

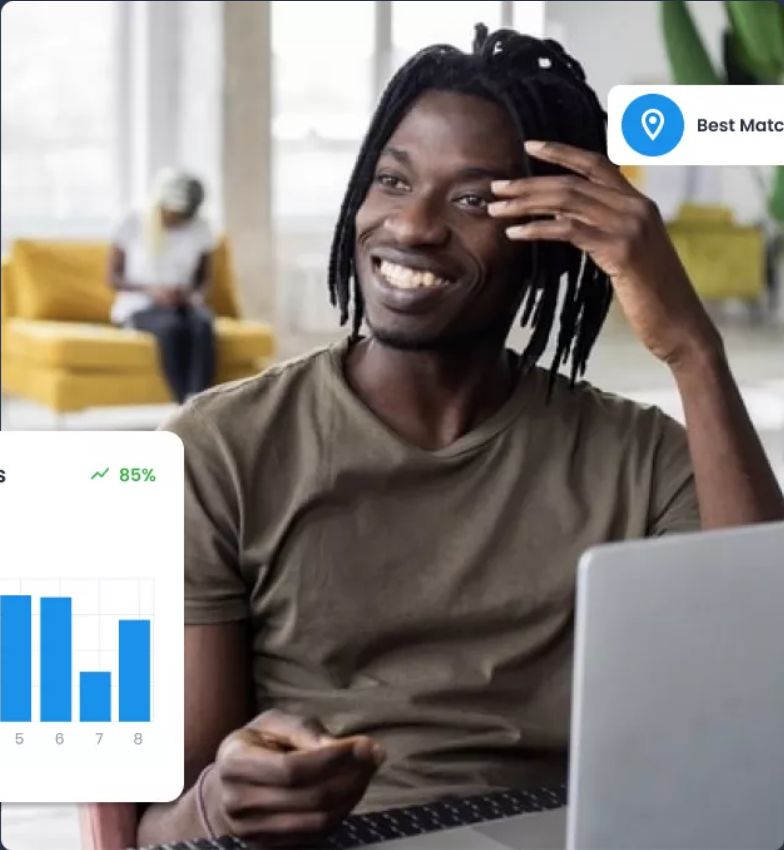


Make smarter location decisions

Get the location data and analytics tools you need to plan for a better future.



Enterprise Plan 1



INTRO

Urban SDK is the only enterprise data analytics platform that equips professionals with the economic development data needed to make efficient, data-driven planning decisions. Founded in 2018 and headquartered in Jacksonville, Florida, our data confidence platform for smart cities specializes in helping organizations build trust with IoT, data visualization, and machine learning.

Our platform enables public and private organizations to connect and better serve their communities. We do this by compiling multiple data sets from trusted sources in a single, customizable workspace for analysis. Urban SDK also provides regional datasets and automated performance measures that increase productivity by ensuring federally compliant reporting.

Urban SDK's mapping studio delivers an easy way to upload, layer, filter, and present complex datasets. Real-time mapping and performance measure dashboards, which can be embedded on any website, give users the ability to transparently share studies.

We also provide customers with proprietary modeling and forecasting algorithms that enable them to anticipate what is likely to happen and know what to do next. Urban SDK customers trust in and use our platform to build safer cities and sustainable infrastructure. As leaders in the Smart Gov movement, we are passionate that data science will change the world and are always excited to partner with organizations committed to improving the quality of life in their communities.



PROJECT DETAILS

GENERAL SCOPE

Urban SDK will provide web-based trip reporting and traffic data software to manage, aggregate, analyze, report, and visualize trips, speed, and infrastructure and safety data to improve economic development analysis and operations. In addition; through Urban SDK's web based platform **Enterprise Florida** will have the ability to customize and manipulate all data that is provided and integrated within the platform.

Share-ability feature within Urban SDK's platform will allow **Enterprise Florida** to publish, export, and print, all customized reports and maps created within the platform. In addition **Enterprise Florida** will have the ability to publish and embed customer facing links to share all custom maps, studies, and reports to public facing websites and dashboards to share with the community of **Enterprise Florida**. Additionally, access may be given to any consultants hired by the **Enterprise Florida** to allow them to produce studies and project off of the data already paid for and managed within the platform.

