



CITY OF NOVI CITY COUNCIL
MARCH 23, 2026

SUBJECT: Approval to award a service contract to Urban SDK for access to their traffic data software platform, in the amount of \$26,500.

SUBMITTING DEPARTMENT: Department of Public Works, Engineering Division

KEY HIGHLIGHTS:

- Urban SDK operates a software platform that presents collected traffic related to speed, volume and delay/congestion.
- The platform can be accessed by Public Works and Public Safety to have data readily available for responding to traffic issues brought to the attention of staff.
- The Urban SDK platform will allow for immediate data viewing that can focus on specific time periods, such as days, weeks, months, etc., and additionally can be filtered to specific hours of the day, for example. This immediate access to this considerable amount of data can be useful for interactions with concerned stakeholders within the city.

FINANCIAL IMPACT

	FY 2025/26
EXPENDITURE REQUIRED	\$ 26,500.00
BUDGET Municipal Street Fund 204-446.00-805.000	\$ 26,500.00
APPROPRIATION REQUIRED	\$ 0
FUND BALANCE IMPACT	\$ 0

BACKGROUND INFORMATION:

Urban SDK has a proprietary platform that collects traffic data via GPS-equipped devices in vehicles traveling all roadways, including major roads and local roads. This

data is then provided using interactive software allowing data to be filtered to specific information as desired. Data available includes the following:

Traffic Speed Data

- 50th, 85th, and 95th percentile speed

Traffic Volume Data

- Annual Average Daily Traffic (AADT)
- Annual Average Hourly Traffic (AAHT)
- Vehicle Miles Traveled

Traffic Delay and Congestion

- Traffic delay data related to each functional class of road.

The Public Works and the Public Safety Departments get occasional requests for speed, volume, congestion, etc., and responses have typically involved simple judgement or opinion, or in certain situations, the lengthy process of installing a temporary traffic monitoring device to collect data in a select area. This data takes a few weeks or more to collect, and the data only represents a short period of time. The Urban SDK platform will allow for immediate data viewing that can focus on specific time periods, such as days, weeks, months, etc., and additionally can be filtered to specific hours of the day, for example. This immediate access to this considerable amount of data can be useful for interactions with concerned stakeholders within the city.

Urban SDK provided the attached contract for one year of access to their platform in the amount of \$26,500. Urban SDK is a member of Sourcewell and Omnia Partners cooperative purchasing contracts, however our proposed agreement is 10% less than the purchasing platforms and includes an additional discount of \$6,000 for executing the contract before March 31.

RECOMMENDED ACTION: Approval to award a service contract to Urban SDK for access to their traffic data software platform, in the amount of \$26,500.