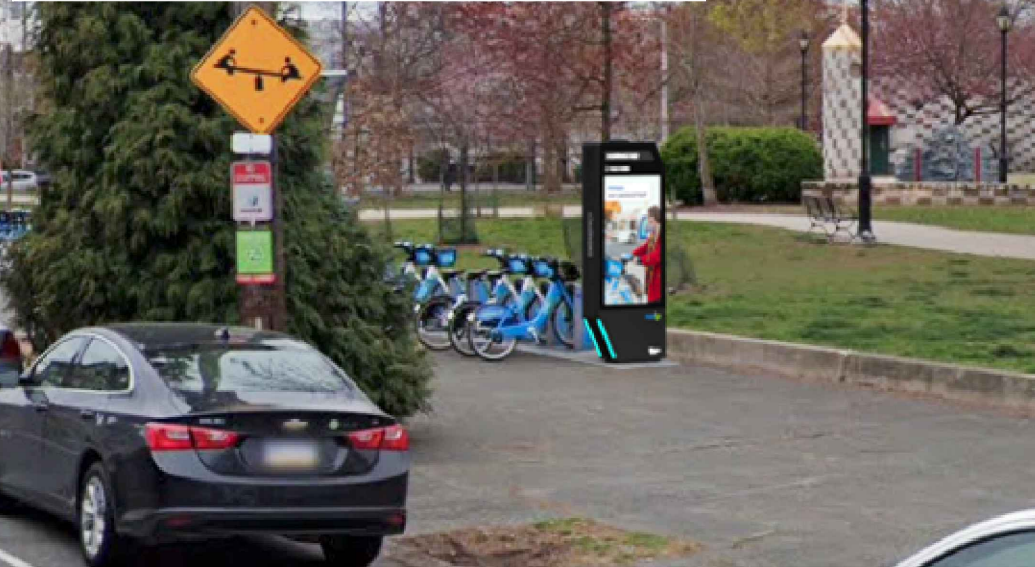
REVISION DESCRIPTION	REV #	DATE	IKE SMART CITY - PHILADELPHIA PHL-070
			GENERAL NOTES
			DRAWN BY: DJH
			CHECKED BY: SCIP
			DATE: 4/26/2024



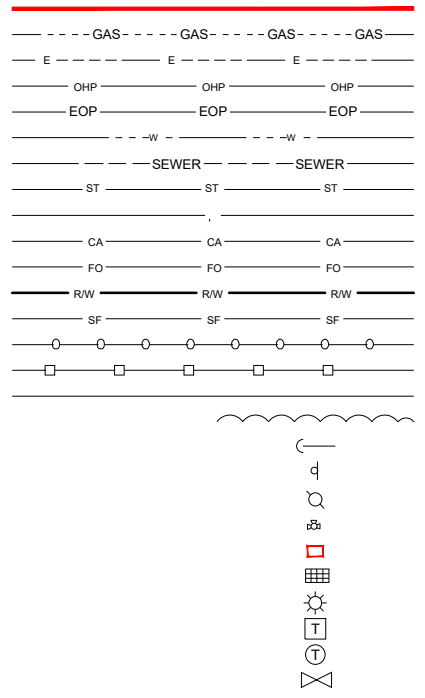
2024 RIDERSHIP DATA (1-1-24 THRU 4-9-24)
 CURRENT BIKE SPACES: 35
 PROPOSED BIKE SPACES: 36
 2024 ARRIVALS: 1582
 2024 DEPARTURES: 1440
 2024 TOTAL INTERACTIONS: 3022



PROPOSED KIOSK LOCATION
 LAT: 39.95288
 LONG: -75.15998



SITE IMAGE (NTS)



LEGEND



VICINITY MAP



*****NOTE*****
 UTILITY & R.O.W. REPRESENTED ON PLANS ARE BASED ON RECORDS INFORMATION. NOT BASED ON BOUNDARY SURVEY & FIELD EXPOSURES.