Trips, Speed, and Infrastructure, and Safety data will be able to be filtered and update by the year, month, day, and hour. Urban SDK is dedicated to working alongside **Enterprise Florida** to ensure all data is delivered to meet the specific needs of the requesting organization. The goal of this solution is to take a large amount of work off of the agencies staff and allow for the staff of **Enterprise Florida** to focus on more meaningful work to keep the agency ahead of planning decisions. This proposal is to include the requested roadway network for speed data from **Enterprise Florida**.

Urban SDK has demonstrated our expertise in traffic data, software development with our existing customers and will onboard the customer through a defined process for platform migration to manage data, system integrations, and training to ensure staff productivity.

Software and Data License

Speed & Reliability, Trips, Bridges, and FARS- Crash Insights

Access, visualize and download aggregated mobility data to analyze traffic movements, insights, and trends to assist with current and future planning decisions. Within each dataset provided in insights automated dashboards and performance measures to identify past, current, and future trends to create granular analysis.

Data Enrichment

Enrich your agencies current geospatial data with mobility insights to gain deeper comprehension of, mobility and demographic factors impacting into your location's performance.

Data Visualization

Visualize data and create granular analysis. Users can import, export data, create dashboards, maps, reports, and share analysis via email, share through and eye frame for community outreach, or simply share a PDF. Historical data can be visualized by simply uploading a CSV, JSON, GeoJSON, or Shape file directly into the Urban SDK Platform.

Data Management

Urban SDK's platform allows users to consolidate and organize all of an agencies data by allowing users to upload all geospatial data and house is under the Urban SDK workplace. This has allowed for quicker standup time for new employees, organization, and transparency across all levels of the organization.

Customer Success

You will be introduced to a dedicated Urban SDK Customer Success team for data integration, implementation, onboarding, ongoing customer training and support.

Project Timeline

Dependent on each client.*



DATA CATALOG

SUMMARY OF INCLUDED DATASETS

SPEED & RELIABILITY

SPEED & RELIABILITY

All Speed & Reliability performance measures in the below table can be filtered by Hour, Day, Week, Month, Quarter, and Year, except for the following, as noted:

- Planning Time Index - Cannot be filtered by Hour or Day
- Travel Time Reliability - Cannot be filtered by Hour or Day

Performance Measures	Description	X Axis	Y Axis	Calculation	Chart Type
Average Speed	The average speed per hour per route per date range.	Value	Minutes	Average hourly speed per Route	Score Bar

Speed and Reliability ▾

01/01/2021 01/03/2021 Daily

10 MEASURES AVAILABLE

Average Travel Time - AM Peak

▸ AM Peak

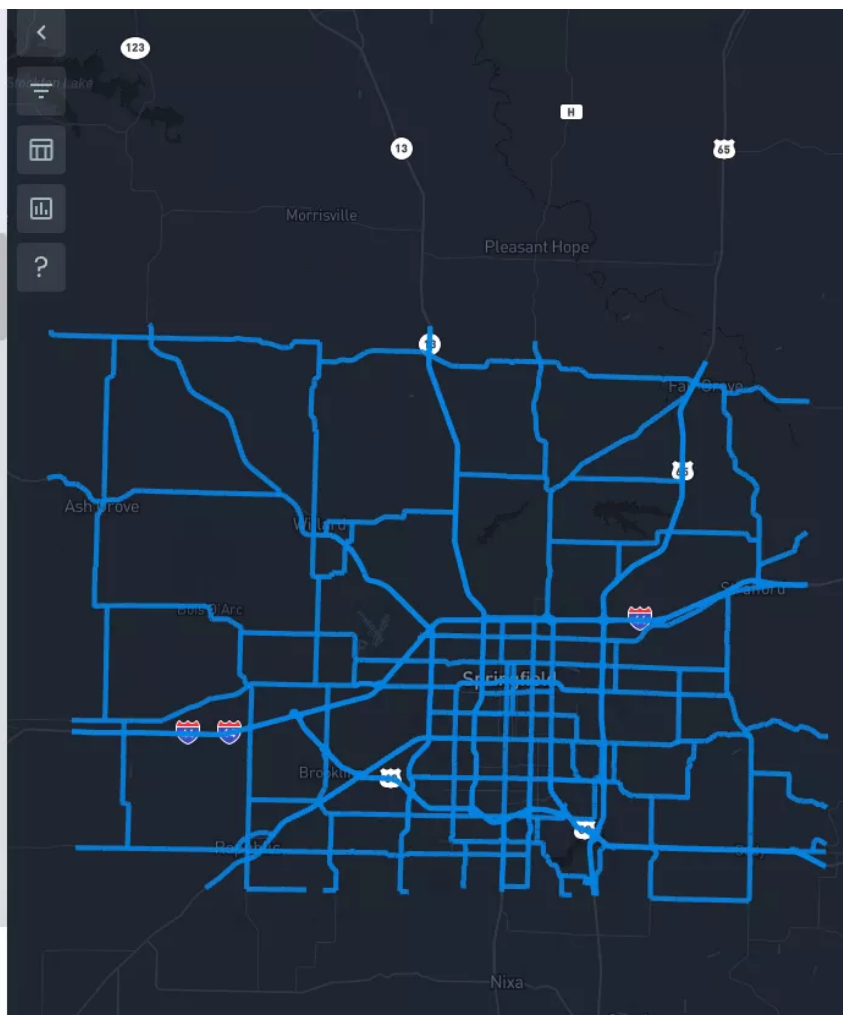
Category	Average Travel Time (min)
Interstate	~55
Highways	~115
State Roads	~105
Other	~5

