

StreetLight InSight® Subscription Order Form

This StreetLight InSight® Subscription Order Document (the “Subscription Order” or “Order”) and the corresponding StreetLight Data Master Data Access Agreement (the “Agreement”) between StreetLight Data, Inc. (“StreetLight”) and Customer (as defined below) is entered into as of the date of last signature below (“Effective Date”) and governs Customer’s access to and use of the Data Products. Undefined capitalized terms used in this Subscription Order will have the meanings set forth in the Agreement.

Customer Legal Name:

Town of Southern Shores

Entity Type:

municipal corporation

State of Incorporation

NC

Billing Contact Name:

Cliff Ogburn

Billing Address

Southern Shores Town Hall
5375 N. Virginia Dare Trail
Southern Shores, North Carolina 27949
United States

Billing Email:

cogburn@southernshores-nc.gov

Main Contact Name:

Cliff Ogburn

Main Contact Title:

Town Manager

Main Contact Phone:

(252) 261-2394

Main Contact Email:

cogburn@southernshores-nc.gov

Under the terms of the Agreement, accessible at <https://streetlightdata.egnyte.com/dl/vdrJaCmj0v> of which this Subscription Order is a part, Customer agrees to license and StreetLight agrees to provide access to the following Data Products in the indicated quantity and at the indicated pricing in U.S. Dollars:

Subscription Services

INCLUDED	Price
✓ ESSENTIALS - ALL MODES (1 - 50 ZONES)	\$9,600.00
✓ STREETLIGHT INSIGHT® METRICS (described in the attached SOW)	\$26,000.00
✓ TOTAL	\$35,600.00

StreetLight InSight® supports two types of zones, polygon and line zones. A polygon zone is the area comprising of finite chain of line segments closing in a loop to form a polygon. A line zone is a finite chain of points forming a line segment.

New Zones will count against the # of zones in Customer’s Order the first time it is used in a project. Subsequent project runs with the same zone will not count against the zone quota. Any changes such as moving, adding, deleting points that change the spatial characteristics will be considered a new zone. Zones copied and re-uploaded without changing the spatial characteristics, or Zones with modified properties such as zone name, direction, pass-through, calibration information will not be considered new zones.

Product Special Terms

StreetLight acknowledges that the Subscribed Output will be used for governmental transportation research and analyses. StreetLight will deliver the StreetLight InSight® Metrics described in the attached Scope of Work (SOW).

Customer Input Files

Customer will provide input Zones containing the boundaries of the Zones and directionality designation (if necessary) either via spatial files or via the StreetLight InSight® Web Application. A Zone can be a road

segment, a TAZ or any other geospatial shape as defined by Customer. StreetLight may modify Zones to improve Metric results.

Delivery

Delivery via StreetLight InSight® Web Application and .csv file. Delivery dates in the (SOW) are estimates only and assume the Customer will provide inputs to StreetLight within 5 business days. If any inputs or clarifications to the scope are missing then the delivery date is subject to change.

Term

As of the Effective Date for a period of one year.

Payment Terms

Payment due within 30 days of the Effective Date. Payment is accepted by check or ACH/EFT.

StreetLight Data Preferred Payment Method: ACH/EFT

Silicon Valley Bank

3003 Tasman Drive, Santa Clara, CA 95045

Bank Routing Number: 121140399

Bank Account Name: Streetlight Data, Inc.

Bank Account Number: 3302210206

Remittance Notification Email: ar@streetlightdata.com

Please remit payment, if by check to:

StreetLight Data, Inc.

DEPT CH 17111

Palatine IL 60055-7111

Notices

Any notices under this Agreement will be directed, if to Customer, to the Main Contact listed above, and if to StreetLight, at:

Laura Schewel, Chief Executive Officer,
StreetLight Data, Inc.
677 Harrison Street
San Francisco CA 94107
Email: orders@streetlightdata.com

CUSTOMER ACKNOWLEDGES THAT IT HAS READ THIS SUBSCRIPTION ORDER DOCUMENT AND THE CORRESPONDING AGREEMENT, AND UNDERSTANDS AND AGREES TO BE LEGALLY BOUND BY THEIR TERMS.