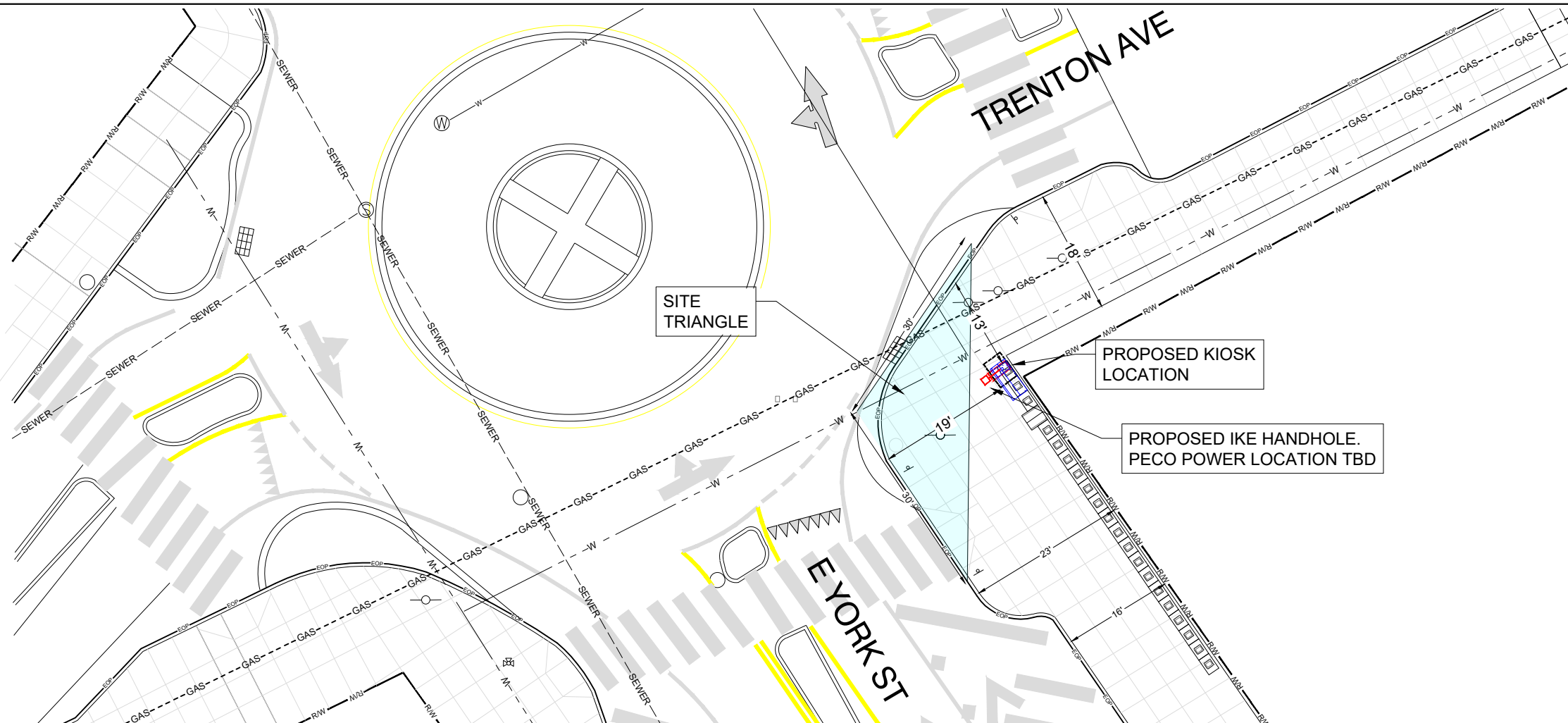
CAUTION!!!
 CONTRACTOR TO LOCATE & VERIFY ALL EXISTING UTILITIES PRIOR TO CONSTRUCTION

REVISION DESCRIPTION	REV #	DATE	IKE SMART CITY - PHILADELPHIA PHL-063 GENERAL NOTES
			DRAWN BY: DJH
			CHECKED BY:
			DATE: 4/26/24
			SCIP



PHL-IKE-071: TRENTON & YORK

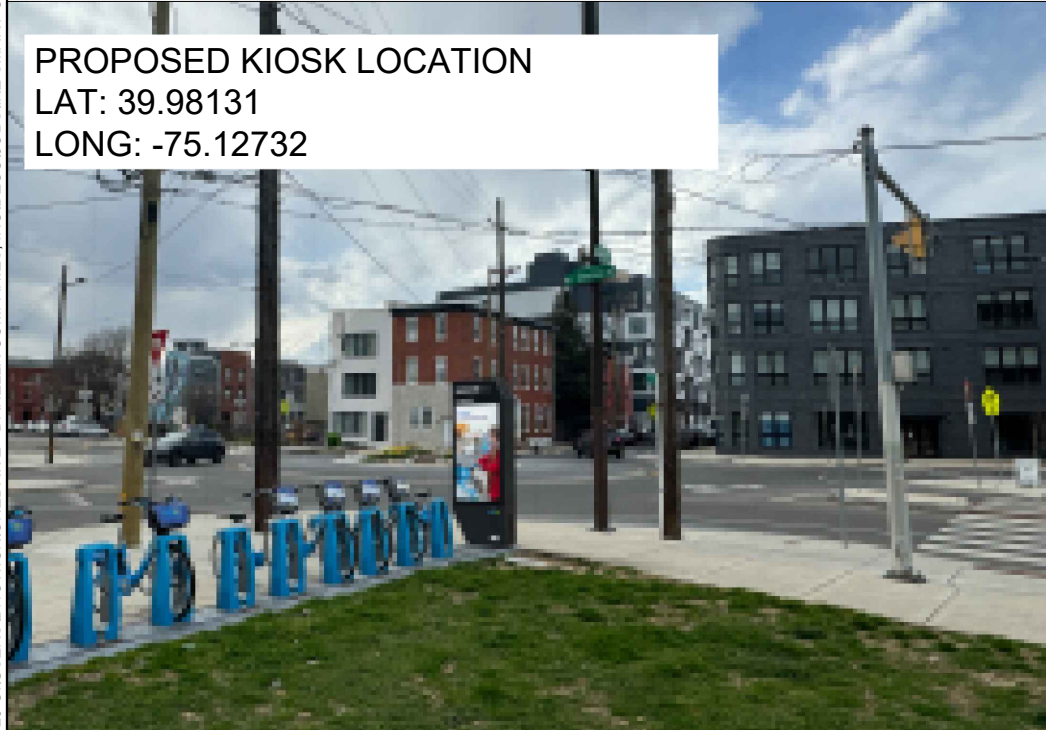
2024-04-29 C:\USERS\HOWICK\DRIVE - DANELLA COMPANIES - INC\DECC\JOBS\IKE SMART CITY\PHILADELPHIA SHARED KIOSK FOLDER\8-PHL-071 YORK & TRENTON\PHL-071 E YORK ST & TRENTON AVE.DWG DHOWICK



