

Art Commission Review – Submittal Form

(Applicant complete below section)

Project Name: Indego/IKE Smart Cities Kiosks

Project Address: Various **On Public Property?** ☒ Yes ☐ No

Total Budget: _____ **Utilizing City Funds?** ☐ Yes (specify amount): _____ ☒ No

Project Type (check all that apply):

- | | |
|--|--|
| <input type="checkbox"/> Building – New Construction or Addition | <input checked="" type="checkbox"/> Encroachment in/over ROW |
| <input type="checkbox"/> Building – Renovation or Repair | <input type="checkbox"/> Signage (Reconsideration) |
| <input type="checkbox"/> Plaza/Park/Playground | <input type="checkbox"/> Streetery (Reconsideration) |
| <input type="checkbox"/> Public Art | <input type="checkbox"/> Other: _____ |

Project Team:

Agency/Org.: Bicycle Transit Systems Design Lead (firm): _____

Other: OTIS, Orange Barrel Media

Primary Contact for Project Communications:

Name: Laura Bolles

Affiliation: Planning Manager, Bicycle Transit Systems

Email: [REDACTED]

(Art Commission staff complete below section)

Art Commission Meeting Date of Project Review: 2/11/26

Level of Review:

- ☐ Concept Review ☐ Final Review If Final, specify date of preceding Concept Review: _____
- ☒ Administrative Review (for projects with minimal visual impact on public realm)

Staff Notes (Optional):

Overall design previously approved. Review is for five (5) new locations.



To: The Philadelphia Art Commission

From: Bicycle Transit Systems

Date: January 28th, 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 and Infrastructure 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:

- 4th & Oregon
- Wendover & Henry
- Laurel & Delaware
- Delaware & Ellen
- Delaware River Trail & Penn Street

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, February 4th. 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
lbolles@bicycletransit.com

ike SMART
CITY™

Philadelphia Indego Bike Share

Philadelphia Art Commission

FEBRUARY 11, 2026

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.