IN WITNESS WHEREOF, this Subscription Order has been executed by the parties through their duly authorized officers.

StreetLight Data, Inc.

Town of Southern Shores

SIGNATURE: _____

SIGNATURE: _____

NAME: _____

NAME: _____

TITLE: _____

TITLE: _____

DATE: _____

DATE: _____

StreetLight InSight® Scope of Work

Town of Southern Shores: Cut-through Study

StreetLight InSight® Metrics: Town of Southern Shores

To: Cliff Ogburn, Town Manager, Town of Southern Shores

Overview	2
Subscription	2
Data Sources and Data Periods	2
Customer Input Files	2
Metrics	3
Expected Subscribed Outputs	4
Caveats and Limitations	4
Pricing Proposal	4
Delivery Time Frame	4

Overview

StreetLight Data, Inc. (“StreetLight”) presents the following scope and quote to the Town of Southern Shores, NC (“Customer”) in support of their cut through traffic study. StreetLight will provide Customer with analytics (“Metrics”), described in this Scope of Work (“SOW”) via dashboard and in CSVs for the Town of Southern Shores.

Subscription

StreetLight provides subscription-based access to Metrics. Use will be subject to a standard Subscription Agreement between StreetLight and Customer.

Data Sources and Data Periods

Metrics will be generated for Customer based on the following data sources:

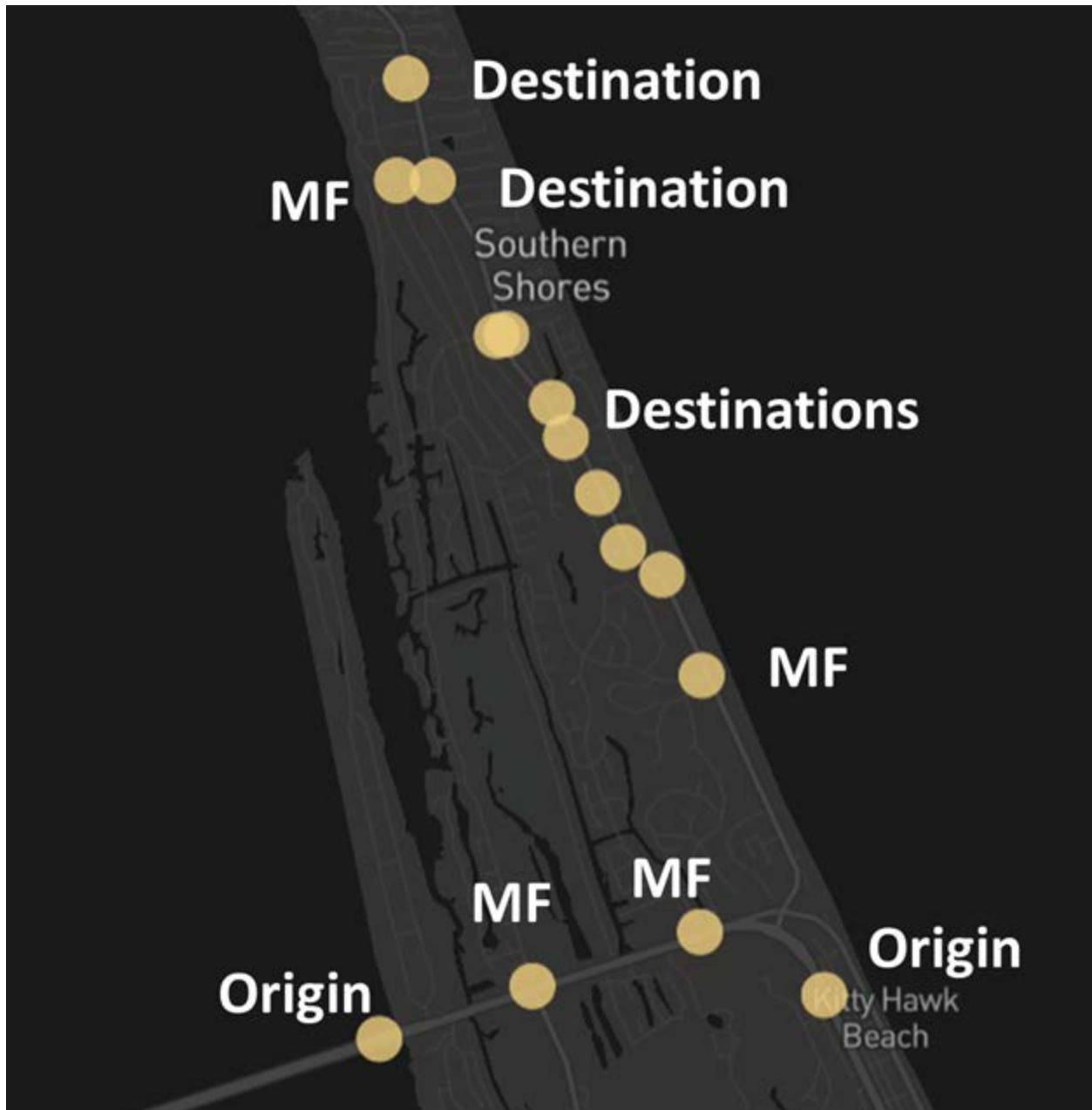
- Location-Based Services (LBS) data for personal vehicles