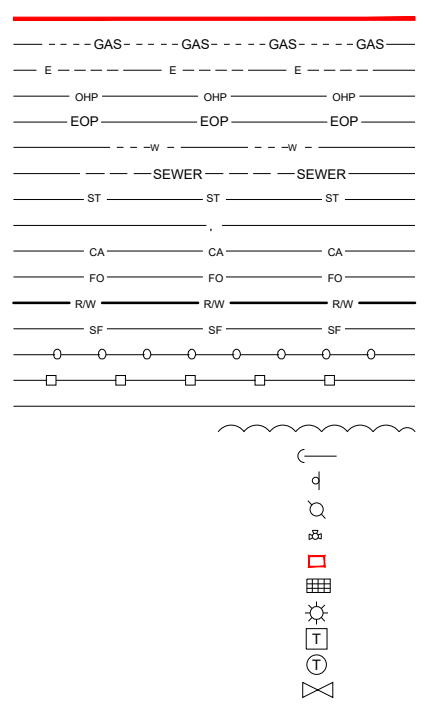
2024 RIDERSHIP DATA (1-1-24 THRU 4-9-24)
 CURRENT BIKE SPACES: 20
 PROPOSED BIKE SPACES: 19
 2024 ARRIVALS: 403
 2024 DEPARTURES: 360
 2024 TOTAL INTERACTIONS: 763

SITE PLAN 1"=20'

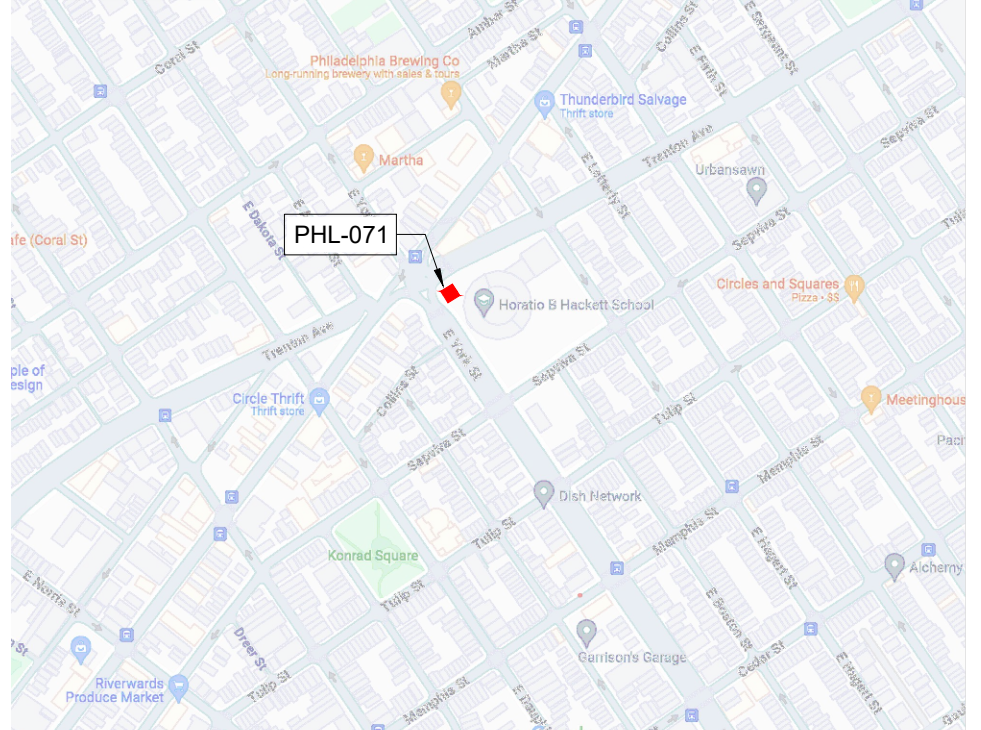
PROPOSED KIOSK LOCATION
 LAT: 39.98131
 LONG: -75.12732



SITE IMAGE (NTS)



LEGEND



VICINITY MAP



*****NOTE*****
 UTILITY & R.O.W. REPRESENTED ON PLANS ARE BASED ON RECORDS INFORMATION. NOT BASED ON BOUNDARY SURVEY & FIELD EXPOSURES.

