



To: The Philadelphia Art Commission

From: Bicycle Transit Systems

Date: July 30th, 2025

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

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 locations:

- Broad & Montgomery
- Broad & Shunk
- Moyamensing & Bigler
- 13th & Oregon

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, August 6th. I will be BTS's contact for this application and the point of contact for the Art Commission's decision.

Sincerely,

Laura Bolles

Planning Manager, Indego Bike Share, Bicycle Transit Systems

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Philadelphia Indego Bike Share

Philadelphia Art Commission

AUGUST 13, 2025

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.

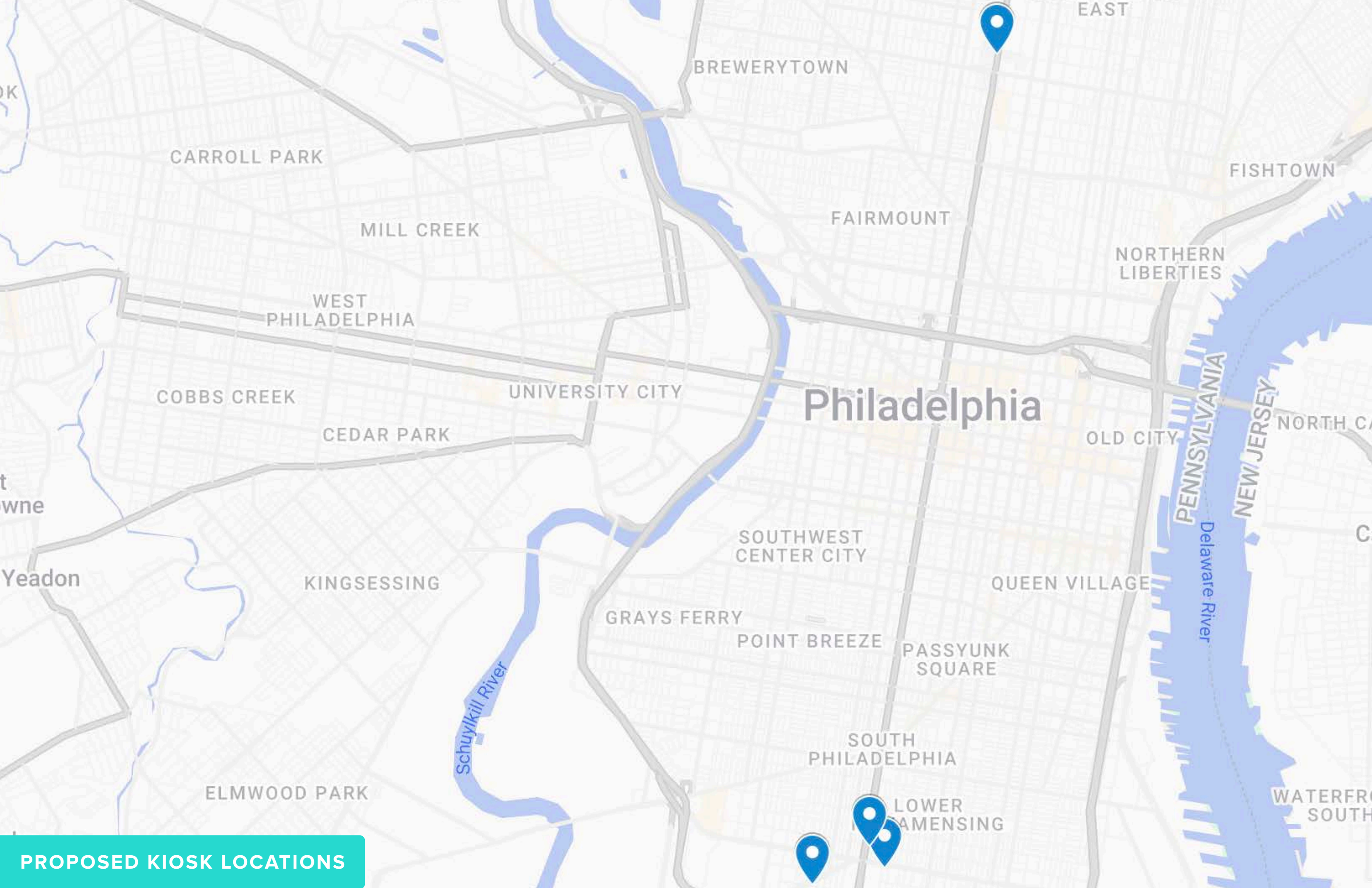


COMMUNITY ENGAGEMENT

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.





