

Memorandum



CITY OF DALLAS

DATE October 14, 2025

Honorable Members of the Public Safety Committee

TO Cara Mendelsohn (Chair), Jesse Moreno (Vice Chair), Laura Cadena, Maxie Johnson, Jaime Resendez, William Roth, Kathy Stewart

SUBJECT **October 22, 2025, City Council DRAFT Agenda Item #25-2837A; A three-year cooperative purchasing agreement for a web-based roadway analytics and monitoring platform for the Dallas Police Department with Urban SDK, Inc.**

The following agenda item is scheduled to go before Council on October 22, 2025.

DRAFT AGENDA ITEM #25-2837A

Authorize a three-year cooperative purchasing agreement for a web-based roadway analytics and monitoring platform for the Dallas Police Department with Urban SDK, Inc. through the General Services Administration Advantage Cooperative Purchasing Agreement - Not to exceed \$148,350.81 - Financing: General Fund (subject to annual appropriations)

***In alignment with Vision Zero Plan.**

BACKGROUND

This action does not encumber funds; the purpose of a cooperative purchasing agreement is to establish firm pricing for services, for a specific term, which are ordered on an as-needed basis.

This cooperative purchasing agreement will provide the Dallas Police Department with access to Urban SDK, Inc., a web-based investigative and analytics platform. The solution delivers comprehensive speed, volume, congestion, and safety analytics for every roadway within the City of Dallas, along with data integrations, custom analysis, and real-time monitoring tools. These capabilities will enhance the department's ability to identify high-risk corridors, track collision trends, and support proactive traffic safety initiatives.

Urban SDK services include:

- Speed and Congestion Data: A 13-month backfill beginning the month prior to contract signing, with ongoing daily updates and archival for trend analysis.
- Volume Data: Annual updates reflecting both annual average daily traffic and annual average hourly conditions.
- Real-Time Monitoring: Configurable workflows providing timely notifications to Dallas Police Department divisions regarding dangerous roadway conditions, speeding, and event monitoring.

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- Historical Data: Ingestion of accident history, crime data, pedestrian generators, and points of interest to support scenario planning, seasonal analysis, and prioritization of problem areas.

This platform consolidates and automates data-driven insights, allowing the Police Department to direct enforcement resources more effectively and improve roadway safety across the city.

FISCAL INFORMATION

Fund	FY 2026	FY 2027	Future Years
General Fund	\$68,561.91	\$39,894.45	\$39,894.45

Service First, Now!



Dominique Artis
Chief of Public Safety

c: Kimberly Bizer Tolbert, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Dev Rastogi, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager

Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager
Robin Bentley, Assistant City Manager
Jack Ireland, Chief Financial Officer
Ahmad Goree, Chief of Staff to the City Manager
Directors and Assistant Directors