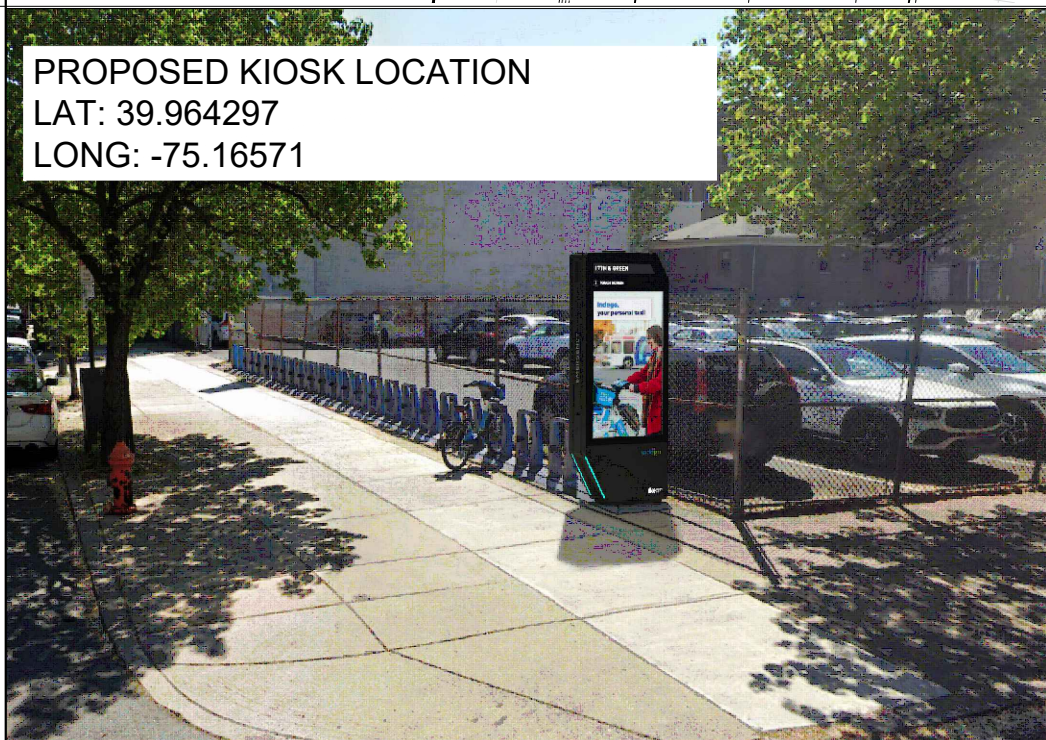
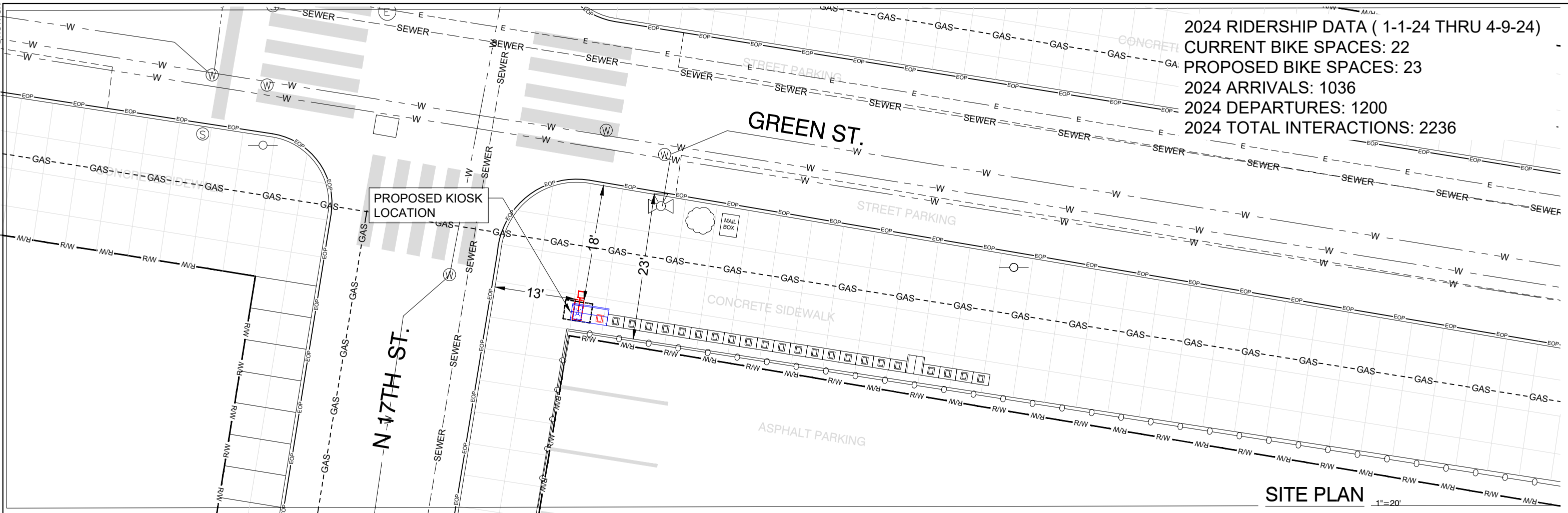
CAUTION!!!
 CONTRACTOR TO LOCATE & VERIFY ALL EXISTING UTILITIES PRIOR TO CONSTRUCTION

REVISION DESCRIPTION	REV #	DATE	IKE SMART CITY - PHILADELPHIA PHL-071
			GENERAL NOTES
			DRAWN BY: DJH
			CHECKED BY: SCIP
			DATE: 4/22/2024



PHL-IKE-072: 17TH AND GREEN

2024-04-29 C:\USERS\HOWICK\DRIVE - DANELLA COMPANIES, INC\DECC\OBS\SMART CITY\PHILADELPHIA SHARED KIOSK FOLDER\12-PHL-072 N 17TH ST AND GREEN ST\PHL-072 N 17TH ST AND GREEN ST.DWG



SITE IMAGE (NTS)

---	PROPOSED FIBER
---	GAS
---	UNDERGROUND POWER
---	OVERHEAD POWER
---	EDGE OF PAVEMENT
---	WATER
---	SEWER
---	STEAM
---	TELEPHONE
---	CABLE TV
---	FIBER OPTIC
---	RIGHT OF WAY
---	SILT FENCE
---	CHAIN LINK FENCE
---	WOOD FENCE
---	SIDEWALK
---	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



****NOTE****
 UTILITY & R.O.W. REPRESENTED ON PLANS ARE BASED ON RECORDS INFORMATION. NOT BASED ON BOUNDARY SURVEY & FIELD EXPOSURES.