Average Travel Time - PM Peak

▸ PM Peak

Category	Average Travel Time (min)
Interstate	~55
Highways	~115
State Roads	~105
Other	~5

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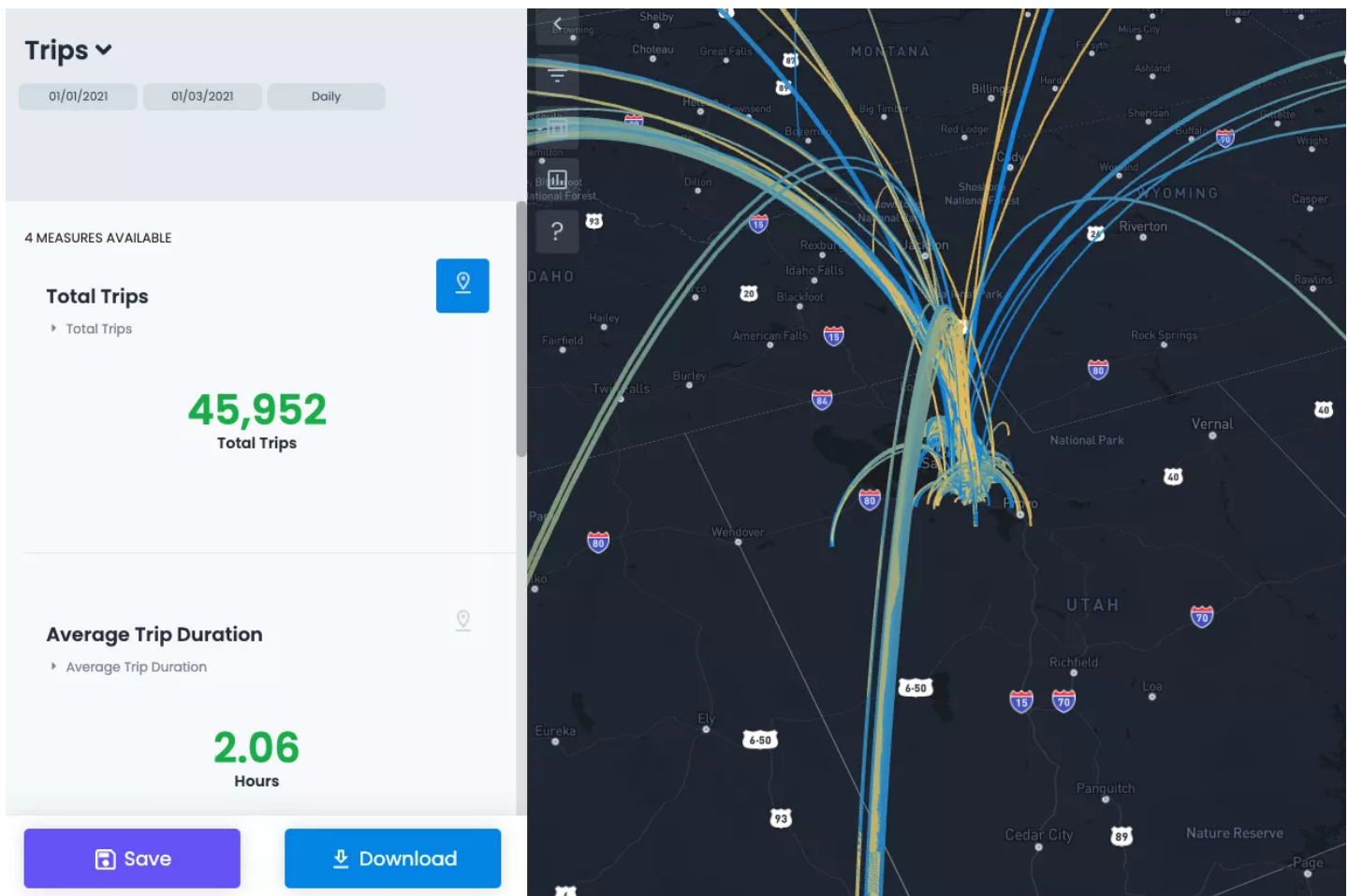
TRIPS

