



Urban SDK, Inc.  
100 N Laura St, Ste 602  
Jacksonville, FL 32202

Proposal Date: 09-30-2022

Expiration Date: 2023-02-28

**Customer:**

Lake Sumter MPO

1300 Citizens Boulevard, Leesburg, FL 34748

Michael.woods@lakesumtermo.com

**Prepared By:**

Name: Chris Warren

Email: Chris.warren@urbansdk.com

Phone: 904-629-3476

**ANNUAL SOFTWARE LICENSE**

Urban SDK will provide the following Software License to the Customer under this Sales Order, and Customer will pay the annual recurring fee one-time annually or 12 monthly (12) installments. Annual renewal date is 364 days from agreement Signature Date.

Name	Price	QTY	Subtotal
<b>Insights for Incidents and Safety and Annual AADT Report</b>	\$65,500.00	1	\$65,500.00
- Performance reports for Sun-guide incidents and CARS Safety Reporting			
- One Annual Average Daily Traffic Report for all roadways in classification 1-4 in Lake and Sumpter counties, directional counts included on all roads with a median.			
- 150 GB DATA MANAGEMENT			
- 12 User Seats			
- DASHBOARD BUILDER			
- STUDIO			
- WORKSPACE			
- PUBLIC REPORTS			
- DEDICATED CUSTOMER SUCCESS			
<b>User Seats</b>	\$1,200.00	0	\$0.00
\$1,200 per user per year for additional users.			
		<b>Subtotal</b>	<b>\$65,500.00</b>
		<b>Total</b>	<b>\$65,500.00</b>

This Urban SDK Software Services Agreement (“Agreement”), effective as of the Effective Date set forth below, is entered into by and between the entity identified as Customer below (“Customer”) and Urban SDK, Inc., a Delaware corporation, with its principal place of business located at 100 N Laura St, Ste 602, Jacksonville, FL 32202 (“Urban SDK”). The parties acknowledge and agree that they have read and understand this Agreement and, upon execution, are legally bound by it. This Agreement includes this “Signature Page” or any other ordering document referencing this Agreement, the Terms and Conditions available at [Terms and Conditions](#), all statements of work entered into in connection with this Agreement (“Statement(s) of Work”), and any schedules, exhibits, or other attachments incorporated herein.

Customer		Urban SDK, Inc.	
Signature		Signature	
Name	Michael Woods	Name	Drew Messer
Title	Excutive Director	Title	Co-Founder and CEO
Date		Date	



## PLUS TEAM

Urban SDK is the only enterprise data analytics platform that equips professionals with the urban planning 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 City 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.

### **Purpose of Contract**

Visualize Lake Sumpter MPO and Urban SDK's data into appealing easy to comprehend public dashboards that can be shared internally and with the public. Urban SDK will configure datasets to track and publish separate dashboards. Lake Sumpter MPO will be required to provide certain data sources that Urban SDK does not have access to.



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Name	Price	QTY	Subtotal
<b>Plus Team: Planning -AS-A-Service</b>	\$54,000.00	1	\$54,000.00
<b>Planning-AS-A-Service Annual License</b>			
240 Plus Team hours for data management at \$225 an hour			
<ul style="list-style-type: none"> <li>◦ 24 Hours: Project planning, scoping, platform hand off and delivery</li> <li>◦ 40 Hours: 5 Dashboards for performance reporting</li> <li>◦ 176 Hours: Data Analysis, Data Visualization, Implementation</li> </ul>			
<b>Data Analysis</b>			
<ul style="list-style-type: none"> <li>◦ Data Schema</li> <li>◦ Data Cleaning and Normalization</li> <li>◦ Calculations/Filtering</li> <li>◦ Validation and Testing</li> <li>◦ Perfective Software Maintenance</li> </ul>			
<b>Data Visualization</b>			
<ul style="list-style-type: none"> <li>◦ Map requirements Tool Tips</li> <li>◦ Chart Types, Chart Labels, Descriptions</li> <li>◦ Branding</li> </ul>			
<b>Implementation</b>			
<ul style="list-style-type: none"> <li>◦ Deployment</li> <li>◦ Documentation</li> </ul>			

Subtotal **\$54,000.00**

**Total \$54,000.00**