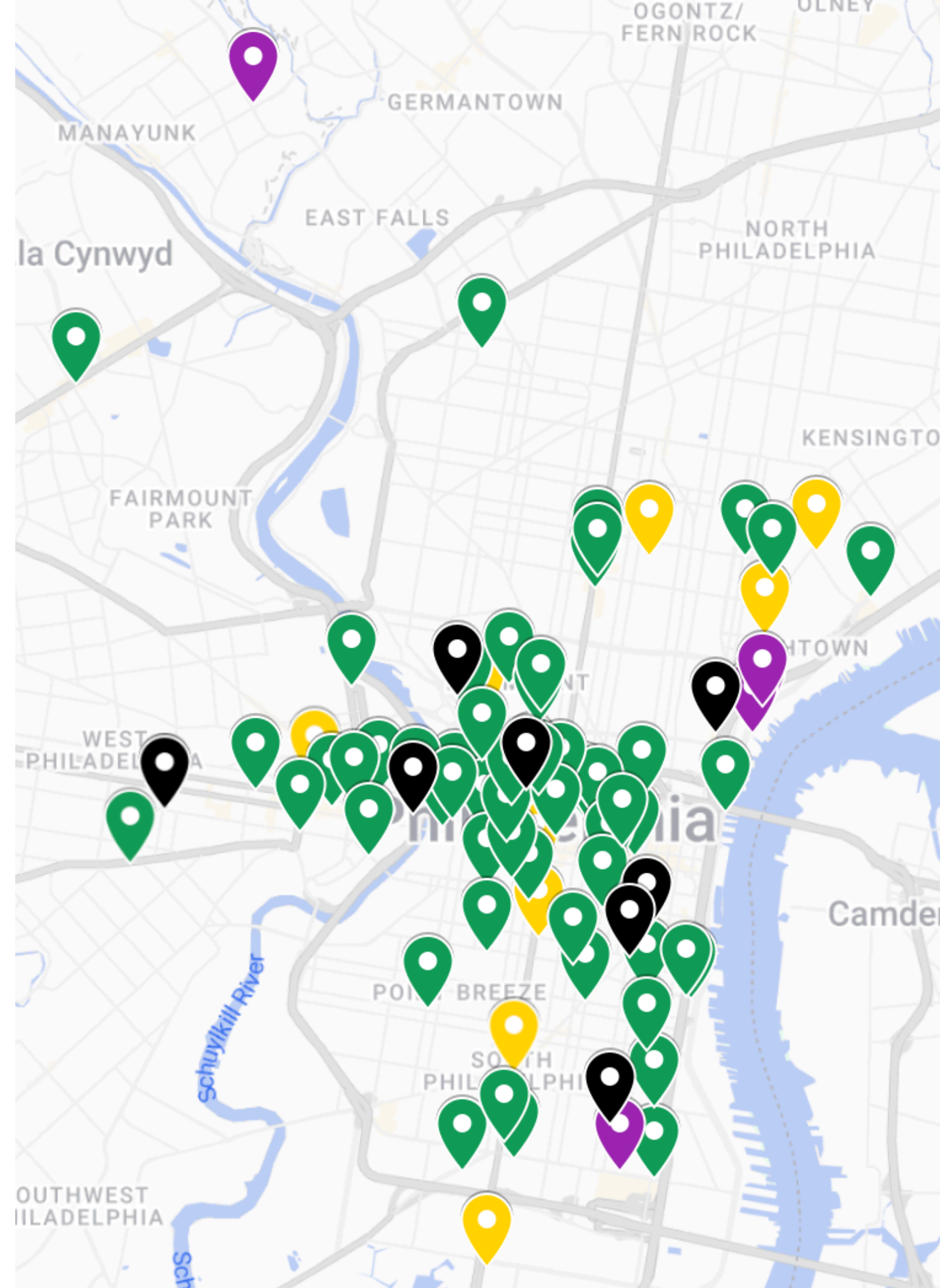


PHILADELPHIA KIOSK MAP

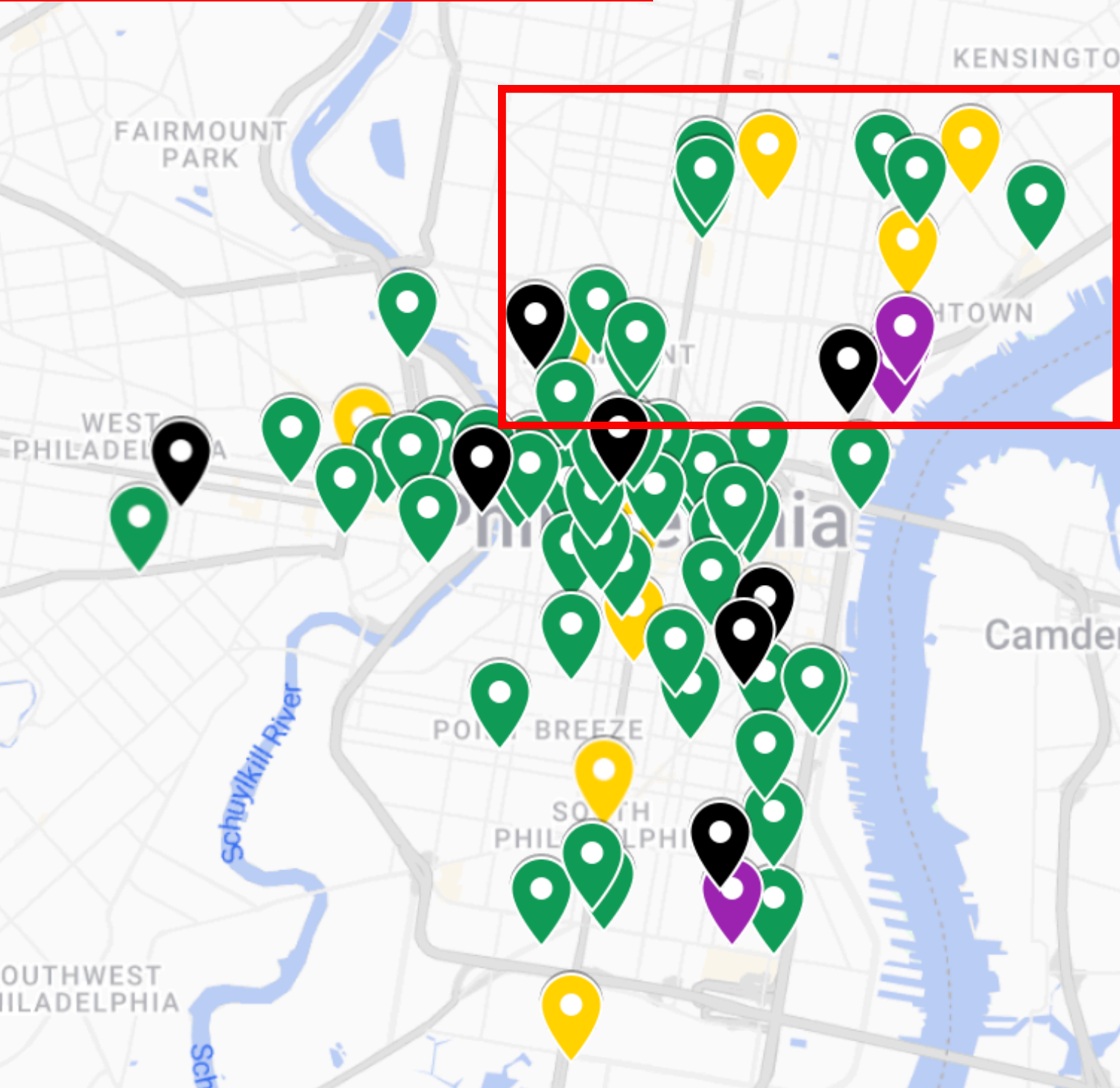
