



Lexington-Fayette Urban County Government
TRANSPORTATION ANALYTICS PLATFORM

Request for Proposal, #11-2022

Proposed by:
StreetLight Data, Inc.
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703-628-7358
Deadline: 28 March 2022

COVER LETTER

STREETLIGHT DATA, Inc.
677 Harrison Street
San Francisco, CA 94107
info@streetlightdata.com
streetlightdata.com

28 March 2022

Dear LFUCG:

StreetLight Data, Inc. (“StreetLight”) is pleased to present this proposal in response to RFP-11-2022 Transportation Analytics Platform. StreetLight looks forward to developing a strong working relationship with LFUCG. The proposed solution will supply LFUCG with access to Metrics to guide the planning, modification, and analysis of the local transportation network.

StreetLight is proposing a StreetLight InSight® Regional Subscription, granting LFUCG:

- Platform access for up to 50 agency users and up to five named consultants doing work on behalf of LFUCG.
- Access to unlimited zones in support of various planning uses as noted in the Request for Proposal, including Origin-Destination, Vehicle Miles Traveled (VMT), AADT, and Turning Movement Count analyses.
- Dedicated StreetLight Customer Success Account Manager and Engagement Manager, and unlimited access to StreetLight Technical Support.

We look forward to discussing our response with you.

Yours truly,

Juliet Hirni

Juliet Hirni

Sr. Director, Public Sectors Sales—Southeast Region

703-628-7358

juliet.hirni@streetlightdata.com

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1. COMPANY INFORMATION AND BACKGROUND

StreetLight Background

StreetLight Data, Inc. (“StreetLight”) pioneered the use of Big Data analytics to help transportation professionals solve their biggest problems. Applying proprietary machine-learning algorithms to more than four trillion spatial data points over time, StreetLight measures vehicular, transit, bicycling, and pedestrian travel patterns, making them available on-demand via the world’s first software as a service (SaaS) platform for mobility, StreetLight InSight®. From identifying sources of congestion to optimizing new infrastructure to planning for autonomous vehicles, StreetLight powers more than 10,000 projects every month. For more information, please visit <https://www.streetlightdata.com/rfx/>.

Six key differentiators bolster StreetLight's success:



Multimodal analytics

StreetLight InSight® measures all **critical transportation modes** (all vehicles, truck, bicycle, pedestrian, bus, rail), providing a wealth of insights traditionally only accessible for vehicular traffic. These insights include Origin-Destination analytics, Top Routes, trip attributes like speed, distance, and travel time, and traveler attributes such as demographics and trip purpose— all on-demand for specific dates and times of day.



Privacy

StreetLight is an industry leader in **privacy practices**, with a full-time Chief Privacy Officer and a commitment to Privacy by Design (PbD). StreetLight has put robust technical safeguards in place to **protect data** throughout the production process. Administrative safeguards and training complement these technical safeguards.



Decades of industry experience

Founded in 2011, StreetLight delivers products to hundreds of customers, including departments of transportation, metropolitan planning organizations, cities, and counties throughout the country. With **over 100 employees** that have backgrounds in data science, engineering, transportation, and more, the StreetLight team processes **trillions of data points monthly** to consistently develop timely and relevant features to a fast-changing transportation analytics landscape.



Robust and timely mobility analytics

Every month, StreetLight processes **over 40 billion** anonymized location records from smart phones and navigation devices in connected cars and trucks. This effort is made possible by StreetLight's commitment to accessing real-world data from a diverse set of suppliers. StreetLight's **diversity in data suppliers** and continual assessment of the data market position StreetLight to provide some of the best data resources and mobility analytics available.





Customer care focus

The StreetLight Customer Success, Training, and Support teams are committed to supplying customers with access to the **training, resources, and support** they need to be successful.



Immediate access to on-demand analytics

Upon execution of the contract, customers will **receive timely access** to the StreetLight InSight® web-based platform.

The StreetLight InSight® platform is an innovative tool that is aiding thousands of professionals to make informed and data-driven decisions when managing transportation.

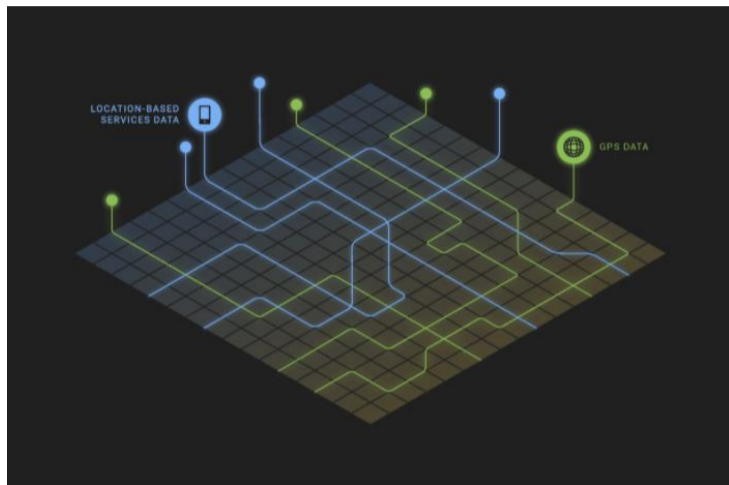
With projects in 48 US states and Canada, our Metrics have been used and validated by hundreds of agencies and transportation firms, including cities and counties all over the Southeast, federal government organizations, state agencies, Metropolitan Planning Organizations, and more.