Data Periods:

- 2019
 - June - Aug (averaged)
- 2020
 - June - Aug (averaged)
- 2021
 - June - Aug (averaged)

Customer Input Files

Customer will provide StreetLight with a shapefile of the Origin, Destination and Middle Filter zones. The Analysis Area is as shown in the Figure below.



Metrics

StreetLight will provide the following Metrics based on an Origin-destination with Middle Filter (OMD) analysis for each data period identified above:

- OMD with home location
- Tourists by State: as percentage of trips from each state. North Carolina is defined as residents outside of Dare and Currituck.
- Residents: Home location inside Dare and Currituck counties.
- Day Type
 - Monday
 - Tuesday

- Wednesday
 - Thursday
 - Friday
 - Saturday
 - Sunday
- Day Part
 - 10:00 AM - 8:00 PM
- Zones (identified in the figure above)
 - Origins: 2
 - Middle Filters: 4
 - Destinations: 10
- Output
 - CSV
 - Shapefile
 - Tableau Dashboard

Expected Subscribed Outputs

StreetLight will provide the above metric outputs in the form of:

- CSV
- Shapefile
- Tableau Dashboard

Caveats and Limitations

StreetLight will use its proprietary data processing engine StreetLight Route Science® and StreetLight InSight® to generate the Metrics.

Customer Input Files and Subscribed Output will be reviewed for privacy and coverage checks, per StreetLight's standard business practices.

The StreetLight sample can contain gaps in the data which can affect the trip definition.

Certain files may be subject to the OpenStreetMap License available [here](#). For more information visit our [webpage](#).

The methodology is subject to change based on findings during the analysis.

The Customer understands the above caveats and limitations.

Pricing Proposal

The One-Year Subscription License Fee will be:

1. Cut-Through Study \$ 26,000

Payment is due within thirty (30) days of the Contract Effective Date.

Plus applicable sales tax.

The estimated quote is in US dollars and valid until November 30, 2021.

Delivery Time Frame

Estimated delivery date of Metrics is within 8 weeks of Contract Effective Date and receipt and confirmation of all Customer Input Files.

Delivery dates assume execution of a contract before the expiration date of this proposal, and

that Customer will provide Customer Input Files to StreetLight within five (5) business days and provide clarifications or answers to questions within two (2) business days.

The delivery schedule is valid until November 19, 2021, but may be subject to change if the Order is placed after this date. Delivery dates in this Scope of Work are estimates only. The final delivery dates will be set once the Order is placed.

Any amendments, additions or modifications to the contents of this SOW must be agreed to in writing, and may result in changes to final delivery dates.