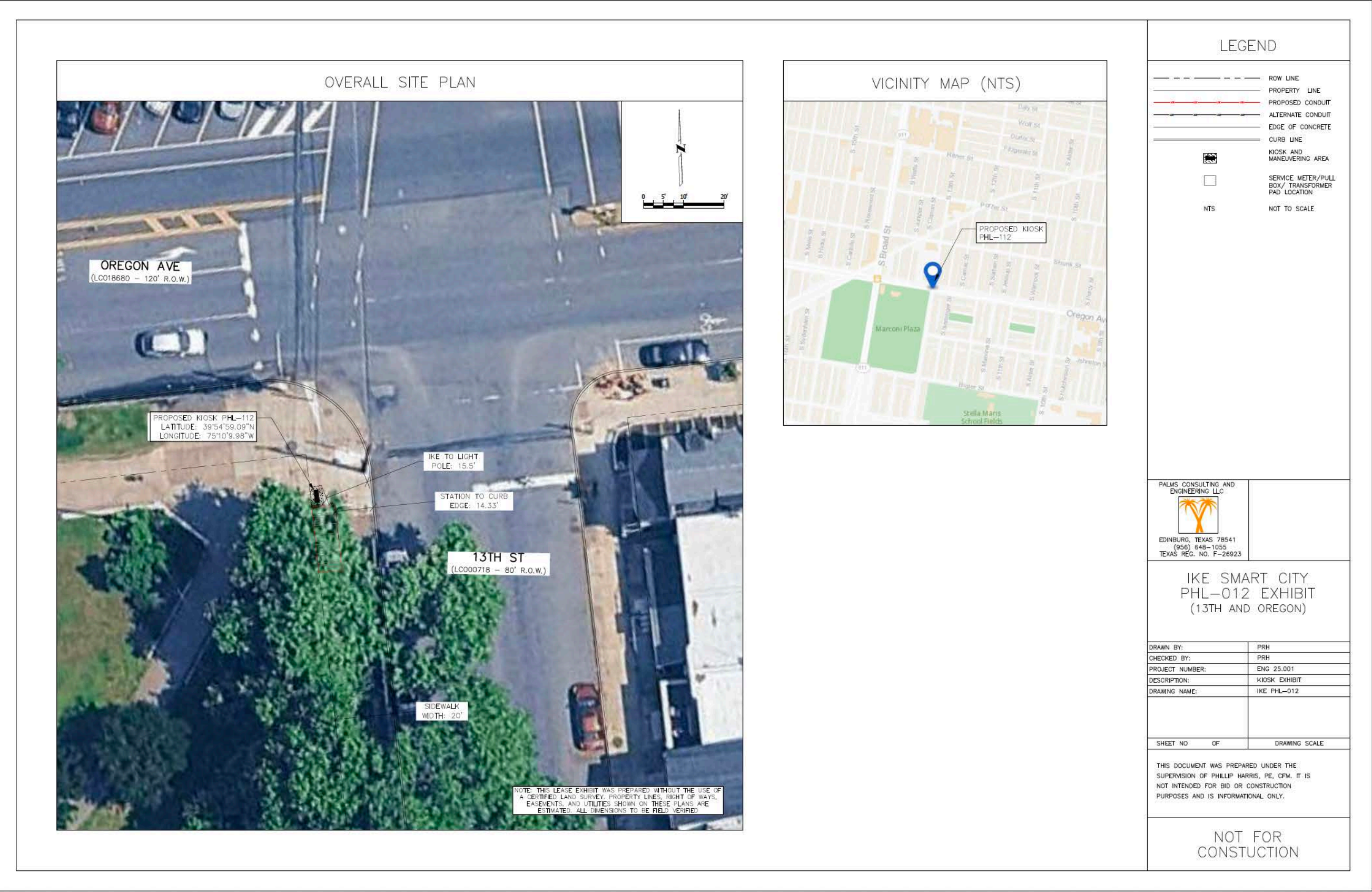
PROPOSED KIOSK LOCATIONS

PHL-IKE-112: 13TH & OREGON

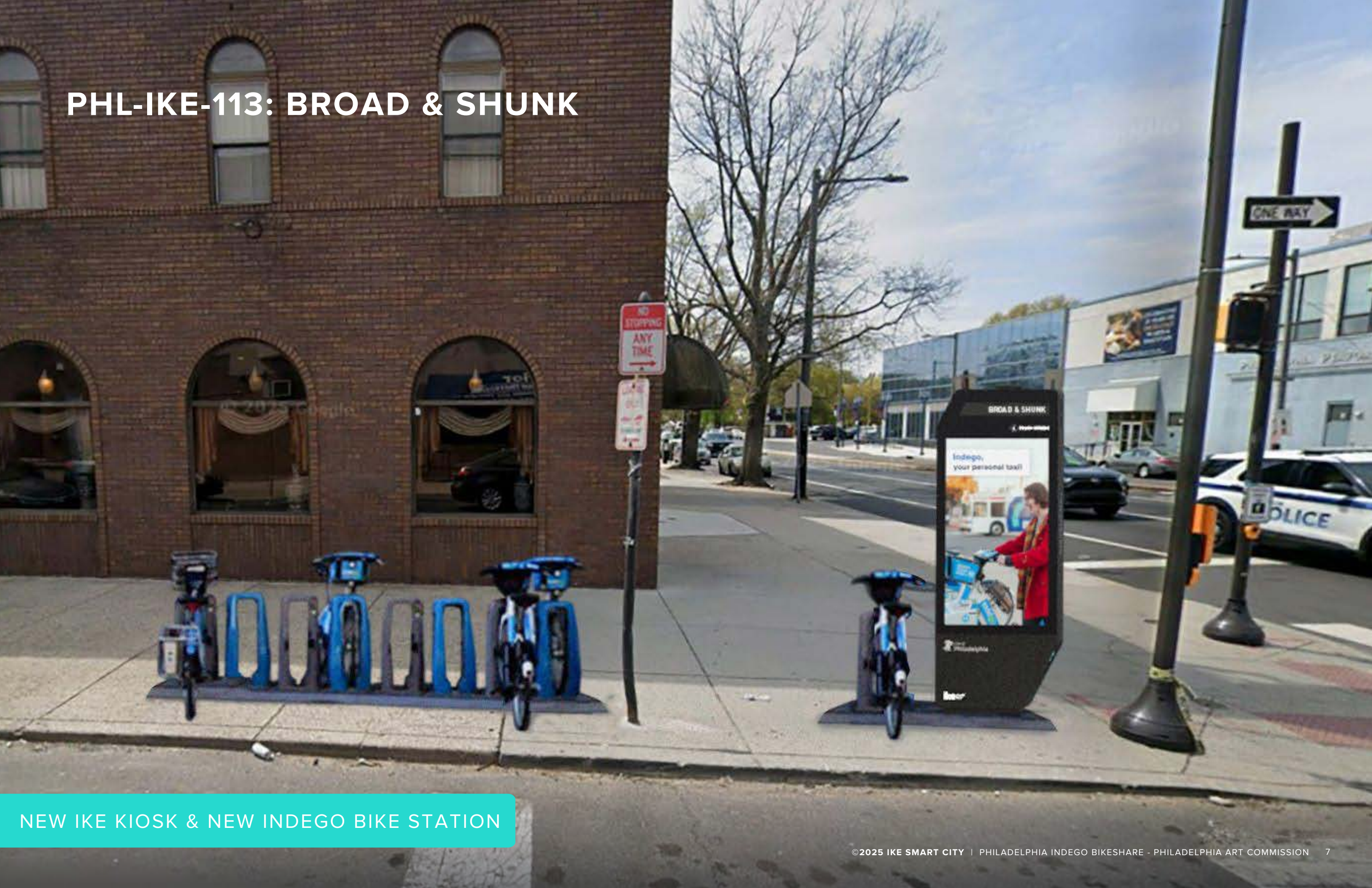