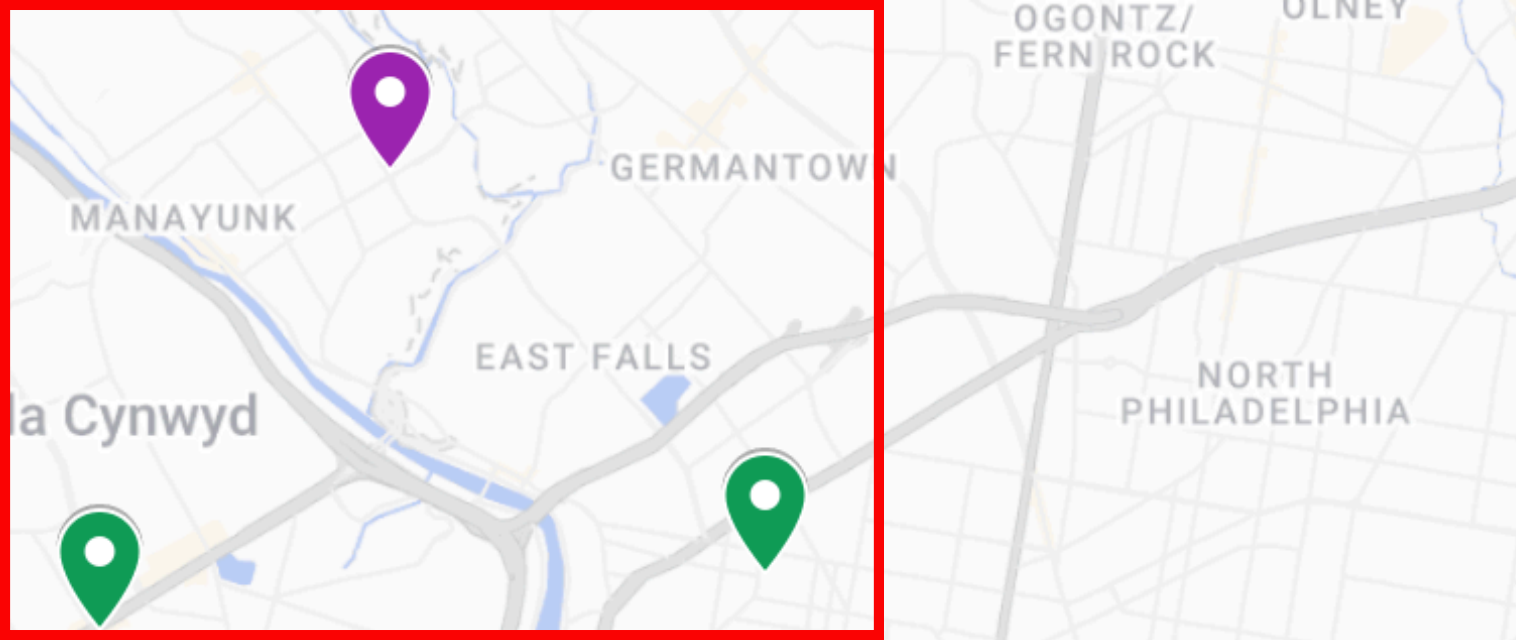
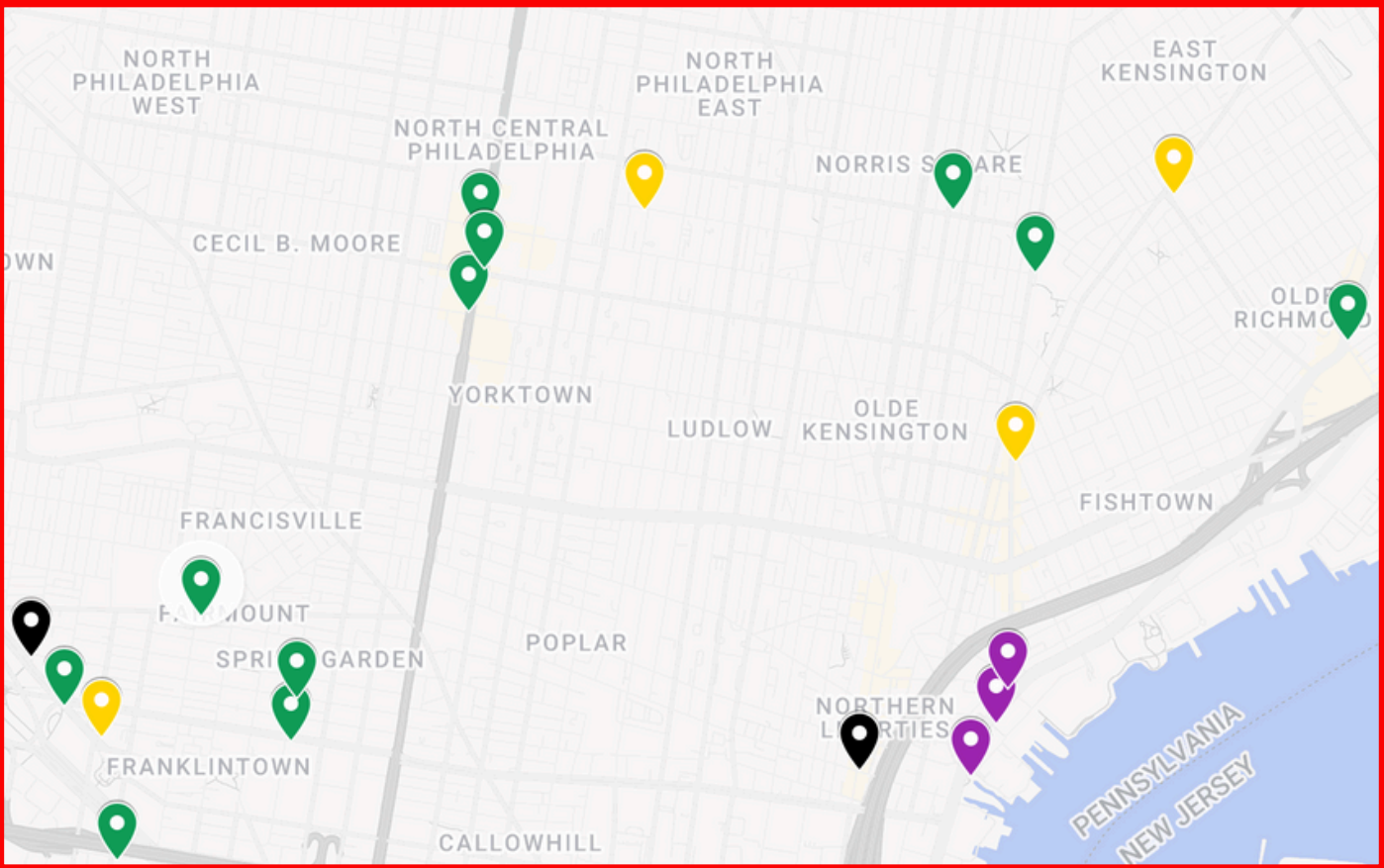
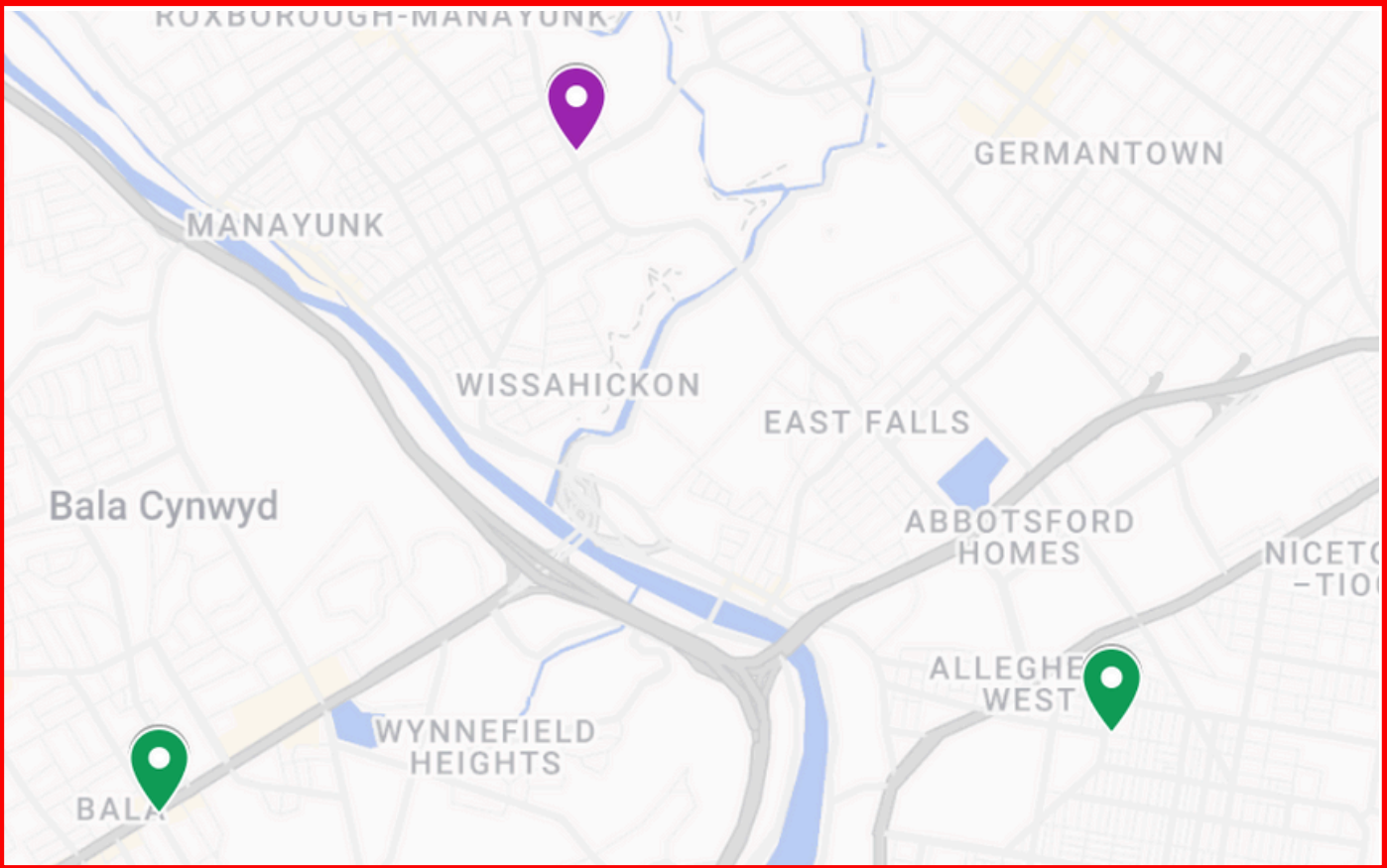
KEY