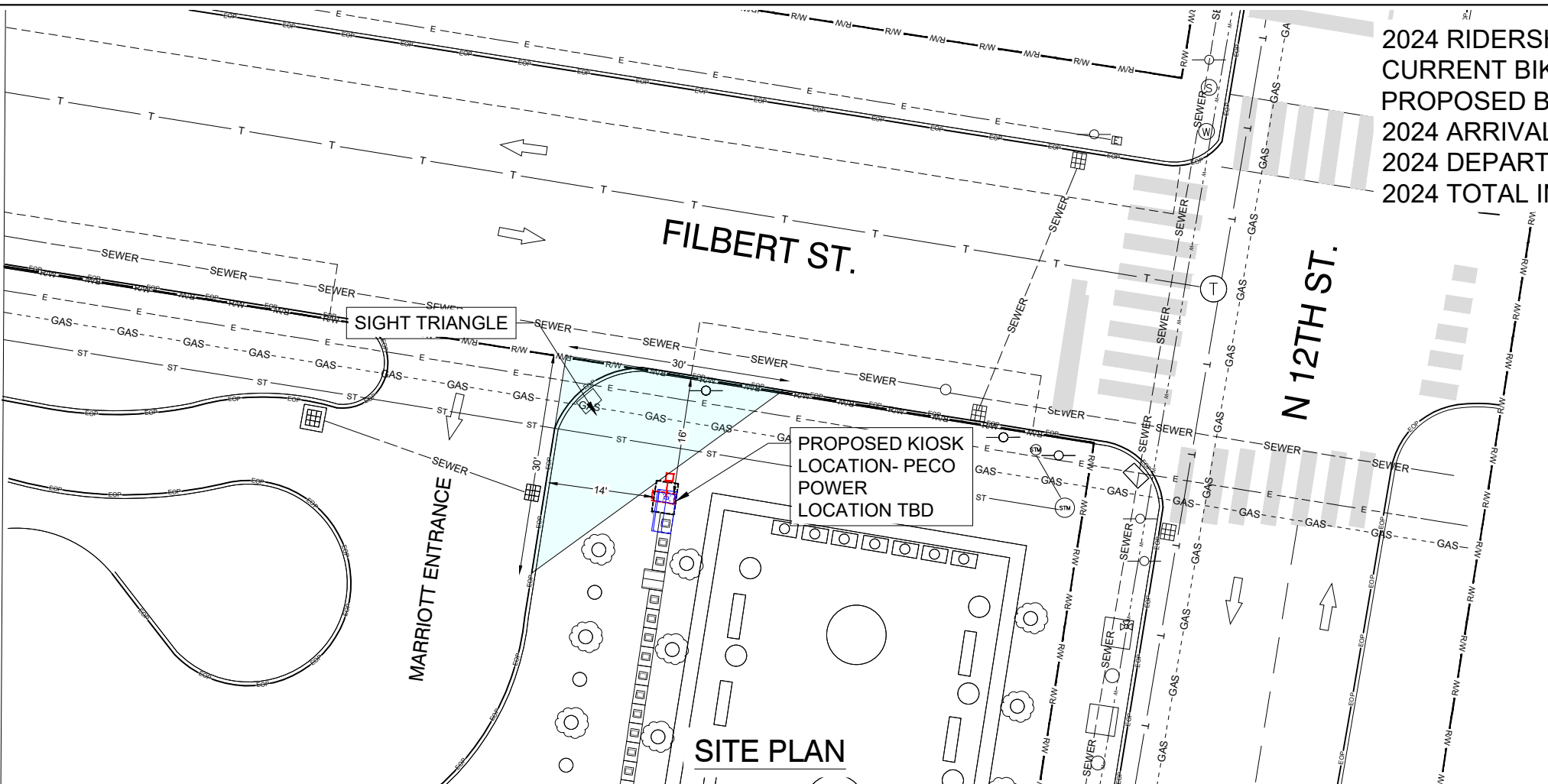
CAUTION!!!
 CONTRACTOR TO LOCATE & VERIFY ALL EXISTING UTILITIES PRIOR TO CONSTRUCTION

REVISION DESCRIPTION	REV #	DATE	IKI SMART CITY - PHILADELPHIA PHL-072
			GENERAL NOTES
			DRAWN BY: DJH
			CHECKED BY:
			DATE: 4/26/2024
			SCIP