Origin and destination patterns of your daily visitors

Urban SDK provides trip and customer persona data to analyze the journey of visitors to and from your locations. Uncover trends in your location's true performance and visitor characteristics to improve marketing recreate success. display the urban traffic, we use mobile phone data to investigate the behavior of the origin-destination flow within a county by census tracts. Our software allows users to explore the following traffic patterns:

- Volume of Trips
- Time of Day
- Popular Destinations
- Popular Origins
- Trip Distances
- Trip Length in Minutes

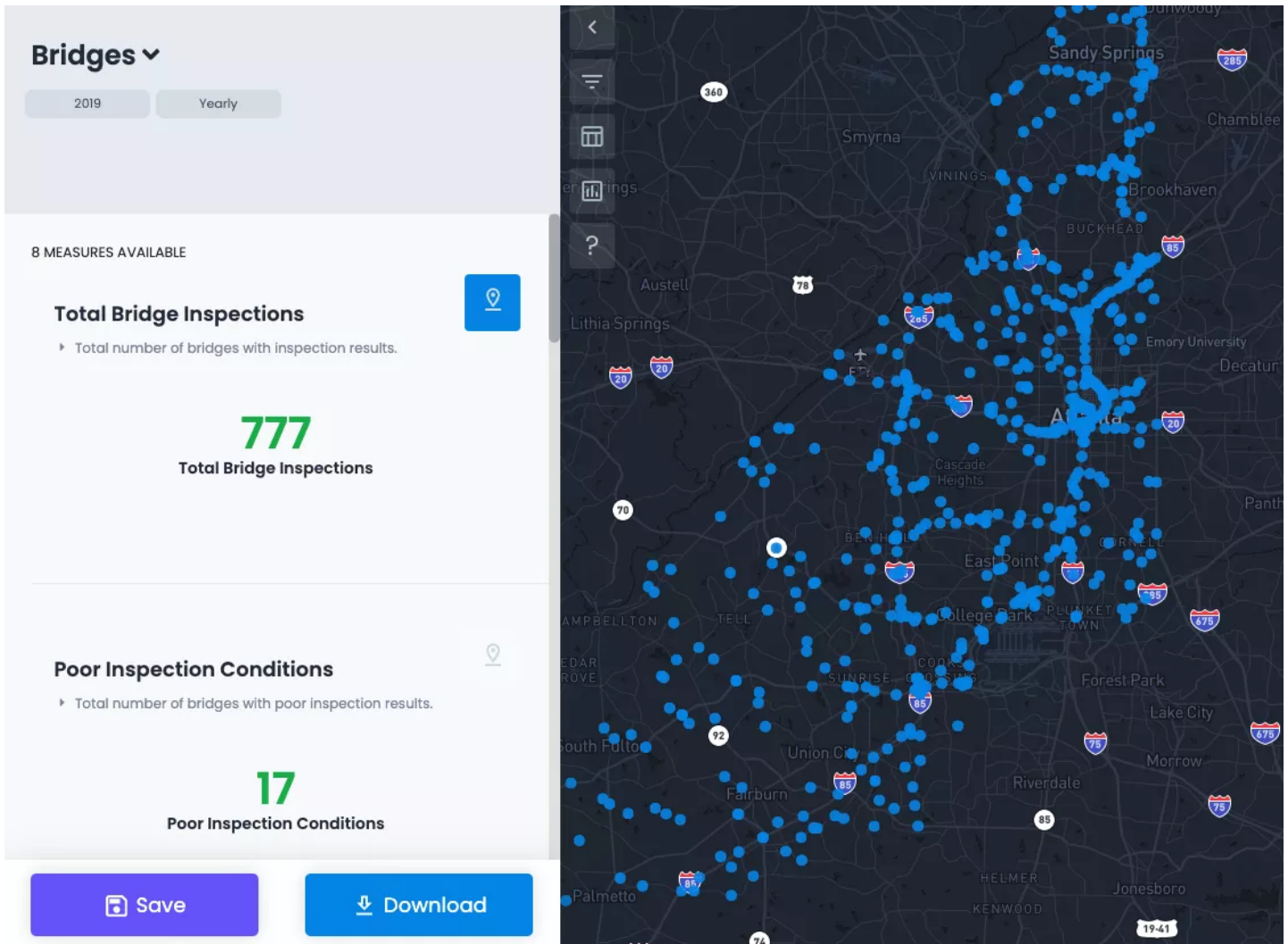
Performance Measures	Description
Trip Counts	Hourly, Daily, Yearly by Month, Yearly by Quarter
Trips by Date Range	Hourly, Daily, Yearly by Month, Yearly by Quarter
Average Trip Distance (Miles)	Hourly, Daily, Yearly by Month, Yearly by Quarter
Average Trip Duration (Minutes)	Hourly, Daily, Yearly by Month, Yearly by Quarter