- Live Locations: Yellow pins
- Approved Locations: Green pins
- Proposed Locations: Purple pins
- Dead Locations: Black pins

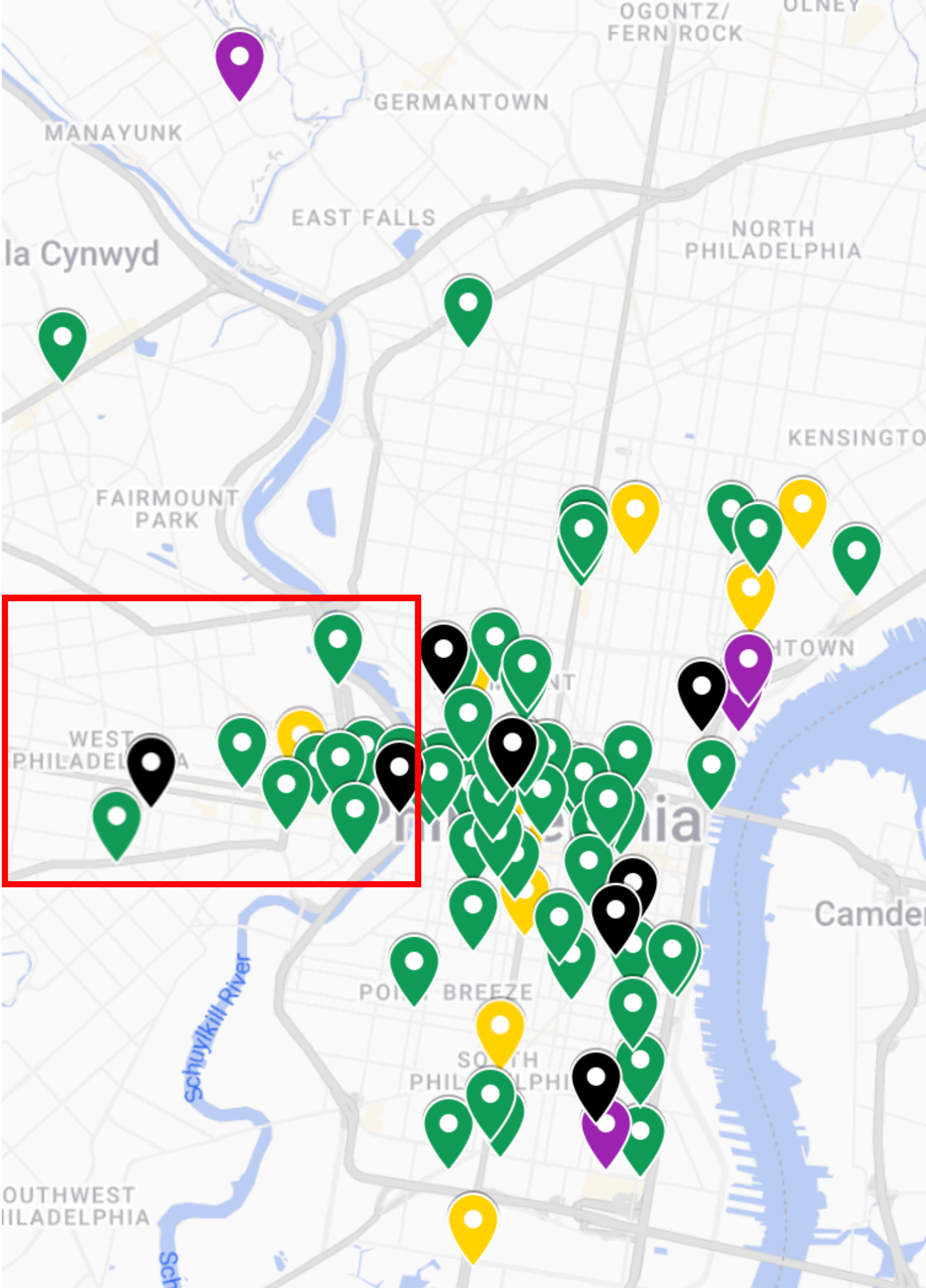
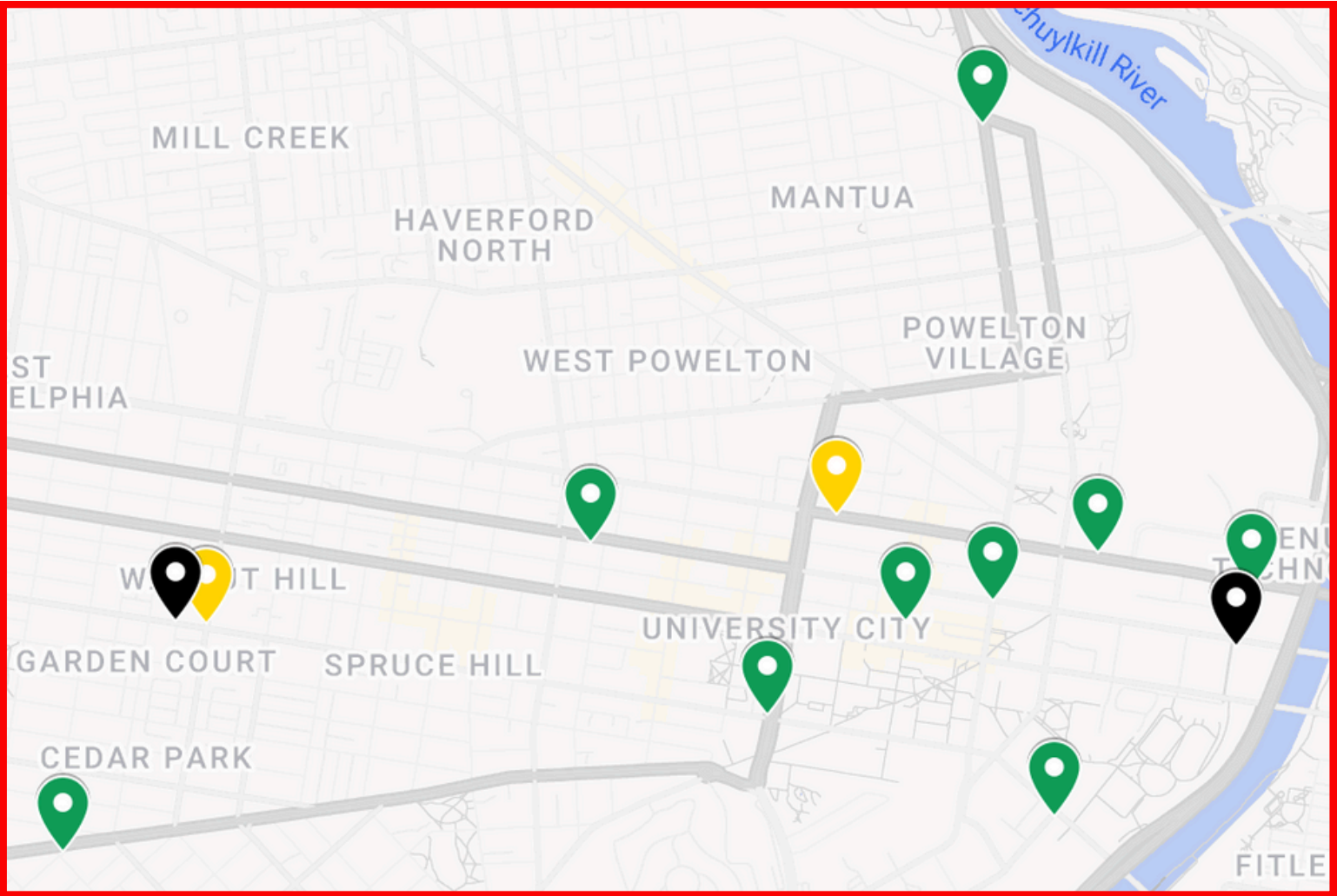
PHL-008: 48th & Spruce
PHL-074: 5th & Wolf
PHL-083: Pennsylvania & 24th
PHL-084: 16th & Cherry
PHL-085: Fairmount & 2nd
PHL-088: Bainbridge & 5th
PHL-090: Christian & Passyunk
PHL-096: 30th & Chestnut