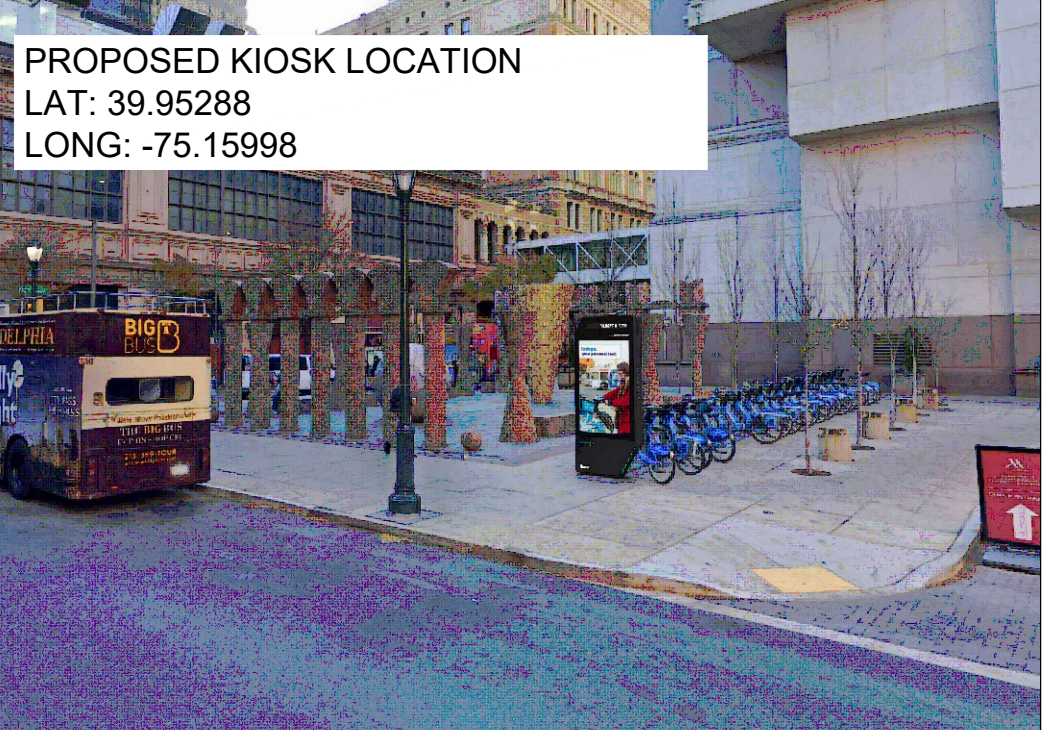


PHL-IKE-046: FILBERT & 12TH

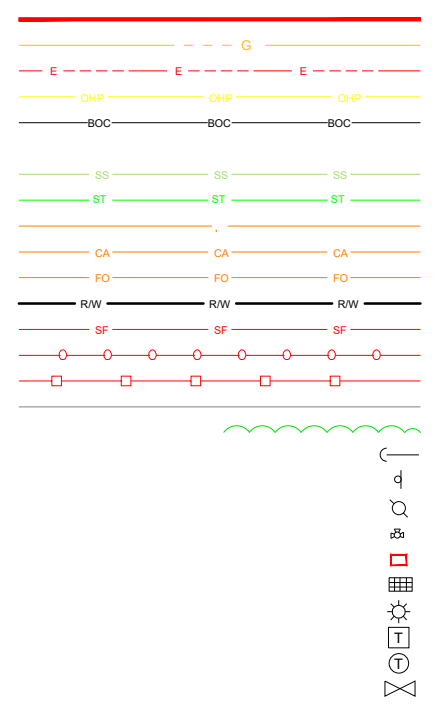
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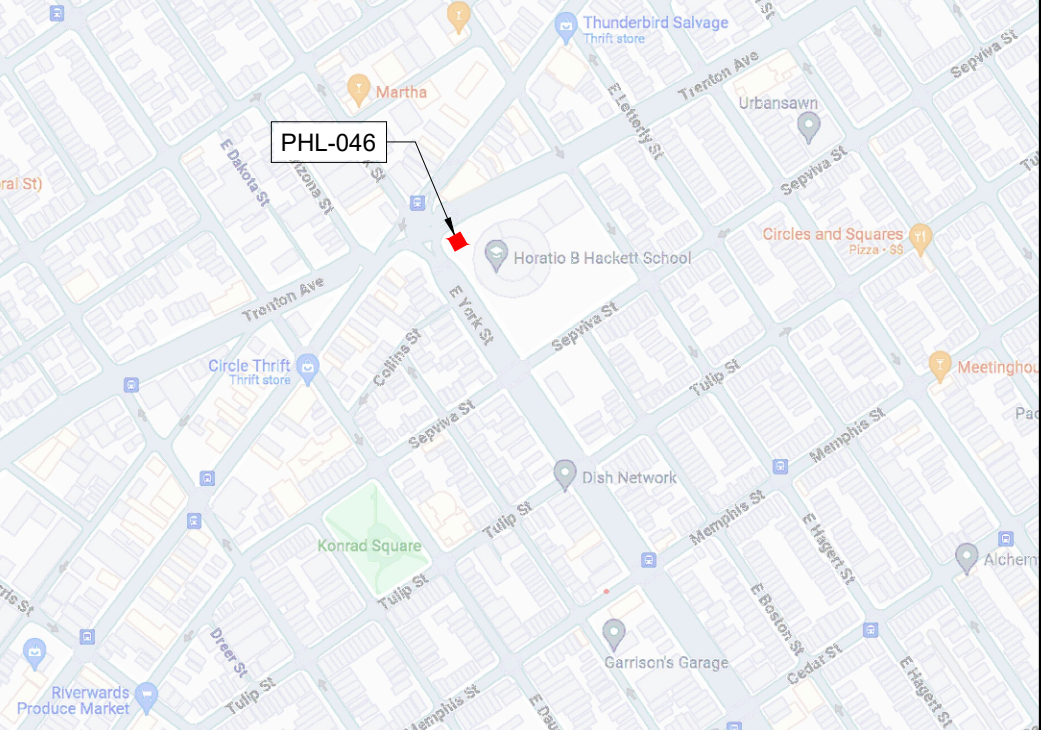
2024 RIDERSHIP DATA (1-1-24 THRU 4-9-24)
 CURRENT BIKE SPACES: 18
 PROPOSED BIKE SPACES: 17
 2024 ARRIVALS: 1647
 2024 DEPARTURES: 1521
 2024 TOTAL INTERACTIONS: 3168