2. CORPORATE EXPERIENCE

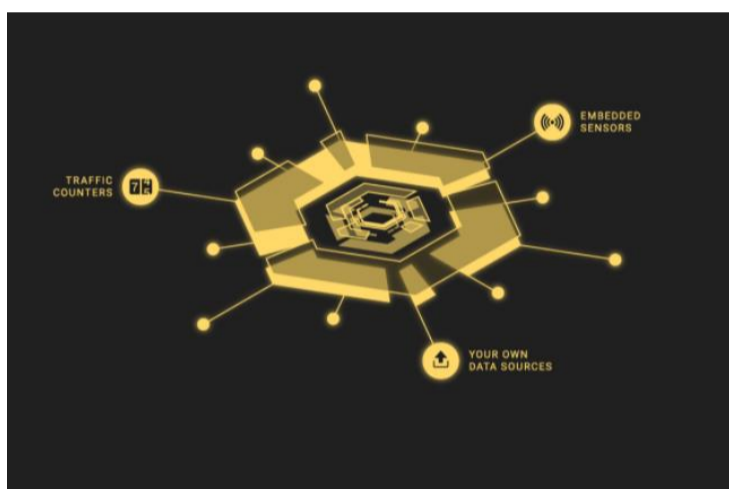
At the core of StreetLight's success is the StreetLight InSight® transportation analytics platform, powered by StreetLight's proprietary data processing engine, Route Science®:

How StreetLight InSight® Works



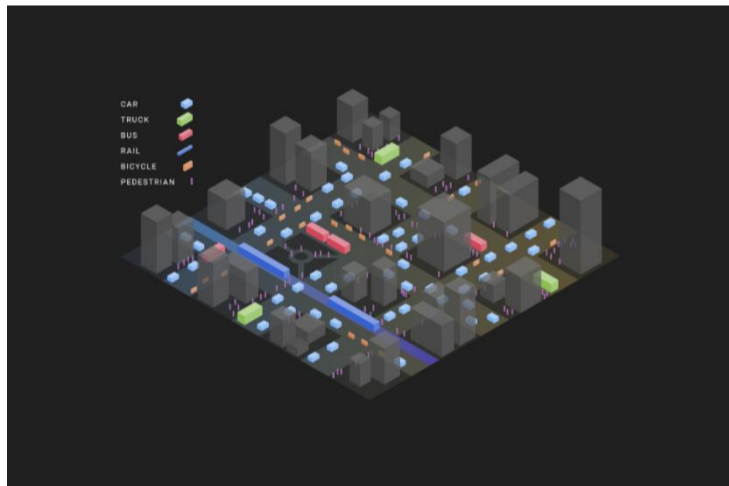
It begins with Big Data

Every month, StreetLight ingests, indexes, and processes ~40 billion anonymized location records from smartphones and navigation devices in connected cars and trucks. Adding context from numerous other sources, like parcel data and digital road network data, we develop a view into North America's vast network of roads.



Route Science®, more data, and validation

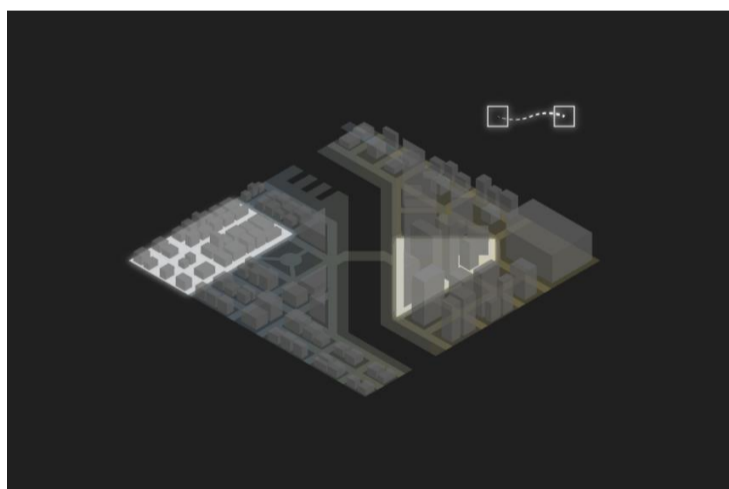
Next, our proprietary data processing engine, Route Science®, algorithmically transforms trillions of location data points over time into contextualized, aggregated, and normalized travel patterns. We validate them using thousands of traffic counters and embedded sensors – and enrich them further using your own data sources, like transit ticketing, shared mobility, or IoT data.