NEW IKE KIOSK & NEW INDEGO BIKE STATION

PHL-IKE-112: 13TH & OREGON

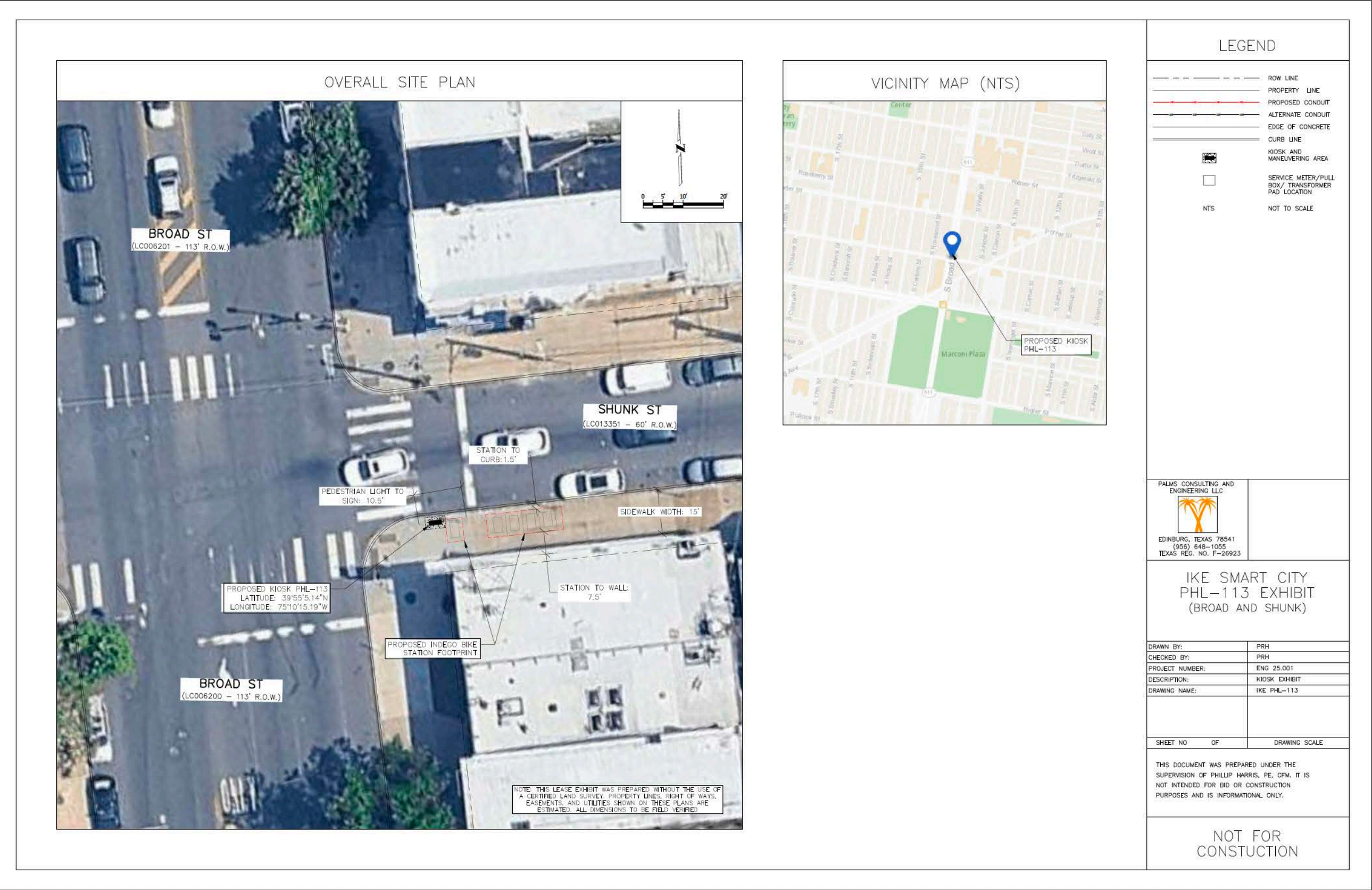


PHL-IKE-113: BROAD & SHUNK