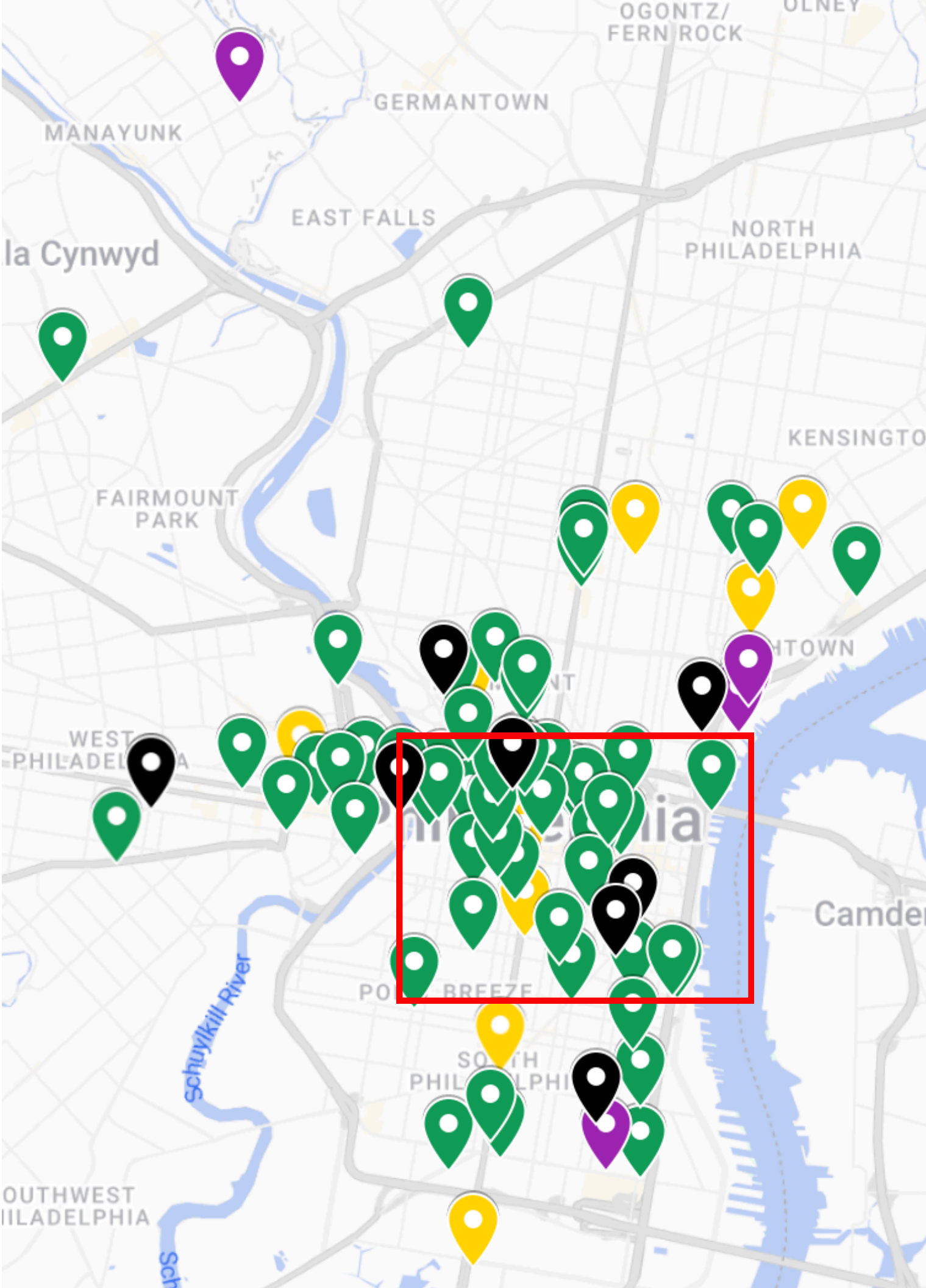
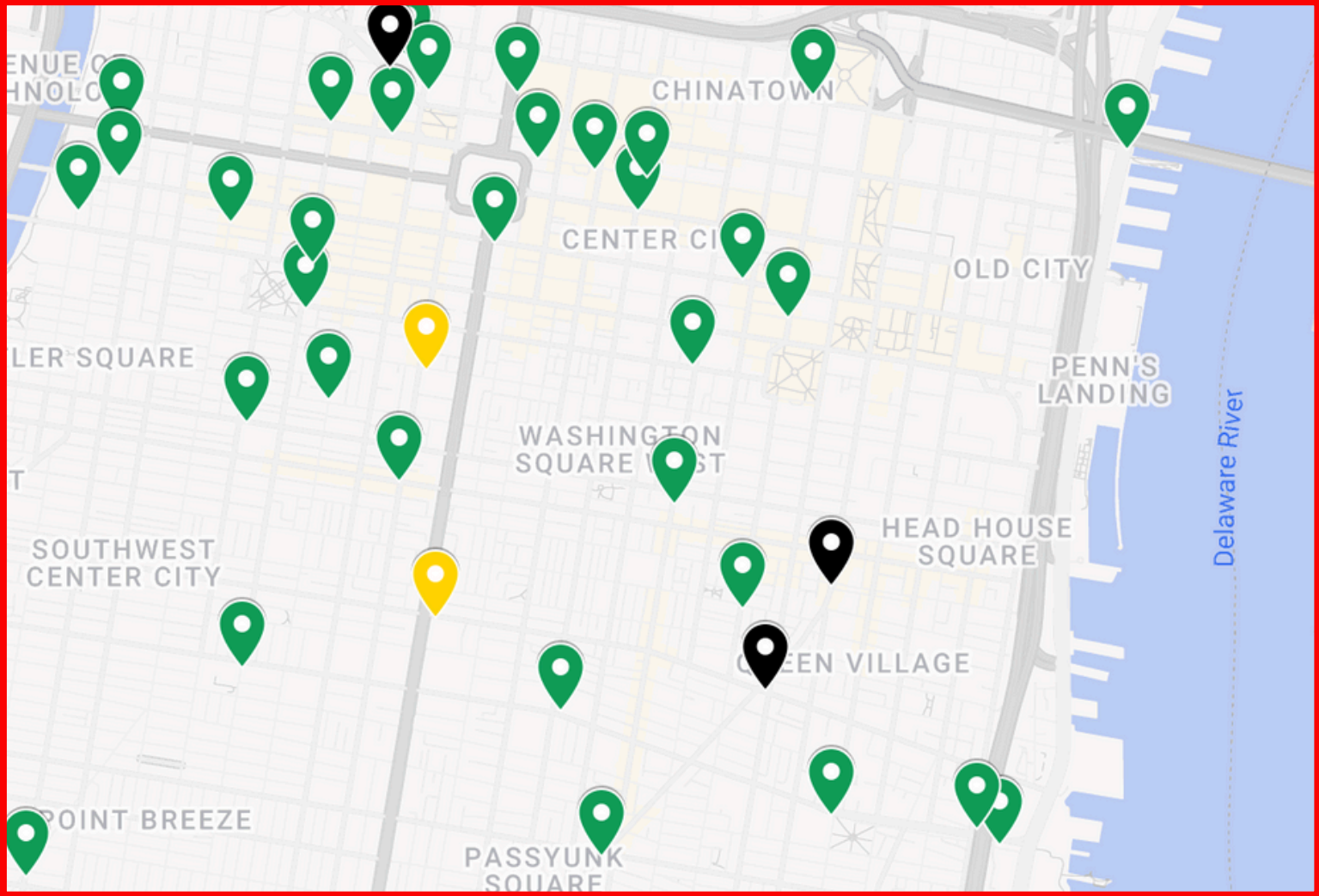
NORTH PHILADELPHIA