Result: Multimode Metrics for millions of roads and census blocks

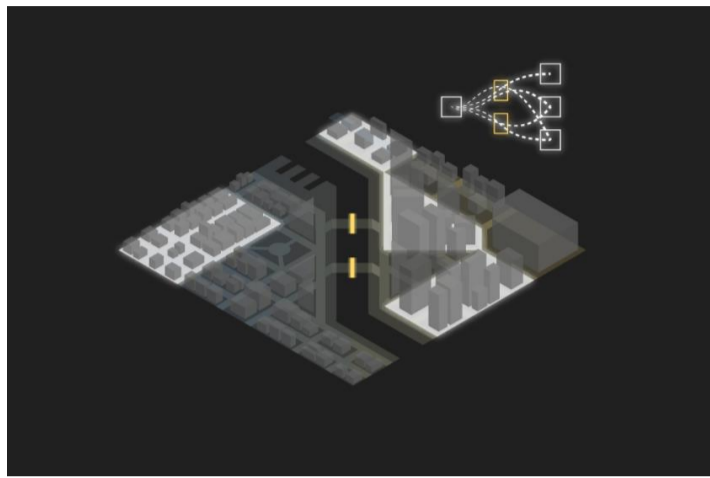
Route Science® then normalizes and aggregates the data into analytics, delivering unique insights into how vehicles, trucks, bicycles, pedestrians, buses, and more move on virtually every road and census block.

Accessible via StreetLight InSight®, the world's first on-demand web platform for transportation, users can analyze, visualize, and compare travel patterns at various spatial levels, including neighborhood, city, corridor, or state.



Analyze traffic between geographic zones or mobility metrics for any road in a few clicks

Select locations or draw your own "zones" and analyze travel patterns between them. Study cohorts of trips that originate in, have destinations in, or pass through the zones. Place a gate on a road — or 50,000 roads — and obtain Metrics for trips passing through each gate. AADT traffic counts, average travel distances, and top origins and destinations are a few clicks away, saving customers thousands of hours on data collection and modeling.



Diagnose and solve complex transportation problems

StreetLight InSight® consolidates and visualizes complex Multimode traffic patterns that help transportation professionals tackle their planning goals and challenges. With on-demand historic data for before-and-after comparisons, StreetLight provides users with a powerful validation tool – empirical findings visualized, and ready to share with constituents.

StreetLight’s journey has been marked by industry firsts, including the world’s first transportation analytics SaaS platform, first to use Location-Based Services (LBS) data sources, first on-demand AADT traffic counts, first multimodal metrics, and much more (Figure 1). StreetLight AADT has been available since 2017, bike and ped metrics are available for 2018 onwards, and bus and rail metrics are available for 2019 and 2020.

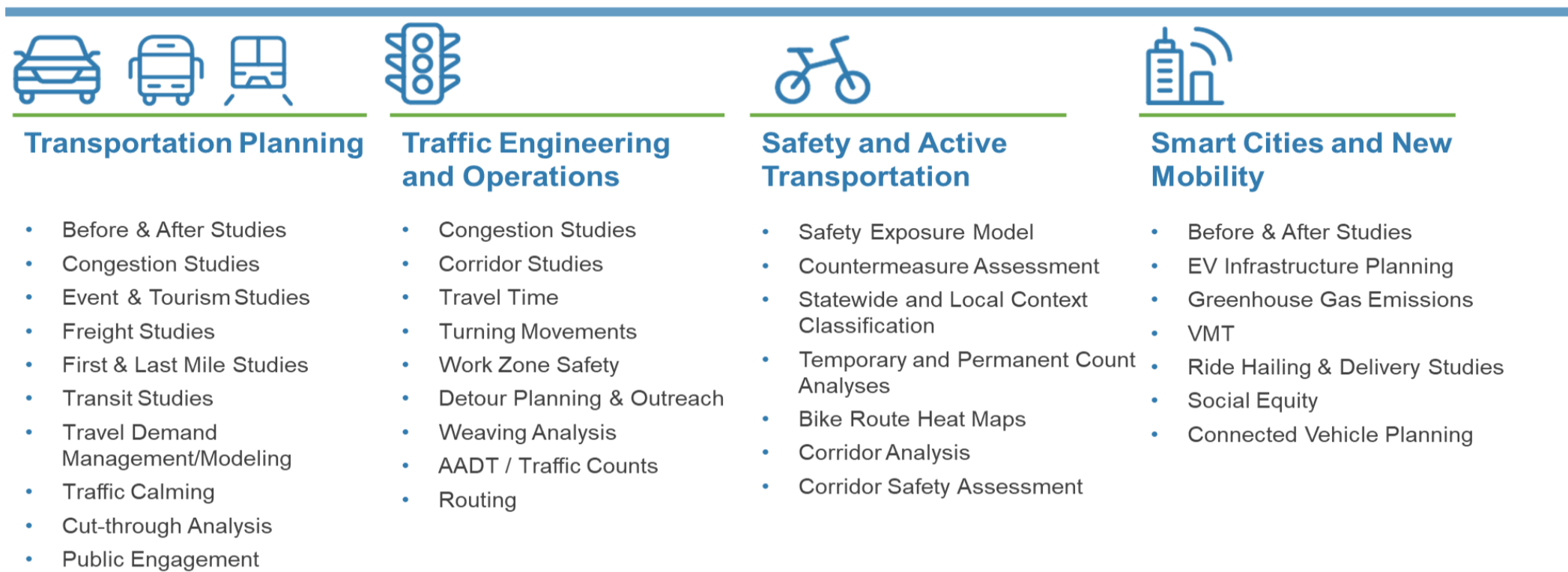


Figure 1. StreetLight InSight® industry use cases

References and Related Experience

Kentuckiana Regional Planning and Development Agency (KIPDA)
<p>Summary: A Regional Subscription subscriber since 2019, KIPDA is using StreetLight InSight® to support various planning projects. StreetLight’s Metrics guided updates to KIPDA’s travel demand forecasting model and congestion management plan, identified travel patterns and trends during COVID-19, and supplied Turning Movement Counts (TMC) for select intersections.</p> <p>Metrics:</p> <ul style="list-style-type: none"> • TMC • Volume • Origin-Destination <p>Contact: Andy Rush, Transportation Director andy.rush@kipda.org (502)266-6144 Ext. 120</p>