PROPOSED KIOSK LOCATION
 LAT: 39.95288
 LONG: -75.15998



PROPOSED FIBER
 GAS
 UNDERGROUND POWER
 OVERHEAD POWER
 BACK OF CURB
 WATER
 SANITARY SEWER
 STORM SEWER
 TELEPHONE
 CABLE TV
 FIBER OPTIC
 RIGHT OF WAY
 SILTY FENCE
 CHAIN LINK FENCE
 WOOD FENCE
 SIDEWALK
 VEGETATION LINE
 DOWN GUY/ANCHOR
 STREET SIGN
 POWER POLE
 FIRE HYDRANT
 PROPOSED HANDHOLE
 STORM INLET
 STREETLIGHT
 POWER TRANSFORMER
 TELEPHONE PEDESTAL
 WATER VALVE



SITE IMAGE (NTS)

LEGEND

VICINITY MAP



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REVISION DESCRIPTION	REV #	DATE	IKE SMART CITY - PHILADELPHIA PHL-046
			GENERAL NOTES
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			DATE: 4/26/24

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.

27TH & CLEARFIELD

- ▶ Strawberry Mansion CDC
- ▶ Office of Curtis Jones
- ▶ Swampoodle

E MOYAMENSING & TASKER

- ▶ Dickinson Square West Civic Association
- ▶ Pennsport Civic Association
- ▶ Abigail Vare Lofts (The HOW Group Property Management)

17TH & GREEN

- ▶ J.R. Masterman School,
- ▶ Spring Garden Civic Association
- ▶ Buena Vista Mexican Restaurant

FILBERT & 12TH

- ▶ Marriott Hotel (License Agreement)
- ▶ Center City Organized for Responsible Development

TRENTON & YORK

- ▶ East Kensington Neighbors Association,
- ▶ Olde Richmond Civic Association
- ▶ Fishtown BID
- ▶ Fishtown Neighbors Association
- ▶ Metal Works Apartments
- ▶ New Kensington CDC

ike SMART CITY COMMUNITY + ARTS SUBMISSION PROCESS

Art serves as a vital component of a city's vibrancy and vitality, bringing together people from diverse backgrounds to connect and appreciate the rich tapestry of human expression.

IKE Smart City is dedicated to supporting the creation and display of art, recognizing its role in enriching communities and fostering meaningful dialogue. Through partnerships with both local and international artists, as well as museums and art institutions, their Community Engagement team works to activate art in prominent public spaces. These collaborative efforts expand the accessibility of art to a wider and more diverse audience, aligning with IKE Smart City's mission to enhance urban life through their media platform.

For inquiries about how you or your organization can participate in IKE's initiatives, please contact their team directly at publicbenefit@ikesmartcity.com and visit their website <https://obm.com/obmarts/> to see more about the arts initiatives they have worked on.

The IKE Smart City Community Engagement Team will collaborate with cultural institutions, museums, and nonprofits to offer additional, **non-guaranteed bonus time** on our IKEs when available. Interested artist or organizations can follow the steps below for consideration:

- ▶ Email the IKE Smart City Community Engagement team at publicbenefit@ikesmartcity.com to set up an introductory meeting.
- ▶ After the Community Engagement team discusses details with your organization and confirm availability, an email will be sent your organization outlining the start and end dates of the campaign to be featured on IKE, along with instructions on how to submit your creative content in accordance with the specified dimensions for IKE.
- ▶ The Community Engagement team can draft an agreement between the artist/organization and IKE Smart City, outlining campaign details and stipulations. This agreement can be initiated upon request from the organization or artist.
- ▶ IKE Smart City will provide artist/organization whose content is running on the kiosk POP when available. Availability will be communicated during meeting with the artist organization.