BRIDGE INFRASTRUCTURE

Identify infrastructure conditions in seconds

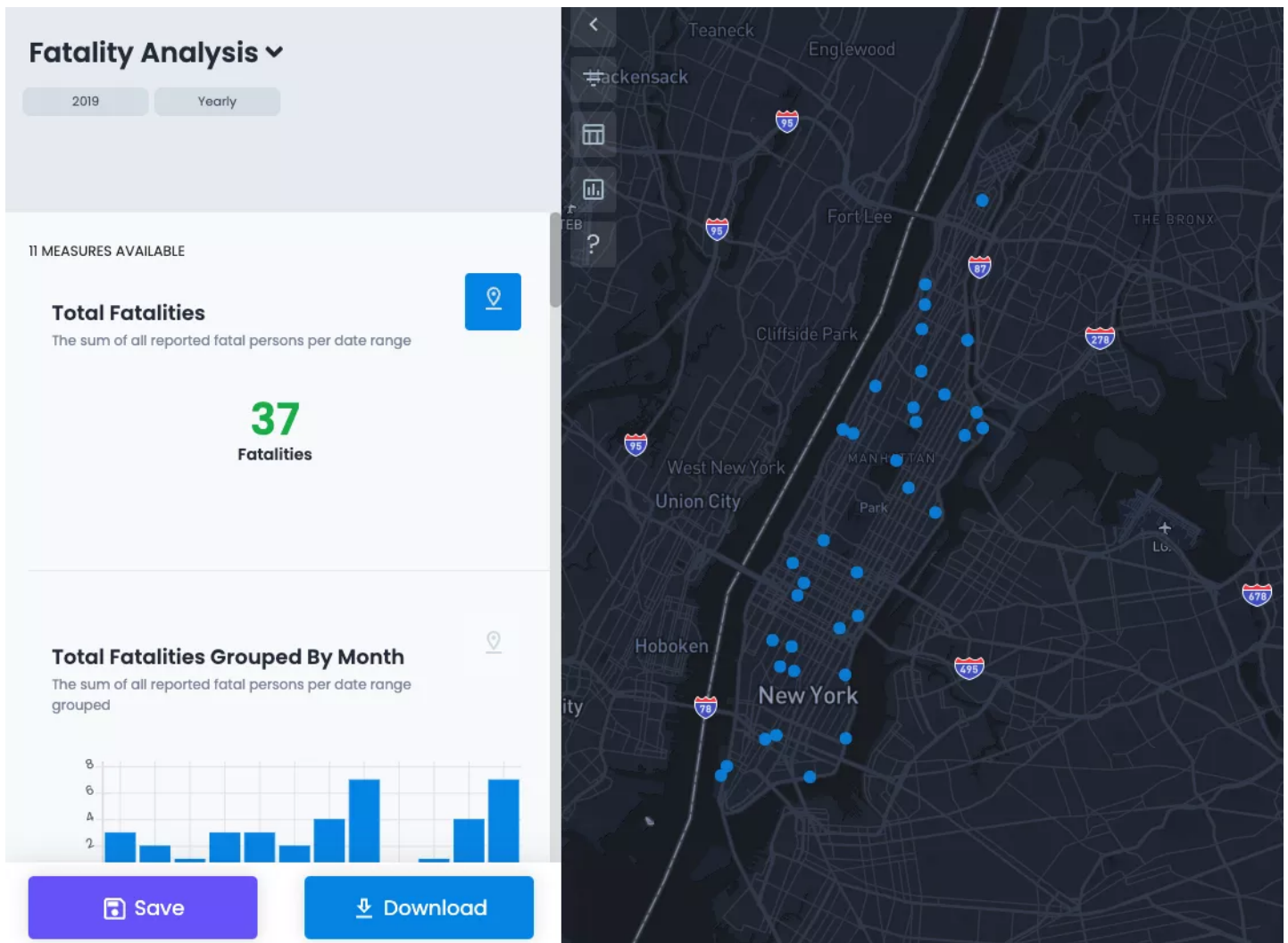
- Urban SDK Site Bridge and Infrastructure Insights allows users the ability visualize, and automate performance measures and data parsing.
- Urban SDK gathers this data from the National Bridge inventory as it comes out on an annual basis. The Urban SDK Data Science team ensure the data is cleansed, and parsed out by each year that the data is available.
- All Performance Measures associated with Urban SDK's Bridge Insights are derived from the required performance measures from the Federal Government.