Ohio Department of Transportation (ODOT) and the Ohio, Kentucky, and Indiana (OKI) Regional Council of Governments

Summary: StreetLight's Metrics are employed in Ohio to provide valuable insight on several planning efforts, including a community-wide GHG inventory where StreetLight's Metrics were used to capture AADT volumes for all roadways Oxford, Ohio in support of OKI, as well as monitoring COVID-19 impacts and assisting ODOT with securing a \$25 million Federal INFRA grant. MPOs in Ohio have access to StreetLight via ODOT's Statewide Regional Subscription, Multimode Tier.

Metrics:

- AADT
- Multi-Modal Metrics

Contact:

Robert Koehler, Deputy Executive Director, OKI Regional Council of Governments
513-619-7676

The Virginia Department of Transportation (VDOT)

Summary: A Regional Subscription subscriber for 5+ years, The Virginia Department of Transportation (VDOT) uses StreetLight's metrics to study regional congestion, manage and model transportation demand, and to run corridor studies on major state routes. Notable applicants of StreetLight's metrics include a congestion study in Northern Virginia where StreetLight completed a scan of hundreds of congested road segments to identify interventions and prioritize and deploy aid. StreetLight is also used as an input to the Commonwealth's SmartScale program, for project prioritization. VDOT and its MPOs have access to StreetLight via their Multimode Regional Subscription.

Metrics:

- Origin-Destination
- Traffic Analysis
- Time-of-day Analytics

Contact:

Brad Reed, AICP, District Planner
brad.reed@vdot.virginia.gov
540-332-2266

The City of Durham / Durham, Chapel Hill, Carrboro (DCHC) MPO

Summary: A Regional Subscription subscriber since 2019. In November 2018 the Durham, NC announced Move Durham, a study to analyze the city's transportation downtown, forecast future needs and suggest how to keep people moving with vehicles, public transit, bikes and on foot. StreetLight, contracted by the city, deployed Metrics for Phase 2 of the study to identify the percentage of trips on a selected corridor and identify key destinations.

Metrics:

- Origin-Destination

Contact:

Yanping Zhang, Transportation Planning Manager, City of Durham
yanping.zhang@durhamnc.gov

3. RESPONSE TO SCOPE OF WORK

Table A below demonstrates StreetLight’s ability to meet all requirements as listed in the Scope of Services:

Table A: StreetLight’s Explanation of Required Metrics

Metric	Explanation
Vehicle Miles Traveled (VMT)	Yes, StreetLight can provide VMT at the regional or segment level. VMT can be provided by season, month(s), weekday/weekend and time of day. VMT can also be analyzed based on travel internal or external to the region.
Annual Average Daily Traffic (AADT)	Yes, StreetLight can provide an estimate of average annual daily traffic in 2018-2020. (Note: This Metric is provided as an estimated count based on 365 days of data. It is derived from multiple data sources, including both navigation-GPS and Location-Based Services data). We develop a new AADT Metric every year.
Traffic counts to within 15-minute increments	Yes, StreetLight InSight® users can analyze traffic volumes in 15-minute increments using zone activity analysis. Volumes can be provided by season, month(s), weekday, and weekend.
Turning Movement Counts (TMC) at intersections of all sizes	Yes, StreetLight InSight® users can analyze the movement of vehicles at an intersection to determine traffic that moves left, right, or continues straight. Day parts default to 15-minute bin day parts. Includes an intersection diagram to easily analyze the inbound and outbound traffic flow and distribution across time. Features include Peak Hour Factor, Peak AM/PM Metrics and more.
Corridor speeds for custom defined distances and time periods	Segment Analysis in the StreetLight InSight® platform allows users to derive segment speeds, speed percentiles (including 85th percentile speed), and segment travel time. Speed and travel time Metrics are reported both as an average and a distribution of values with preset or customized increments. In addition, users can customize Day Types and Day Parts, with the ability to collect segment speeds at 15-minute granularity.
Travel Time Analysis for interstates, freeways, and arterials from user selected beginning and ending points	Yes, StreetLight provides travel time Metrics either through Trip Attributes in Origin-Destination analysis or Segment analysis. Segment Analysis provides the user with travel time and speed for trips traversing the length of the segment. Origin-Destination analysis provides travel time and speed for trips between the segment and defined zones (TAZs, census block groups, etc.)
Origin – Destination (O-D) data for custom defined locations	StreetLight Origin-Destination (O-D) Metrics are available for custom defined zones for personal vehicles, commercial trucks (split into medium and heavy-duty trucks), bicycle, pedestrian, rail, and bus modes. O-D analyses include inferred trip attributes such as: <ul style="list-style-type: none"> • Trip Circuity: The average and distribution of circuity for trips between zones or at a zone. Circuity is defined as (length of trip) / (crow's-flight distance between the start and end points). • Travel Time (seconds): The average and distribution trip time in seconds for trips between zones or at a zone.