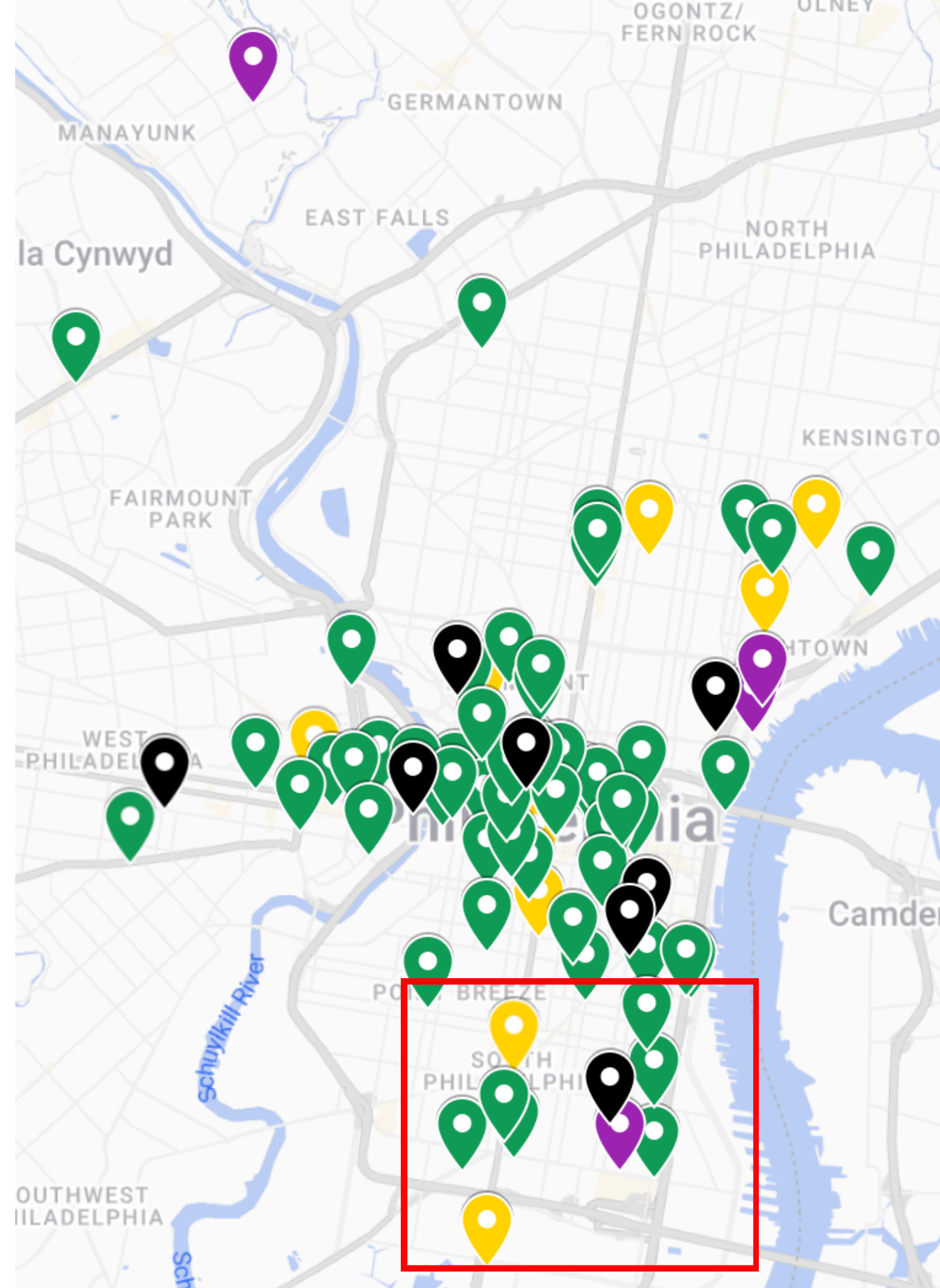
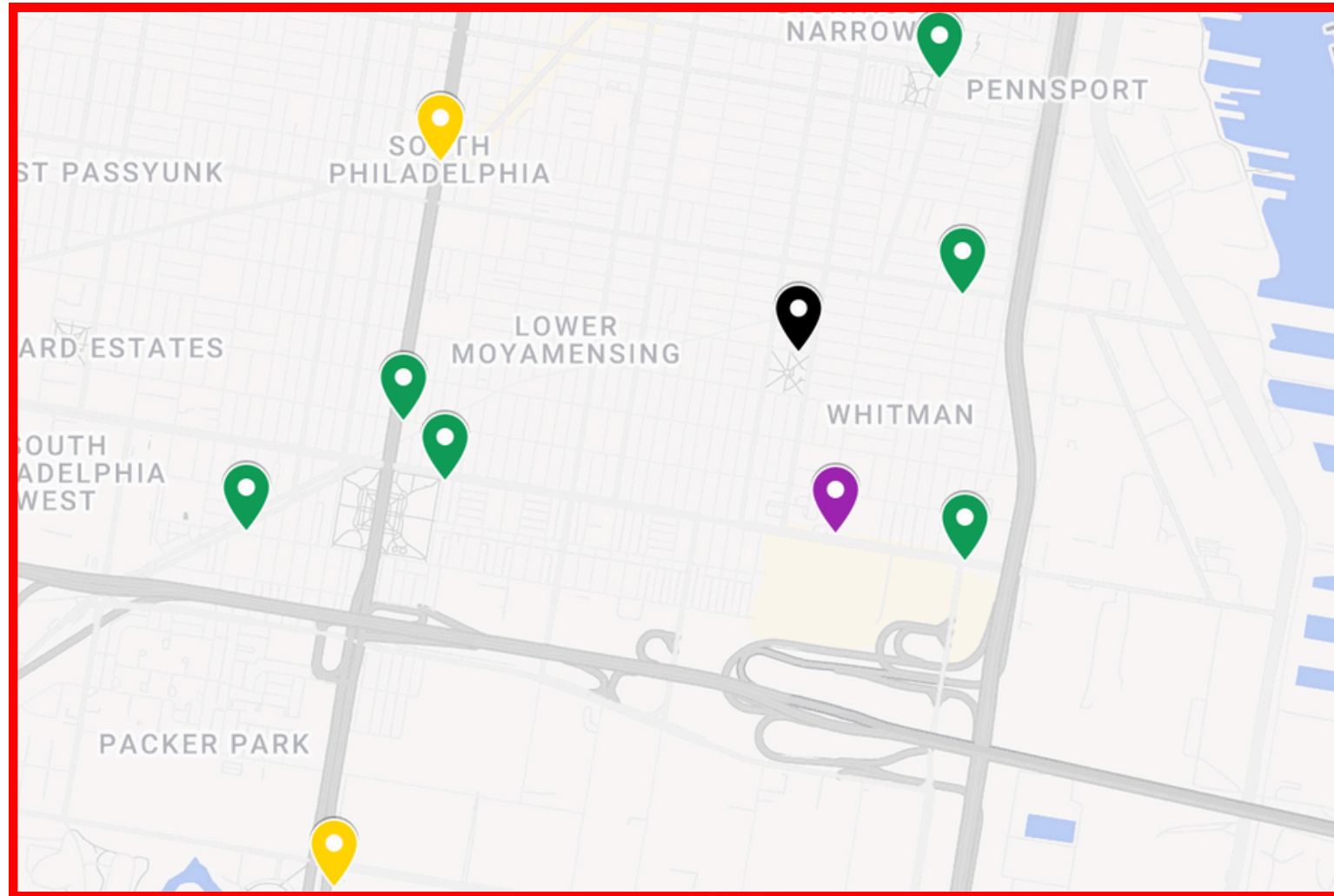
WEST PHILADELPHIA