FATALITY ANALYSIS

Identify where fatalities are occurring on your road way network with less hassle

- All Performance Measures associated with Urban SDK's Fatality Analysis are derived from the required performance measures from the Federal Government.
- Urban SDK gathers this data from the FAR's Crash Data Base as it comes out on an annual basis. The Urban SDK Datas Science team ensure the data is cleansed, and parsed out by each year that the data is available.
- Urban SDK's Fatality Analysis Insight allows users the ability visualize, and automate performance measures and, data parsing.



TRAINING AND CUSTOMER SUPPORT

Training and Onboarding Session Archive

- Video Archive of Training and Onboarding Session
- 3 Customer Webinars
- 5 Technical Review Meetings Prior to product is delivered

Live Customer Support

- Live Customer Support available 9:00 am to 5:00 pm during Business Hours
-

Three Training and Onboarding Sessions

- Virtual training conducted by Urban SDK staff for organizations and their consultant users
- Training Sessions are organized to help first time users become familiar with the platform and include
 - New Account Registration
 - Adding New Users
 - Creating Your Workspace
 - Performance Measures
 - Available Templates
 - Performance Measures
 - Data Sources
 - Creating Your First Report
 - Performance Measurements
 - Mapping
 - Data Tables
 - Editing Reports
 - Data Sharing
 - Public Dashboards
 - Customer Support
 - Live Chat and Support Overview
 - Requesting New Feature
 - Submitting Support Request

PRICING

This solution has specifically been proposed to meet your needs. Urban SDK is an annual software license paid monthly.

Annual License	SA	QTY	Subtotal	Discount
Insights Enterprise Plan 1	\$32,500.00	1	\$32,500.00	\$0.00

License Inclusions:

Speed Insights

Trips Insights

Bridge Insights

FARS Fatality Analysis Insights

Studio Mapping Tool

Workspace

50 GB of Downloads

5 Users

Customer Success Representative

+1 Custom Integration

Subtotal **\$32,500.00**

Tax **\$0.00**

Total \$32,500.00

Partnership Renewal	Price	QTY	Subtotal
2nd Year Renewal Optional	\$32,500.00	1	\$32,500.00
3rd Year Renewal Optional	\$32,500.00	1	\$32,500.00

APPLICABLE LAW

This Contract and the interpretation of its terms shall be governed by and construed in accordance with the laws of the State of Florida and subject to the exclusive jurisdiction of the federal and state courts located in country, state.

Enterprise Florida

Urban SDK

DocuSigned by:
Brian Mimbs
620210AA523840D...

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Drew Messer
EC84854618ED46A...

06 / 30 / 2022

06 / 30 / 2022

Brian Mimbs
Chief of Staff

Drew Messer, **CEO and Co - Founder**