	<ul style="list-style-type: none"> • Trip Length (miles): The average and distribution of trip length in miles for trips between zones or at a zone. • Trip Speed (mph): The average trip speed and speed distribution in miles per hour for trips between zones or at a zone. <p>O-D analyses include inferred traveler attributes of aggregate groups of travelers, such as:</p> <ul style="list-style-type: none"> • Trip Purpose: Home-Based Work (HBW), Home-Based Other (HBO), and Non-Home Based (NHB) • Household Income: combined gross income of all members of a household who are 15 years or older • Education: the highest level of education completed • Family Status: represents the structure of the family in the household
Vehicle classification and trip analysis	StreetLight currently differentiates between all vehicles, medium duty commercial vehicles, and heavy duty commercial vehicles.
Transit use analysis	N/A
Multimodal volumes, speeds, and concentrations	Yes, StreetLight includes Origin-Destination movements and activity by time of day for both bicycle and pedestrian modes. In addition, trip attributes (trip speed, time and length) and inferred traveler attributes (household income, race, education and family status) are also available.
Bottle-neck identification and congestion trends	Yes, Segment Analysis measures volume, speed, travel time, vehicle hours of delay, and vehicle miles traveled. These metrics are invaluable to identifying bottlenecks and congestion hotspots and trends.
The ability to identify temporary disruptions in traffic and analyze the resulting travel impacts	Yes, StreetLight has LBS data going back to 2016 and GPS data going back to 2014. Hence the user can look back in time to understand travel patterns for specific days, events, and incidents. Additionally, Metrics can be analyzed over time to understand trends and changes in travel patterns, volumes, speeds, and travel times.
Comparison/Analytics of historical and current or real-time data	<p>Yes, StreetLight InSight® users have the ability to select any combination of historic months from our LBS data. Single months, multiple months, or even an entire year's worth of data can be used for any analysis (in some use cases, a single day is possible as well). Users can easily copy the parameters of an analysis within the platform and re-run for a different time period to assess trends (e.g., year-over-year or looking at seasonal changes) across time.</p> <p>Available dates for StreetLight's Metrics by mode include:</p> <ul style="list-style-type: none"> • LBS Personal All Vehicles: January 1, 2016 - Current • LBS Bicycle: January 1, 2018 - Current • LBS Pedestrian: January 1, 2018 - Current • GPS commercial truck: January 1, 2014 – Current • Bus and Rail: April 1, 2019 – May 31, 2019, September 1, 2019 – October 31, 2019, April 1, 2020 – May 31, 2020, September 1, 2020 – October 31, 2020

	StreetLight's data supply grows each month as updated data sets are provided by suppliers. Each month, new months of data are added as we move forward in time. Users will have access to Metrics derived from current and historical data during the subscription term.
The TAP shall be cloud-hosted and accessible wherever internet is available.	The StreetLight InSight® platform is cloud-based and easily accessible through any standard web browser.
The TAP shall be usable by any governmental stakeholder performing transportation related work within the Lexington area.	A StreetLight InSight® subscription provides access to government stakeholders and LFUCG employees, as well as named consultants doing work on behalf of stakeholders. The agency will define the geographic area that you wish to analyze. Pricing in the RFP outlines options for the geographic population that you wish to support.
Any software maintenance shall be included in the yearly subscription fee and shall not require any LFUCG personnel.	Updates to the StreetLight InSight® platform are made from time to time and included in the subscription.
Vendors shall provide multiple price points, if they are available, so as to offer LFUCG procurement flexibility.	Section 4 of this proposal contains the pricing and subscription options available to LFUCG.

4. PRICING PROPOSAL

Pricing for StreetLight’s proposed solution is for a Regional Subscription where LFUCG users will access with an unlimited number of user defined zones on the StreetLight InSight® platform, technical support, and online training. Regional Subscription fees are dependent upon the tier of subscription and on the number of residents in the geographic region.

Table B contains the pricing proposal for LFUCG and Figure 2 illustrates the coverage area available to LFUCG:

Table B: StreetLight InSight® Pricing Proposal for LFUCG

StreetLight InSight® Regional Subscription Options*
<ul style="list-style-type: none"> • Single-Domain, meaning LFUCG will gain access for up to 50 agency users and up to five named consultants doing work on behalf of and paid for by LFUCG; • Access to unlimited zones in support of various planning uses as noted in the Request for Proposal; • Dedicated StreetLight Customer Success Account Manager and Engagement Manager and unlimited access to StreetLight Technical Support.
<p>Essentials Tier Metrics: \$55,370 for jurisdiction, \$56,093 for region Advanced Analytics Tier Metrics: \$81,146 for jurisdiction, \$112,186 for region. Multi-Mode Tier: \$107,714 for jurisdiction, \$148,918 for region</p>
<p>* Minimum One year term with auto-renew for up to three additional years. Client can cancel in writing with at least 90 days-notice of their intent not to renew. Pricing includes 13% rate for MWDBE. Assumed jurisdiction population is 350,000 and assumed region population is 500,000.</p>