CENTRAL PHILADELPHIA



SOUTH PHILADELPHIA



PHL-IKE-141: WENOVER & HENRY

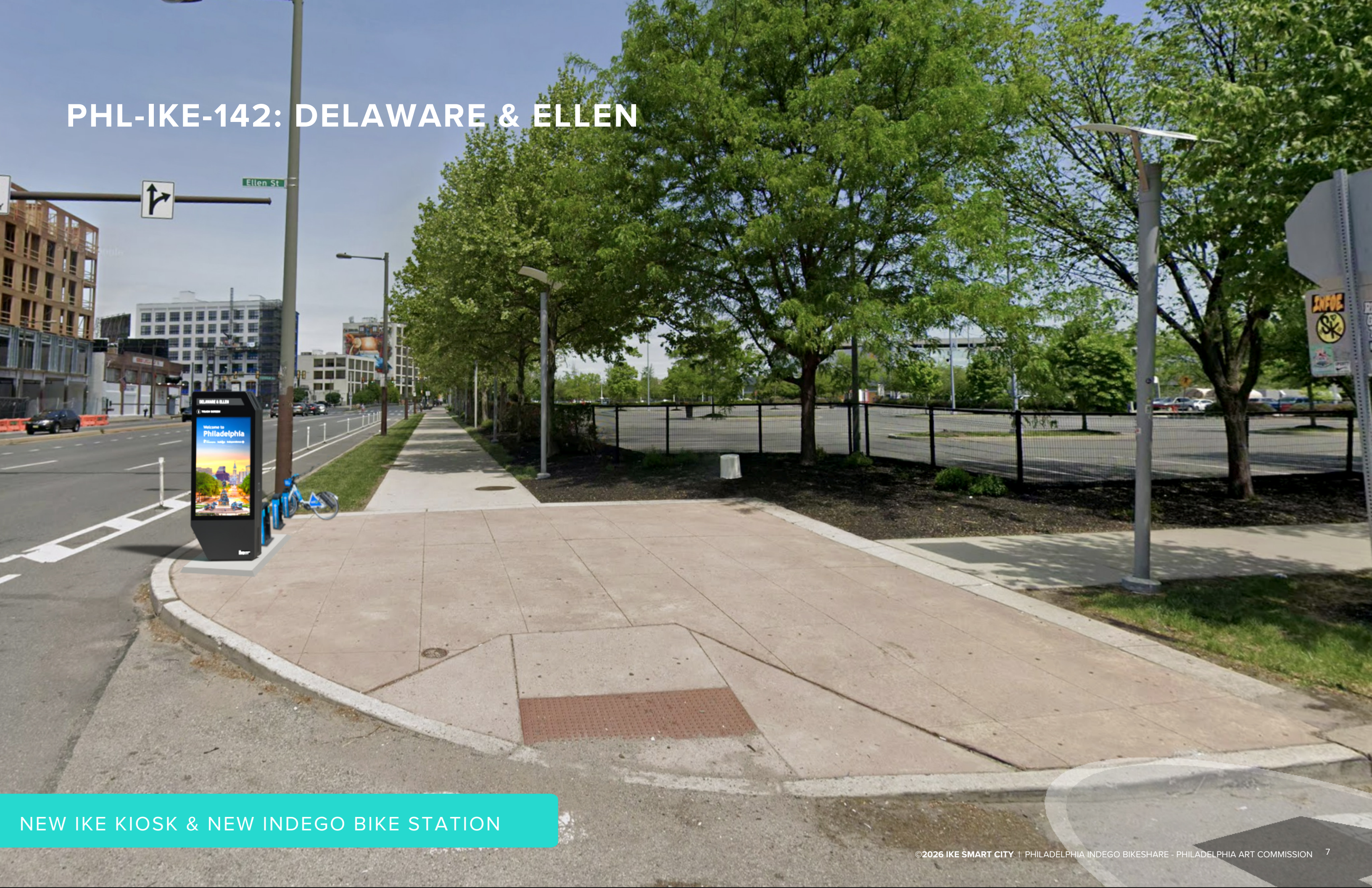


NEW IKE KIOSK & NEW INDEGO BIKE STATION

PHL-IKE-141: WENDOVER & HENRY



PHL-IKE-142: DELAWARE & ELLEN



NEW IKE KIOSK & NEW INDEGO BIKE STATION

PHL-IKE-142: DELAWARE & ELLEN



PHL-IKE-143: DELAWARE & PENN



NEW IKE KIOSK & EXISTING INDEGO BIKE STATION

PHL-IKE-143: DELAWARE & PENN

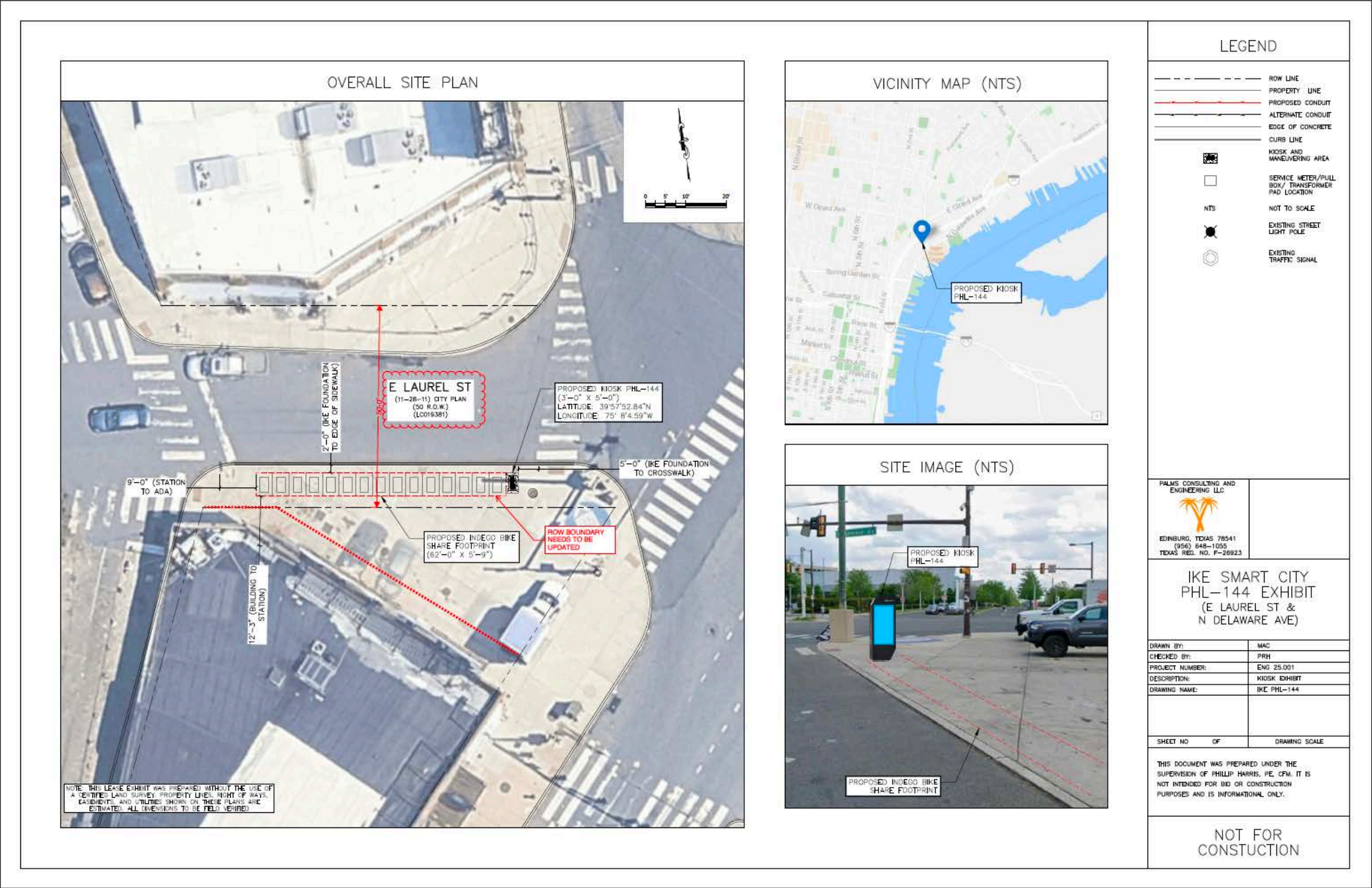


PHL-IKE-144: LAUREL & DELAWARE

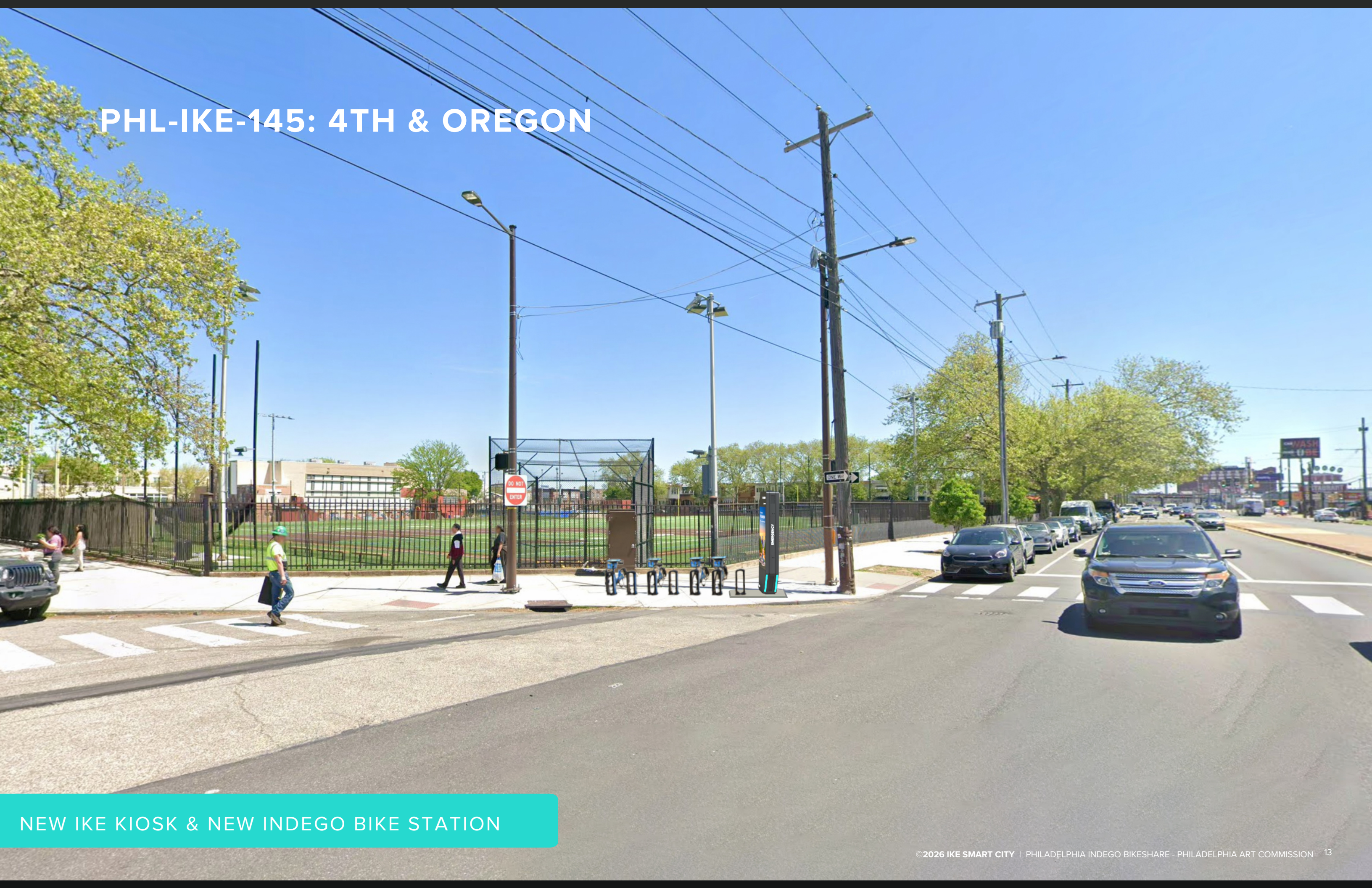


NEW IKE KIOSK & NEW INDEGO BIKE STATION

PHL-IKE-144: LAUREL & DELAWARE



PHL-IKE-145: 4TH & OREGON

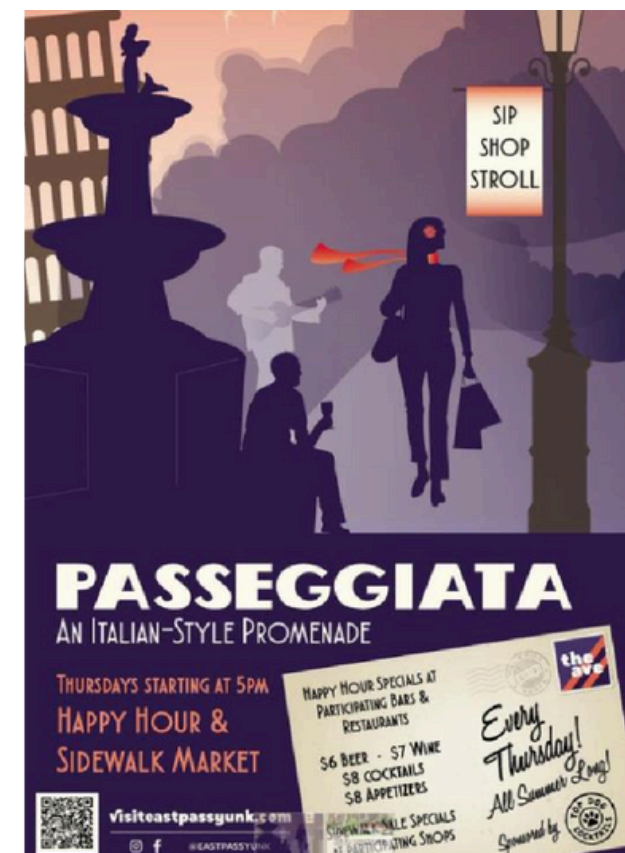
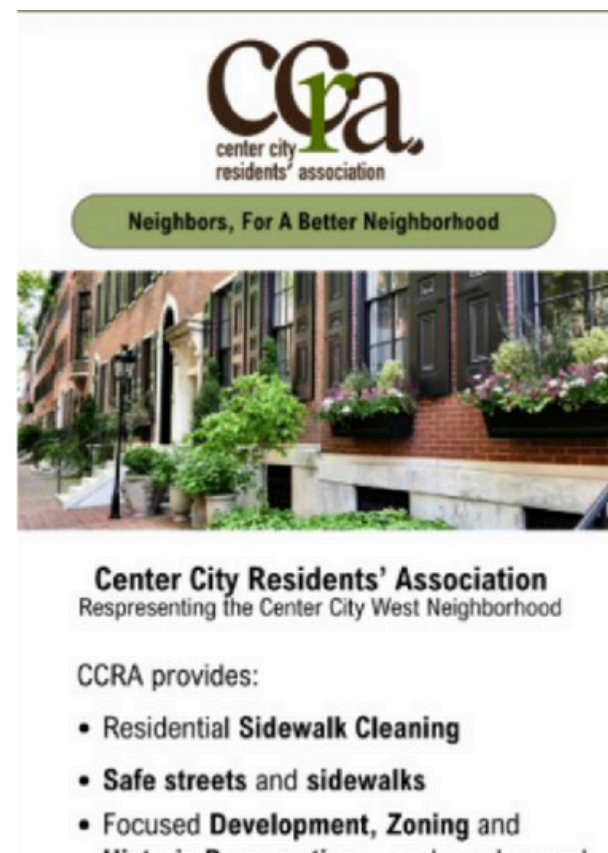
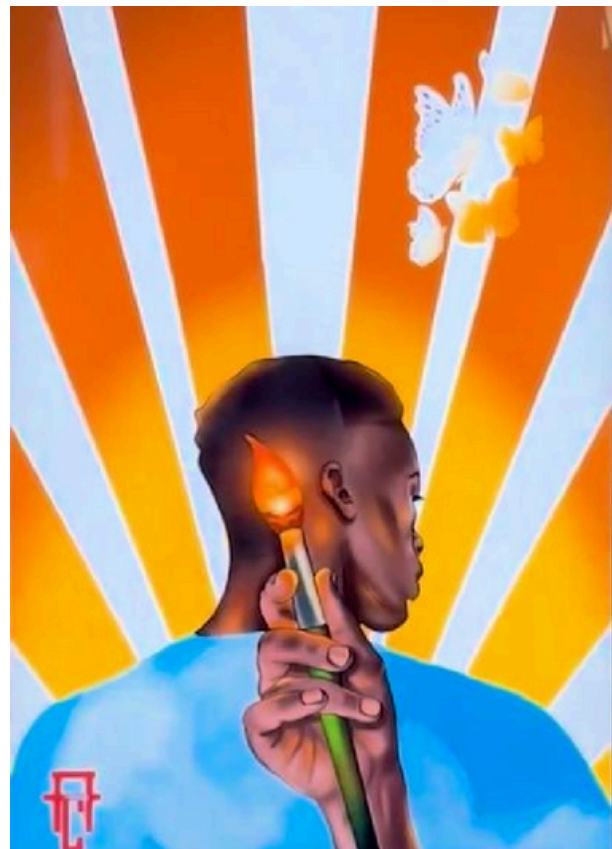


NEW IKE KIOSK & NEW INDEGO BIKE STATION

PHL-IKE-145: 4TH & OREGON



EXAMPLES OF COMMUNITY / INSTITUTIONAL CONTENT ON IKE'S



CRITERIA FOR COMMUNITY CONTENT (UPDATED)

- City's ad policy requires community content to be endorsed by a city dept and carry that department's logo
- Community screentime requests can be made via Indego's customer support (*submission form still in development*)
- All content must be reviewed and approved by the city
- Approved content deployed on KE's based on available unsold screentime



Contact

Customer Support

Call or Text: [844-446-3346](tel:844-446-3346)

Email: support@rideindego.com

M-F (Calls/Texts/Emails: 8 a.m. to 8 p.m.)

Weekends (Texts/Emails: 8 a.m. to 8 p.m.)

For the fastest response, please report a trip issue on the app or text our customer service team using the number listed above.

