



# City of Jonesboro

300 S. Church Street  
Jonesboro, AR 72401

## Signature Copy

Resolution: R-EN-127-2025

File Number: RES-25:112

Enactment Number: R-EN-127-2025

A RESOLUTION BY THE CITY COUNCIL OF THE CITY OF JONESBORO, ARKANSAS  
AUTHORIZING THE MAYOR TO ENTER INTO A 5-YEAR RENEWAL AGREEMENT  
WITH URBAN SDK FOR COMPREHENSIVE SPEED AND VOLUME DATA

WHEREAS, the City of Jonesboro desires to enter into a 5-year renewal agreement for comprehensive speed and volume data for every roadway in the City limits;

WHEREAS, Urban SDK has agreed to provide products and services described in the attached 5-year renewal agreement ending February 1, 2031; and

WHEREAS, the Urban SDK renewal amounts during the 5-term are as follows: Bridge to new contract year (Feb. 2026) - \$5,341.67, Year 1 - \$16,025, Year 2 - \$16,506, Year 3 - \$17,001, Year 4 - \$17,511, Year 5 - \$18,036.

WHEREAS, the funding for the execution of the 5-year renewal agreement shall come from the Engineering Department Operating Budget and compensation shall be paid in accordance with the agreement.

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL FOR THE CITY OF JONESBORO, ARKANSAS THAT:

Section 1. That the City of Jonesboro shall accept the 5-year renewal agreement with Urban SDK to provide comprehensive speed and volume data.

Section 2. The funding for the execution of the 5-year renewal agreement shall come from the Engineering Department Operating Budget and compensation shall be paid in accordance with the agreement.

Section 3. The Mayor and the City Clerk are hereby authorized by the City Council for the City of Jonesboro to execute all documents necessary to effectuate the agreement.

PASSED AND APPROVED THIS 16TH DAY OF SEPTEMBER 2025.



\_\_\_\_\_  
Harold Copenhaver, Mayor

Date

9-17-25

ATTEST:

April Leggett, City Clerk

Date

9-17-25



URBAN SDK

# Jonesboro, AR - 5 Year Renewal

## City of Jonesboro, Arkansas

300 S Church St, Jonesboro, AR 72401, USA

Jonesboro, AR 72401

United States

Quote created: July 25, 2025

Quote expires: October 1, 2025

Quote created by: Andrew Stivers

Enterprise Account Manager

andrew.stivers@urbansdk.com

+12145516212

## Craig Light

clight@jonesboro.org

870-932-2438

### Comments from Andrew Stivers

**Urban SDK** will provide **Jonesboro AR** with comprehensive Speed and Volume data for every roadway. This includes:

- **Speed Data:** A 36-month data backfill starting from the month before the contract signing, with ongoing monthly reports.
- **Volume Data:** Refreshed annually to reflect updated traffic conditions.
- **Workflows:** Enables customers to optimize their workflow with system automation.
- **Historical Data:** Any historical data supplied by Jonesboro will be uploaded into the platform, ensuring continuity and a robust dataset for analysis.
- **Customer Support:** Live Chat & Email Support, Knowledge Base How To Articles and Videos, Online Training Webinars
- **User Seats:** 5 Administrative Seats

Contract Start Date: 10/1/2025

Contract End Date 2/1/2031

4 Month Bridge to 2/1 to get set in line with FY2026: \$5341.67

Year 1: \$16,025

Year 2: \$16,506

Year 3: \$17,001

Year 4: \$17,511

Year 5: \$18,036

## Products & Services

Item & Description	Quantity	Unit Price	Total
<p>Insights Plan</p> <p>Base plan for Urban SDK with 13 Months of Historical Data Archive.</p> <p>License includes:</p> <ul style="list-style-type: none"> <li>- Insights Analytics &amp; Reporting</li> <li>- Workspace Data Storage</li> <li>- Studio Map Builder</li> <li>- Public Portfolio to Share Reports</li> </ul> <p>Monthly Traffic Conditions Data for Functional Road Classes 1-5</p> <ul style="list-style-type: none"> <li>- Minimum Speed</li> <li>- Maximum Speed</li> <li>- Average Speed</li> <li>- 50th Percentile Speed</li> <li>- 85th Percentile Speed</li> <li>- 95th Percentile Speed</li> <li>- Speed Difference - Average Speed</li> <li>- Speed Difference - 85th Percentile</li> <li>- Speed Difference - 95th Percentile</li> <li>- Speed Limits</li> </ul>	1	\$12,500.00 /year	\$12,500.00 /year for 64 months
<p>Traffic Volumes</p> <p>Traffic Volume Data for Functional Road Classes 1-5:</p> <ul style="list-style-type: none"> <li>- Average Annual Daily Traffic Data (AADT)</li> <li>- Average Annual Hourly Traffic Data (AAHT)</li> <li>- Vehicle Miles Travelled Data (VMT)</li> <li>- Updated Annually</li> <li>- 1 Year Data Archive</li> </ul>	1	\$0.00 /year	\$0.00 /year for 64 months
<p>Workflows</p> <p>Workflows enable Urban SDK customers to automate Insights reports, scheduling them to run weekly, monthly, quarterly, or annually. Receive Urban SDK data on an automated and scheduled basis, without the need for recurring manual input.</p>	1	\$3,525.00 /year	\$3,525.00 /year for 64 months
<p>Urban SDK User Seat</p> <p>Urban SDK Administrative Access</p>	5	\$1,250.00 /year	\$0.00 /year after 100% discount for 64 months

Item & Description	Quantity	Unit Price	Total
Customer Support - Live Chat & Email Support - Knowledge Base How To Articles and Videos - Online Training Webinars	1	\$0.00 /year	\$0.00 /year for 64 months
Annual subtotal			\$16,025.00 after \$6,250.00 discount
<b>Total</b>			<b>\$16,025.00</b>

### Terms and Conditions

Our agreement is effective as of the Effective Date set forth below, is entered into by and between the Buyer identified as Customer below ("Customer") and Urban SDK, Inc., a Delaware corporation, with its principal place of business located at 10151 Deerwood Park Boulevard, Building 400 Ste 500 Jacksonville, Florida 32256 ("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" 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").

**Signature**

Signature

Harold Copenhaver

Printed name

Date

9-17-25

**Countersignature**

M/D

Countersignature

Date

9/17/2025

Micah Dickman VP of Revenue

Printed name