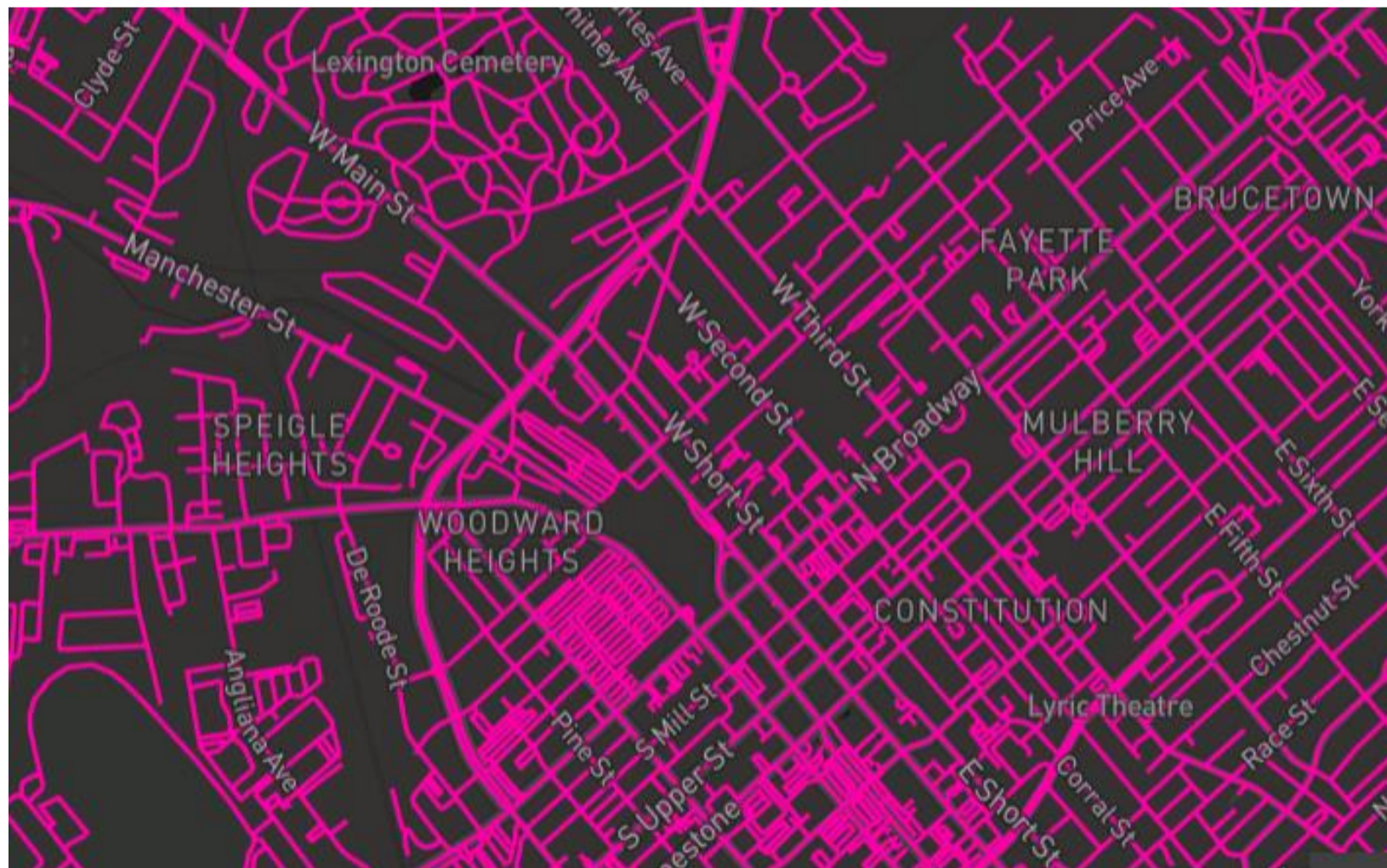


Figure 2: StreetLight InSight® roadway coverage for LFUCG

Table C: StreetLight InSight® Analytics, Metrics & Functionality by Subscription Tier