OTHER INFO & UPDATES

- Ribbon cutting and public demo postponed to 2026
- Demo video published on [Instagram](#)
- IKE utilization data/analytics
 - **Top 3 Apps Utilized:** Photo Booth (29%), Transit (28%), Arcade (12%)
 - **Average Monthly Usage/Kiosk:**

<u>Kiosk ID</u>	<u>Intersection</u>	<u>Average Visits/Month</u>	<u>Live Date</u>
PHL-048	Spruce & 15th	113	12/9/2025
PHL-059	48th & Spruce	720	10/27/2025
PHL-066	10th & Berks	153	12/19/2025
PHL-071	York & Trenton	534	7/10/2025
PHL-077	38th & Market	138	10/28/2025
PHL-078	Broad & Passyunk	121	7/10/2025
PHL-079	Broad & Pattison	108	7/10/2025
PHL-082	Hamilton & 22nd	212	8/29/2025
PHL-093	Christian & Broad	484	12/9/2025
PHL-095	Frankford & Crease	383	11/6/2025



Thank you

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To: The Philadelphia Art Commission

From: Bicycle Transit Systems and IKE Smart City

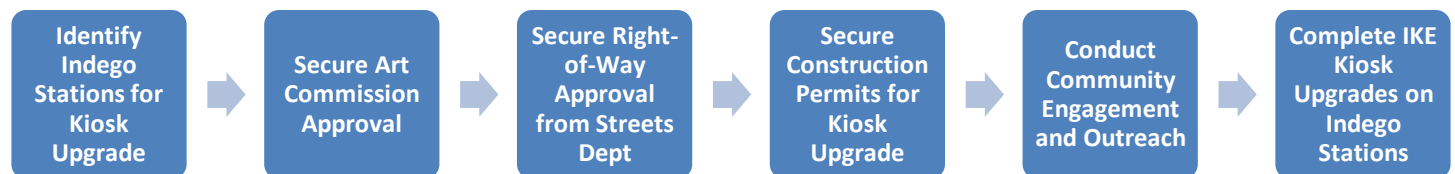
Date: February 6th, 2025

Re: Community Engagement and Outreach Process for Indego/IKE Smart City Kiosks

BACKGROUND

The IKE Smart City Kiosk program in Philadelphia provides a state-of-the-art upgrade to Philadelphia's Indego bike share system. IKE Smart City Digital Kiosks will replace existing static kiosks on Indego stations, improving the user experience for Indego customers and delivering interactive services and functionality to the Philadelphia public, such as directory services, trip planning, public service announcements, hyper-local art, free Wi-Fi, and a whole host of other services.

BTS and IKE are currently working with the City's Office of Transportation and Infrastructure Systems (OTIS) and the Streets Department to secure the necessary right-of-way approvals and permits to install IKE Smart City kiosks on select Indego bike share stations. The following flow chart highlights the overall process:



COMMUNITY ENGAGEMENT PLAN

Collaboration with local communities has been key to the successful deployment of IKE Smart City networks across the United States. The IKE team has experience working closely with City Council members, Business Improvement Districts, local businesses, neighborhood associations, property owners, and Registered Community Organizations (RCO's) to ensure that IKE networks deliver value to the communities where they are installed. From neighborhood-driven cabinet branding and customized on-screen content to local art and community partnerships, IKE ensures that the kiosk program reflects stakeholder input.

In Philadelphia, Bicycle Transit Systems (BTS) also maintains a dedicated Community Engagement Team and actively works with City Council members, RCO's and other community stakeholders to secure community support for new Indego bike share stations. BTS has successfully installed over 250 bike share stations across Philadelphia with extensive community input and support.

BTS and IKE have identified City Council Members, Business Improvement Districts, RCOs, and local businesses who will be engaged at each IKE location. This outreach is already underway at several locations and will continue as the necessary approvals are granted. See table below for list of the first 10 Indego stations that are under consideration for an IKE Smart City Kiosk upgrade and the relevant stakeholders who are being engaged:

Indego Station / IKE Location	City Council Member	Registered Community Organizations	Business Improvement Districts	Adjacent Business/Property Owners
15th & Spruce	Kenyatta Johnson	<ul style="list-style-type: none"> Washington Square West Civic Association Center City Residents Association (CCRA) 	Center City District	<ul style="list-style-type: none"> Kimmel Center Rite Aid
12th & Filbert	Mark Squilla	<ul style="list-style-type: none"> Philadelphia Chinatown Development Corporation Asian American Federation of the United States Center City Organized for Responsible Development 	Center City District	<ul style="list-style-type: none"> CC Marriot PA Convention Center Reading Terminal Market
11th & Market	Mark Squilla	<ul style="list-style-type: none"> Washington Square West Civic Association Center City Organized for Responsible Development 	Center City District	<ul style="list-style-type: none"> Chase Bank AT&T TJ MAXX PA Convention Center (across the street)
Broad & Pattison	Kenyatta Johnson	<ul style="list-style-type: none"> Packer Park Civic Association Friends of FDR Park 	Passyunk Ave Revitalization Corp	<ul style="list-style-type: none"> Xfinity Live! SEPTA
Broad & Passyunk	Kenyatta Johnson	<ul style="list-style-type: none"> South Broad Street Neighborhood Association Concerned Citizens of Point Breeze East Point Breeze Neighbors Point Breeze Network Plus Point Breeze Community Development Coalition 	Passyunk Ave Revitalization Corp	<ul style="list-style-type: none"> United Savings Bank Constitution Health Plaza TruMark Financial Citizens Bank Philly Pretzel Factory
38th & Market	Jamie Gauthier	<ul style="list-style-type: none"> Spruce Hill Community Association Drexel Area Property Association West Philly United Neighbors 	University City District	<ul style="list-style-type: none"> Penn Medicine First District Plaza
Hamilton & N. 22nd	Jeffery Young	<ul style="list-style-type: none"> Fairmount CDC Fairmount Civic Association 	Center City District	<ul style="list-style-type: none"> Whole Foods Rodin Museum
Pennsylvania Ave. & 24th St.	Jeffery Young	<ul style="list-style-type: none"> Fairmount CDC Fairmount Civic Association 	Center City District	<ul style="list-style-type: none"> The Philadelphian St. Francis Xavier
Christian & Broad	Kenyatta Johnson	<ul style="list-style-type: none"> Hawthorne Empowerment Coalition Hawthorne Cultural Rec Center Bella Vista Neighbors Association 	Passyunk Ave Revitalization Corp	<ul style="list-style-type: none"> Dunkin Donuts Alex Auto Tag CAPA High School
48th & Spruce	Jamie Gauthier	<ul style="list-style-type: none"> Garden Court Community Association 46th Republican Ward West Philly Plan + Preserve 46th Ward Democratic Committee West Philadelphia Economic Development Council Drexel Area Property Association West Philly United Neighbors 	University City District	<ul style="list-style-type: none"> Emmanuel Church Baltimore Crab & Seafood Accu pizza

Engagement with these stakeholders follows a defined process as outlined below:

- Step 1:** At least 1 month prior to IKE Kiosk upgrade, BTS and IKE will engage the identified council member and RCO's where kiosk upgrades are being planned to build support and develop advocates for the kiosk program and identify ways that IKE can serve the needs of the community, which could include local neighborhood branding on the kiosk or customizing an application to serve the specific needs of the community.

- **Step 2:** At least 1 month prior to IKE Kiosk upgrade, BTS and IKE will engage the identified local business improvement district and adjacent business and property owners where kiosk upgrades are being planned to build support and explain kiosk functionality and how the platform can benefit them, which could include complimentary screen time to promote and highlight local businesses or security features such as a 911 call button and security camera to increase safety and visibility.
- **Step 3:** Within 1 month following IKE Kiosk upgrade, BTS and IKE will conduct public demonstrations showcasing how to utilize the kiosk and building awareness about how the community can access the benefits of IKE.
- **Step 4:** BTS and IKE will maintain an accessible and intuitive platform for community stakeholders to submit requests for screen time and/or report issues with IKE kiosks.

SCREEN TIME FOR LOCAL STAKEHOLDERS

IKE Smart City provides limited complimentary screen time for hyper-localized public-service content and art. A key component of the community engagement process is building connections with community groups and organizations to curate localized content for IKE kiosks. Through this engagement, these stakeholders will have the ability to submit content directly to IKE.

CONTENT SUBMISSION PROCESS

IKE provides an accessible and equitable process for stakeholders to submit content for screen time consideration. Local stakeholders are made aware of the following process and provided the relevant details during the outreach and engagement phase.

- Local stakeholders can email content to publicbenefit@ikesmartcity.com or complete a simple form on Indego's website (to be developed—see examples of [website](#) and [form](#) from another IKE market). Content submissions will be reviewed by IKE's Engagement Team and responded to within three (3) business days.
- Upon submission and review of content submission, the IKE Smart City Community Engagement Team will work directly with stakeholders to outline the start and end dates of featured content and provide content specifications for IKE kiosks. Upon request, IKE's Engagement Team may draft a simple agreement with a stakeholder outlining the details of a content feature. Local content campaigns are typically deployed within 2 weeks of a submission being approved.
- If a content request is denied due to screen time availability constraints or conflict with the City's Sign Code and Advertising Policy, IKE's Community Engagement Team will communicate with the stakeholder.

REPORTING DAMAGE TO KIOSKS AND OTHER ISSUES

IKE provides an accessible way for community members and stakeholders to report damage to kiosks or other issues through Indego's website (to be developed—see example of [website](#) from another IKE market). IKE maintains a local service team who conducts daily maintenance of IKE kiosk and will respond to reports within 24 hrs.