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RUBICONSmartCity^{TM} is a suite of technology products and services designed to help the City of Madeira Beach run fleet operations faster, smarter, and more effectively. With our unique technology running in trucks, Rubicon can help the City of Madeira Beach save money and provide more effective service.

RUBICONSmartCity pricing includes: a one-time professional service cost for implementation and a recurring annual cost for each software component included. This proposal includes one pricing scenario for the City of Madeira Beach's consideration. The pricing below is based on the information provided by the City of Madeira Beach. We believe the amount of software is sufficient to meet the City of Madeira Beach goals; however, additional software or hardware can be provided for an additional cost.

Proposal 1 – 2-year BYOD (Bring Your Own Device)

This pricing proposal includes:
- Unlimited access to the Rubicon Manager Portal
- 4 Base Software Subscriptions (4 Vehicles)
- 3 Solid Waste Subscriptions
- 1 Sweeping Operation Subscription
- Camera device management, associated data and cellular costs, device warranty (1 breakages annually) and all associated accessories
- One time installation costs for camera hardware
- One time implementation and training services provided by Rubicon's Training & Implementation Team
- Ongoing account management services
- 24x7 technical support through Rubicon's online help desk
- External hosting in a secure cloud environment

Yearly cost for The City of Madeira Beach

3 - Y E A R   C O N T R A C T

	Description	List Price	Discount (15%)	Customer Price
YEAR 1	One Time Professional Services & Recurring Hardware & Software	$20,265.00	$(3,039.75)	$17,225.25
YEAR 2	Recurring Hardware & Software	$14,640.00	$(2,196.00)	$12,444.00
	TOTAL	$34,905.00	$(5,235.75)	$29,669.25

Fleet Optimization

OPTIONAL PROFESSIONAL SERVICE

Rubicon's fleet optimization professional service is a long-term solution that considers the City's operational goals to create equitable and efficient routes. This service is a professional consultation process combined with our cutting-edge route sequencing algorithm specifically designed for complex, high-density routes. If interested in this service, Rubicon will conduct a scoping exercise to develop a more refined scope and associated quote.

	Description	List Price
Optional	One Time Professional Services - Fleet Optimization	$250 p/hour

Line-Item Pricing:
Rubicon's provides flexible pricing to meet each customer's needs. The following provides a breakdown of Rubicon's pricing SKUs included in this pricing proposal.

SKU	Description	Unit	Quantity	List Price
Implementation Support	Professional Service - One Time	Hours	15	$3,750.00
Camera Installation	Professional Service - One Time	p/device	5	$1,875.00
Base	Software - Recurring Monthly	p/vehicle	4	$120.00
Solid Waste Operations	Software - Recurring Monthly	p/vehicle	3	$480.00
Sweeper Operations	Software - Recurring Monthly	p/vehicle	1	$120.00
Camera	Hardware - Recurring Monthly	p/vehicle	5	$500.00

Payment Terms:
Payment is due on an annual basis. The first payment will be due at commencement of the contract and on the yearly anniversary thereafter. Pricing is not inclusive of applicable taxes.

Professional Service Terms:
The professional service quoted one-time cost is based on the information provided by the customer in relation to required services. If the proposed services require additional time to the estimated hours, Rubicon will invoice the overage at the stated hourly rate ($250 p/hour).

Software-as-a-Service Pricing:
Rubicon uses a Software-as-a-Service (SaaS) model for pricing. SaaS service models provide several advantages for the customer:
- Allow the customer to only procure as many subscriptions as needed, meaning the maximum number of drivers that will be in the field at one time.
- Reduce the costs for software licenses compared with the traditional model because service usually resides in shared or multi-user environments.
- Reduce the time spent on installation and configuration, reducing issues that complicate software deployment.

- Reduce maintenance costs; Rubicon owns the environment and splits it among all customers that use that solution.
- Supplemental, standard or product releases will be provided to the City of Madeira Beach at no additional cost.

Extensions:

The fees for any extensions or renewals beyond Year 3 may be adjusted no more than once in twelve (12) months by the percentage change between the Consumer Price Index baseline ("CPI Baseline") and the most recently available Consumer Price Index for all Urban Consumers – U.S. City Average – Services ("CPI") as published by the Bureau of Labor Statistics, at the time of the price review and adjustment. The month and year of the initial CPI Baseline are August ,2024.