On-Demand Analytics, Metrics & Functionality	Description	Essentials	Advanced	Multimode
Origin Destination Analysis (O-D)	Volume of commercial and personal trips between origin and destination zones, provided with details on travel time, trip length, and more.	X	X	X
O-D with Middle Filter Analysis	Volume of trips that pass-through middle-filter zones, or links, when traveling between origin & destination zones, provided with details on travel time, trip length, and more.	X	X	X
O-D with Pre-set Geography Analysis	Origin-Destination by Zip Code, Census Block Group or Census TAZs, to a corresponding set of zones. This analysis type is ideal if you don't know your full zone matrix, and instead want to see how a set of zones relates to standard geographies.	X	X	X
Zone Activity Analysis	Volume of trips that originate in, have destinations in or pass through each zone analyzed.	X	X	X
Traffic Counts: StreetLight AADT 2020	An estimate of average annual daily traffic in 2020. (Note: This Metric is provided as an estimated count based on 365 days of data. It is derived from multiple data sources, including both navigation-GPS and Location-Based Services data).	X	X	X
StreetLight Volume	Using StreetLight AADT combined with seasonal adjustment factors, the StreetLight Volume represents an estimated trip count that can be compared across time to reflect monthly, seasonal or annual trends. For pass-through zones, this volume metric will resemble an estimated MADT metric. For area zones, this volume metric will represent an estimated volume of monthly trips that start and stop in the zone and will be derived from MADT values on surrounding roads.	X	X	X
Segment Analysis	Provides the volume, average speed, speed percentiles including 85 th percentile, travel time, VMT/VKT, Vehicle Hours of Delay (VHD) and "Free Flow Speed" of trips through corridors.		X	X
Top Routes Analysis	Identifies the road segments with the most traffic between selected origin and destination zones or traveling to or from a single zone.		X	X
Turning Movement Counts Analysis	Analyze the movement of vehicles in an intersection to determine traffic that moves left, right, or continues straight. Day parts default to 15-minute bin day parts. Includes an intersection diagram to easily analyze the inbound and outbound traffic flow and distribution across time. Features include Peak Hour Factor, Peak AM/PM Metrics and more.	X	X	X
Home and Work Locations	Home and Work Locations: Inferred probable home and work locations for composite groups of people aggregated to 1km X 1km grids, Census Block Groups, Zip Codes, metropolitan areas, and states.	X	X	X
Zone Library	Includes pre-defined zones to choose from such as standard area zones, OSM line segment zones, and rail zones. Standard area zones include TAZ, Census Block Groups, Census Tracts, and ZIP Codes. Rail zones including rail stations and rail line.	X	X	X
Commercial Vehicle Segmentation	Medium-Duty Trucks = 14,000—26,000 lbs., Heavy-Duty Trucks > 26,000 lbs.		X	X
Traveler Attributes	<ul style="list-style-type: none"> • Trip purpose (Home-, Work-, or Other-based combinations) • Demographics of Travelers (Household Income, Race, Education Level of Head of Household, and Family Status). 	X	X	X
Trip Attributes	<ul style="list-style-type: none"> • Trip Circuity: The average and distribution of circuity for trips between zones, or at a zone. Circuity is defined as (length of trip) / (crow's flight distance between the start and end point). • Travel Time (seconds): The average and distribution trip time in seconds for trips between ones, or at a zone. • Trip Length (miles): The average and distribution of trip length in miles for trips between zones, or at a zone. • Trip Speed (mph): The average trip and distribution of speed in miles per hour for trips between zones, or at a zone. 	X	X	X

Time/Day/Month Customization	<ul style="list-style-type: none"> Project Time Period: Analyses can be run using any range of data period from January 2016 (or January 2017 for Canada) to the prior 1-2 months depending on the mode of travel being analyzed. Day Part: Grouping of hours-of-the-day for an analysis. If defaults are not appropriate, users can customize these values. Day Type: Grouping of days-of-the-week for an analysis. If defaults are not appropriate, users can customize these values. Device Type: Type of vehicle analyzed – commercial or personal. 	X	X	X
	The ability to run single days as an analysis or different “collections” of days as a new day type. This feature also allows the user to exclude certain days.		X	X
	The ability to split up Day Part ranges into 15-minute bins for more granularity	X	X	X
Transportation Mode	Personal All Vehicles (Available dates: 01/01/2016 - 10/31/2021)	X	X	X
	Commercial Trucks (Available dates: 01/01/2014 – 12/31/2021)		X	X
	Bicycle (Available dates: 01/01/2018- 10/31/2021)			X
	Pedestrian (Available dates: 01/01/2018- 10/31/2021)			X
	Bus (Available dates: 04/01/19 – 05/31/19, 09/01/19 – 10/31/19, 04/01/20 – 05/31/20, 09/01/20 – 10/31/20)			X
	Rail (Available dates: 04/01/19 – 05/31/19, 09/01/19 – 10/31/19, 04/01/20 – 05/31/20, 09/01/20 – 10/31/20)			X
<i>All Metric output is available as .shp files, CSV files, and visualizations.</i>				

StreetLight Service Credits: Optional

LFUCG may acquire additional StreetLight “Service Credits.” These credits will provide access to a team of StreetLight InSight® experts who can assist in conducting analyses for individual projects or provide analyses not currently available on the platform. For example, the StreetLight Services Team can assist LFUCG with the completion of individual analyses, such as:

- Preparing and creating analyses and zone sets (including uploading standard geographic zone sets, defining line segments, and adding calibration zones based on your set of calibration data).
- Running any standard StreetLight InSight® analysis type for corridor studies, road segment AADT, Internal-External (IE) travel studies, turning movement counts, and much more.
- Processing extensive analytics across the entire LFUCG desired coverage area for performance monitoring of speed, VKT, AADT, Origin and Destination flows, and many other analyses.

The StreetLight Services Team can also perform more complex analyses that may not currently be available in the StreetLight InSight® SaaS platform. Pricing for StreetLight Services projects is dependent on a final scope of work agreed upon between the customer and the StreetLight team.

Project Coordination and Quality Assurance

StreetLight will partner with CVICS to support the implementation of the proposed solution. Through CVICS ProLaunch Services Package, LFUCG will have access to CVICS oversight on project coordination, quality assurance for proposed deliverables and work artifacts, resource coordination, and tracking. In addition, CVICS will advise on best practices of project management using their Project Management Institute (PMI) methodology and engaging Project Management Professional (PMP) staff.

