



AGENDA ACTION FORM

Consideration of a Resolution to Authorize a 3-Year Renewal of the Urban SDK Platform

To: Board of Mayor and Aldermen

From: Chris McCartt, City Manager *CM*

Action Form No.: AF-207-2025
Work Session: August 5, 2025
First Reading: N/A

Final Adoption: August 5, 2025
Staff Work By: L. Christian / M. Thompson
Presentation By: Ryan McReynolds

Strategic Focus Area: 1. Efficient & Responsive Government

Recommendation: Approve the Resolution

Executive Summary:

If approved, this Resolution authorizes a 3-year renewal of the Urban SDK platform at a total cost of \$54,616 (Year 1 = \$17,325; Year 2 = \$18,191; Year 3 = \$19,100).

Urban SDK is a geospatial platform that provides near real-time location analytics (including speed data and traffic volumes) which helps cities transform mobility, transportation, sustainability, and safety operations. The platform enables staff to gather, analyze, and visualize performance indicators to help make informed decisions. The license covers the entire MTPO planning area and has been used by MTPO staff, Traffic Department staff, and the Police Department Traffic Unit since 2022.

The data in Urban SDK can be used to pinpoint areas that show a pattern of excessive speeds and/or high traffic volume. This data allows resources to be focused in areas where we can have the most impact. When a complaint is received about a specific location, the data can be evaluated rather quickly. Urban SDK's data has been evaluated against our tube count and speed sign data and, in our experience, is very accurate.

This renewal is coming to the BMA due to it being a multi-year renewal and the total cost exceeding \$50,000. The multi-year renewal ensures a smaller increase in cost each year (5% instead of 7%+) and includes options on the platform that would be additional costs if renewed annually. This subscription is paid for using MTPO Planning Funds from the Federal Highway Administration (FHWA) and TDOT which are reimbursed to the city at 85% (80% federal and 5% state). Below is a breakdown of funding contributors:

	Cost	Fed	State	City
Year 1	\$17,325	\$13,860	\$866	\$2,599
Year 2	\$18,191	\$14,553	\$909	\$2,729
Year 3	\$19,100	\$15,280	\$955	\$2,865
Total	\$54,616	\$43,693	\$2,730	\$8,193

Funding is available in MPO025 and MPO026 (for the first two years of the renewal) and will be budgeted in MPO027 (for the third year of the renewal).

Attachments:

1. Resolution
2. Agreement

	Y	N	O
Baker	—	—	—
Cooper	—	—	—
Duncan	—	—	—
George	—	—	—
Mayes	—	—	—
Phillips	—	—	—
Montgomery	—	—	—