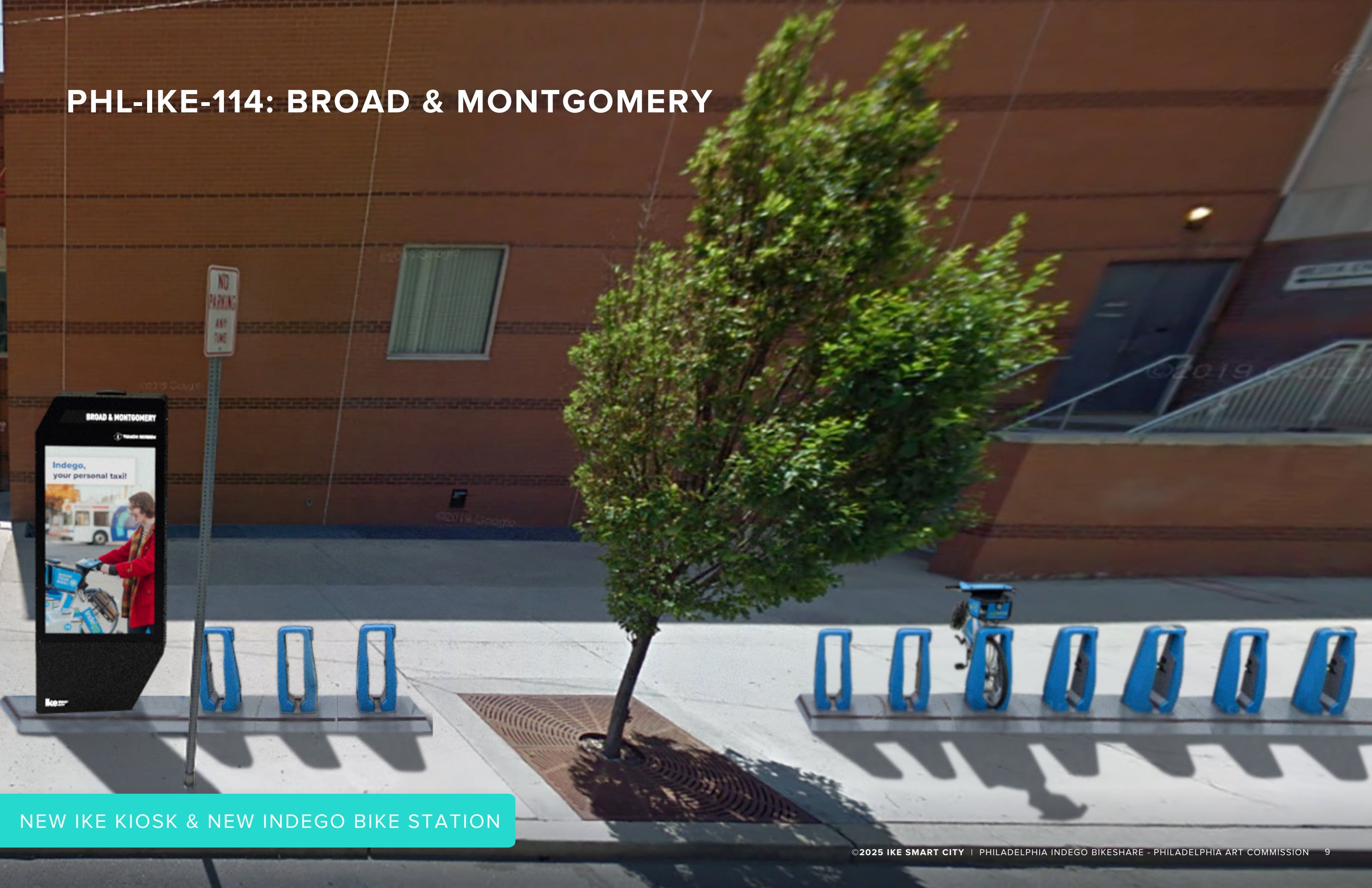


NEW IKE KIOSK & NEW INDEGO BIKE STATION

PHL-IKE-113: BROAD & SHUNK

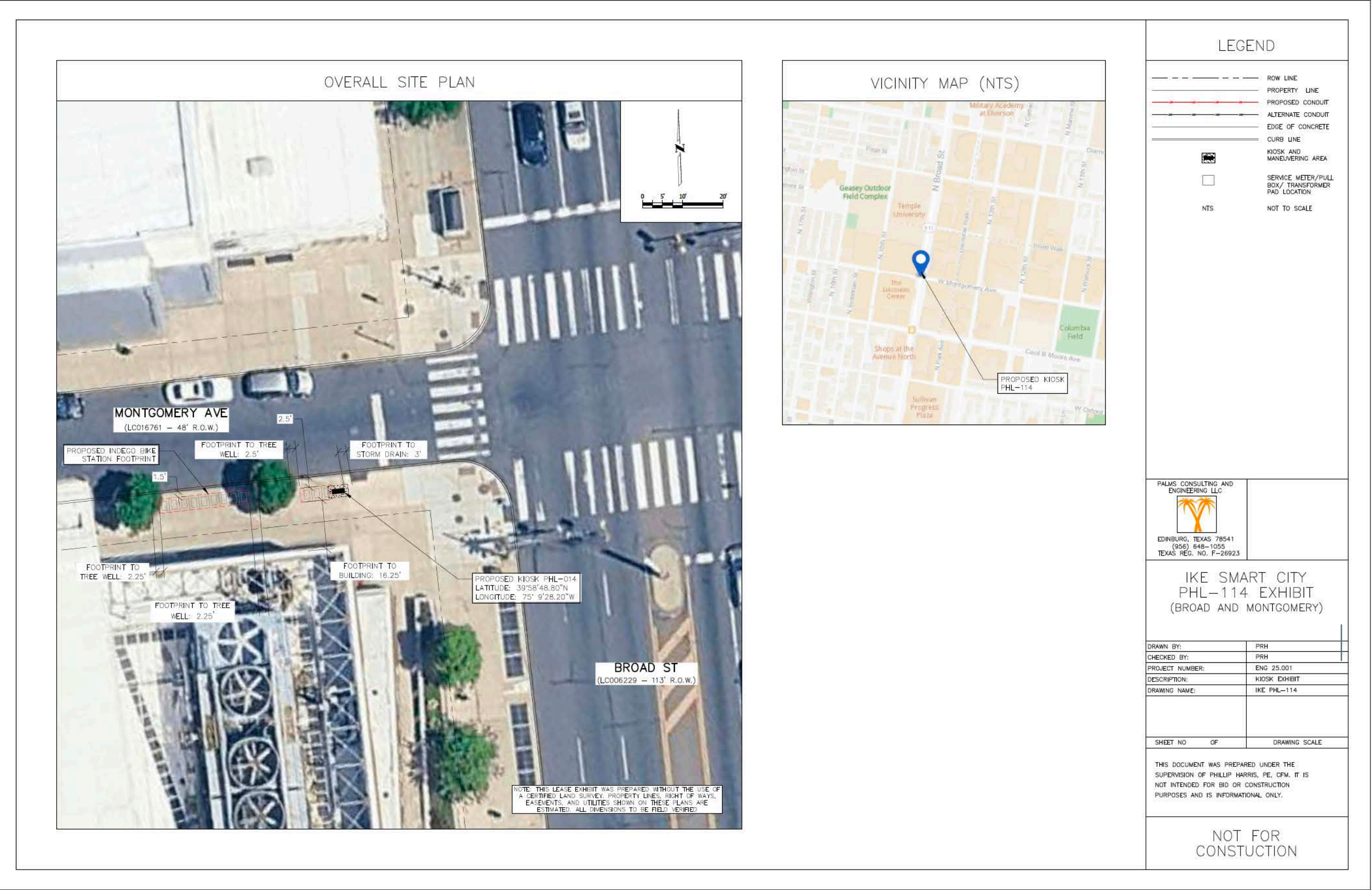


PHL-IKE-114: BROAD & MONTGOMERY



NEW IKE KIOSK & NEW INDEGO BIKE STATION

PHL-IKE-114: BROAD & MONTGOMERY



PHL-IKE-115: MOYAMENSING & BIGLER



NEW IKE KIOSK & NEW INDEGO BIKE STATION

PHL-IKE-115: MOYAMENSING & BIGLER





Thank you

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