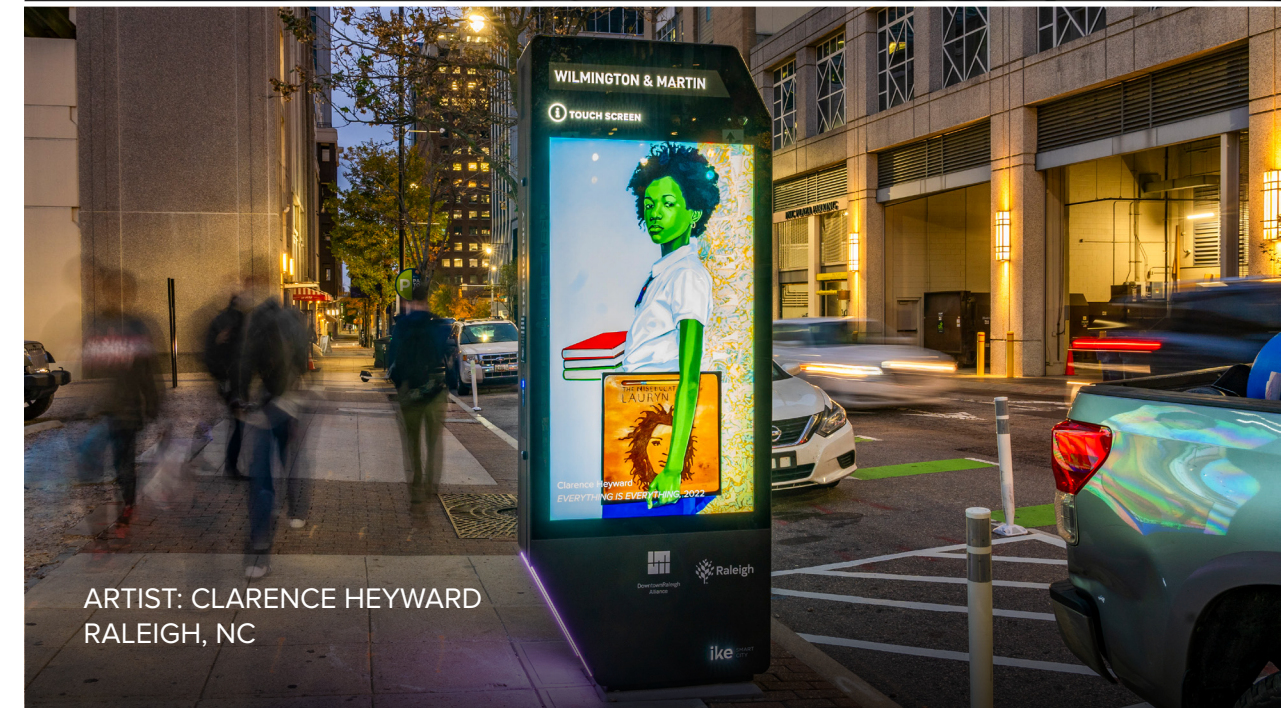
[IKESmartcity.com](https://ikesmartcity.com)

publicbenefit@ikesmartcity.com

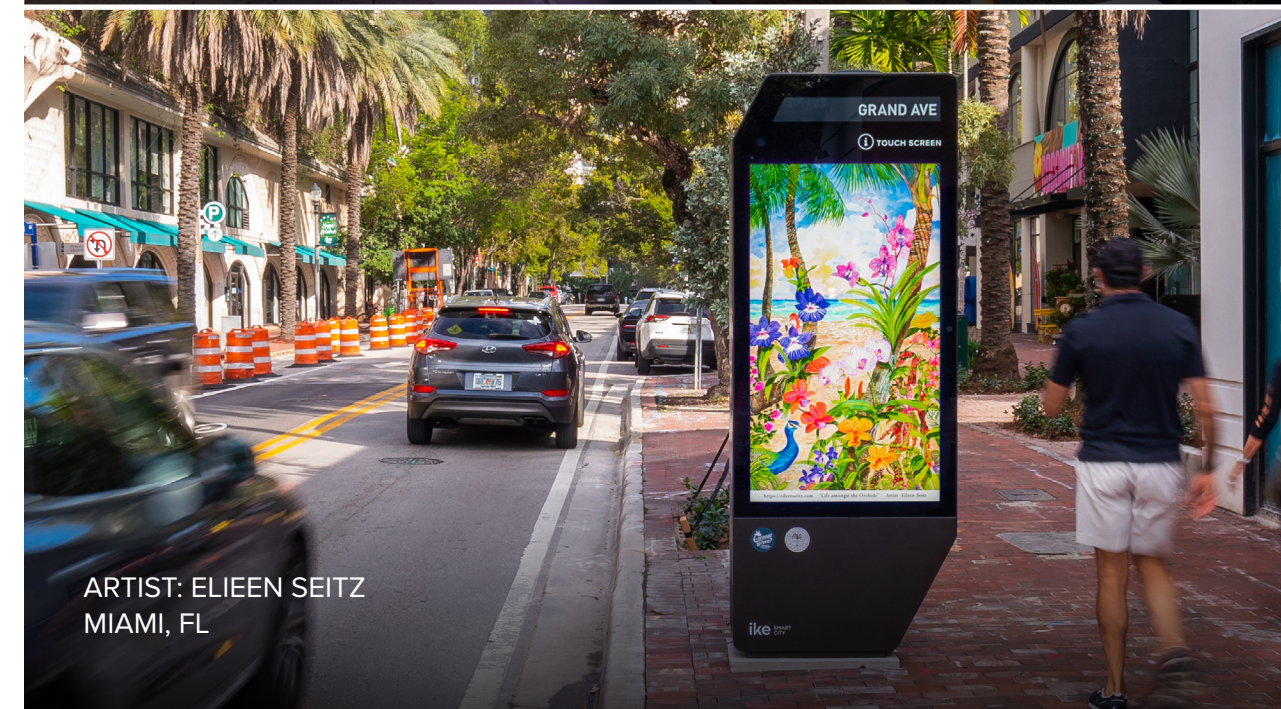
  [@ikesmartcity](https://www.linkedin.com/company/ikesmartcity)



ARTIST: ZOE BUCKMAN
BERKELEY, CA



ARTIST: CLARENCE HEYWARD
RALEIGH, NC



ARTIST: ELIEEN SEITZ
MIAMI, FL



Thank you

IKEsmartcity.com

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