



Agenda Memo

Crest Hill, IL

Meeting Date:	November 17, 2025
Submitter:	Blaine Wing, Ed Clark and Ronald J. Wiedeman
Department:	Police and Engineering
Agenda Item:	Authorize the purchase of Urban SDK Licenses for the comprehensive collection of Speed, Volume data, and Workflows for all City-owned streets within the corporate limits of Crest Hill for three (3) years for \$16,290 annually.

Summary: Staff have been looking at alternatives to one-off traffic studies and to have near real-time data. After talking with Urban SDK and watching a demo of the software's capabilities the solution provides data year-round vs. just a snapshot in time. Thus, staff is interested in entering into a contract with Urban SDK out of Jacksonville, Florida to provide comprehensive speed, and volumes data on all streets within the corporate limits of Crest Hill. This data can be used to provide information to the appropriate personnel in the city to address issues like speeding, traffic congestion and roadway safety.

Below are some details on the data collected and how it can be used:

- **Traffic Data Analysis:** Urban SDK offers precise hourly traffic speed data, enabling cities to analyze traffic trends, identify congestion, and monitor roadway conditions. This data helps in making informed decisions regarding traffic calming measures and resource allocation.

Speed Data (Daily Refresh):

- Average, 50th, 85th, and 95th percentile speeds
- Min and Max speeds
- 13 months of historical data
- **Notifications:** Create alerts when speeds exceed thresholds (e.g., 10+ mph over the limit) across the entire jurisdiction or in select areas like school zones

Volume Data (Annual Refresh):

- AADT for every road segment
- AAHT for every road segment
- VMT (Vehicle Miles Traveled)

Crash Integration:

- Integrated state and local crash data

- **Geospatial AI Integration:** The platform utilizes geospatial AI to assess community conditions, target specific incidents, and automate reporting processes. This allows local governments to respond more effectively to public safety concerns and citizen complaints.
- **Custom Reporting Tools:** Users can generate custom reports and share data easily which aids in addressing public complaints and improving overall traffic safety. The platform allows for the integration of various datasets, providing a centralized console for data management.

Workflows & Notifications:

- Set alerts when specific criteria are met, such as speeds 10+ mph over the posted limit on residential roads or in school zones.
- Also identify roads that meet internal traffic calming thresholds based on volume and speed metrics.
- **RealTime Updates:** Urban SD provides daily connected vehicle data that is refreshed monthly, ensuring that cities have access to the most current information regarding traffic conditions and safety matrices.
- **Public Safety Enhancements:** The platform helps identify speeding and collision risks, allowing engineering Public Works and Police departments to deploy resources and traffic enforcement efficiently. This proactive approach aims to enhance public safety and reduce accidents.

Common Use Cases:

- Neighborhood speed complaints & traffic calming
- Targeted traffic enforcement
- Speed trailer and signage deployment
- School zone monitoring
- Safety Action Planning
- Pre/post implementation analysis
- Public and council communications

The cost for this is as follows:

- One year Cost: \$18,100.00
- 2-year Agreement (5% Discount): \$17,195 billed annually.
- 3-year Agreement (10% Discount): \$16,290 billed annually.
- Multi-Year Upfront Payment (15% discount): \$30,770.00 (2 years)

Recommended Council Action: Authorize the purchase of Urban SDK Licenses for the comprehensive collection of Speed, Volume data, and Workflows for all City-owned streets within the corporate limits of Crest Hill for three (3) years for \$16,290 annually.

Financial Impact: Various based on option selected.

Funding Source: General Fund

Budgeted Amount: Cost to be split between Police and Engineering, coming out of their existing approved budget amounts.

Cost: TBD

Attachments:

City of Crest Hill Illinois-Urban SDK License Proposal.

Sole Source Justification.