After serving the United States for 30 years in the US AirForce, Cal Vet Integrated Consulting Services (CVICS) founder Wayne Walker started (CVICS) with a clear vision: providing IT and management consulting services to Local, State, and Federal agencies. CVICS is SDVOSB and 8(a) certified small business, consisting of seasoned professionals with a vast array of technical proficiencies. CVICS specializes in enterprise services, cloud computing, cyber-security, compliance, and project management.

CVICS has supported large data transformation projects with clients like California Water Resources where CVICS created a foundation for compliance and on-demand reporting platform using the Big Data approach of processing unstructured data from over 50 operational data sources. CVICS also designed, configured, and currently supports a SaaS Learning Management System deployed in a secure FedRAMP cloud for the California Department Of General Services that has over 10,000 active users.

StreetLight's Comprehensive Support Resources

StreetLight knows that providing customers access to StreetLight InSight® is only the first step. Our team is committed to providing our customers with the resources necessary to use StreetLight InSight® effectively to solve their unique transportation questions and challenges. This is why we provide a wealth of online and in-person support resources to ensure that users can get the most value possible from their investment. The support resources that StreetLight offers include the following.

StreetLight InSight® Training

The StreetLight Training Team provides live and pre-recorded, self-paced online training resources for all customers.

- **Online Fundamentals** provides users with self-paced, pre-recorded versions of our live sessions for self-paced learning.
- **Fundamentals - Live!** are registration-based instructor-led sessions on the fundamentals of StreetLight InSight®. These 90-minute introductory sessions are offered bi-weekly on Thursdays and focus on different topics regarding the fundamentals of using StreetLight InSight®.
- **Ask StreetLight Support - Live!** are registration-based instructor-led sessions covering more advanced StreetLight InSight® topics. We explain new features and provide tips and tricks for getting the most out of StreetLight InSight®. These sessions also offer attendees an opportunity to speak to the support team and ask questions. These 60-minute sessions take place bi-weekly on alternating Thursdays to our Fundamentals - Live! sessions.

Online Support

StreetLight maintains a comprehensive online Help Center with FAQ, step-by-step tutorials, and a Community Forum.

- **StreetLight's Community Forum** enables StreetLight InSight® users across North American agencies and engineering firms to share tips and tricks and discuss how best to use StreetLight analytics for a variety of mobility applications.
- **StreetLight's Online Help Center** provides many resources, including quick tutorials and FAQs that cover common use cases and the basics of using the platform. Online Help Center content is regularly updated as StreetLight continues to add new functionality and Metrics to StreetLight InSight®.

- ***The Introduction to StreetLight Webinar*** provides an overview of everything StreetLight offers: our features, data sources, and use cases.

Technical Support

StreetLight's North American-based Support Team is available to answer questions that StreetLight InSight® users have on a day-to-day basis. The Support Team can be contacted via a form on the Help Center.

5. ATTACHMENT A: MWDBE QUOTE AND FORMS



RFP #11-2022

Bid/RFP/Quote Reference # _____

The MWDBE and/or veteran subcontractors listed have agreed to participate on this Bid/RFP/Quote. If any substitution is made or the total value of the work is changed prior to or after the job is in progress, it is understood that those substitutions must be submitted to Central Purchasing for approval immediately.

Failure to submit a completed form may cause rejection of the bid.

MWDBE Company, Name, Address, Phone, Email	MBE WBE or DBE	Work to be Performed	Total Dollar Value of the Work	% Value of Total Contract
1. Cal Vet Integrated Consulting Services	DBE, Veteran-Owned Small Business	Project Coordination and Quality Assurance	\$6,370 - \$18,490	13%
2.				
3.				
4.				

The undersigned company representative submits the above list of MWDBE firms to be used in accomplishing the work contained in this Bid/RFP/Quote. Any misrepresentation may result in the termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and false claims.

StreetLight Data, Inc.
Company

Aaron Moser
Company Representative

03/24/2022
Date

CFO
Title



Bid/RFP/Quote Reference # RFP #11-2022

The undersigned acknowledges that the minority and/or veteran subcontractors listed on this form did submit a quote to participate on this project. Failure to submit this form may cause rejection of the bid.

Company Name StreetLight Data, Inc.	Contact Person Victoria Fanibi
Address/Phone/Email 677 Harrison Street San Francisco, CA 94107 (415) 666-2290 victoria.fanibi@streetlightdata.com	Bid Package / Bid Date 03/24/2022

MWDBE Company Address	Contact Person	Contact Information (work phone, Email, cell)	Date Contacted	Services to be performed	Method of Communication (email, phone meeting, ad, event etc)	Total dollars \$\$ Do Not Leave Blank (Attach Documentation)	MBE * AA HA AS NA Female	Veteran
38417 Coralino Drive Murrieta CA 92563	Mike Blinov	703-597-6474 / mike.b@cvisconsulting. com	03/18/2022	Quality Assurance and Project Coordination	Email, phone meeting	Documentation attached.	AA	Yes

(MBE designation / AA=African American / HA= Hispanic American/AS = Asian American/Pacific Islander/ NA= Native American)

The undersigned acknowledges that all information is accurate. Any misrepresentation may result in termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and claims.

StreetLight Data, Inc.
Company

Aaron Moser
Company Representative

03/24/2022
Date

CFO
Title



March 24, 2022

Cal Vet Integrated Consulting Services (CVICS)
38417 Coralino Drive Murrieta CA 92563

Attn: Victoria Fanibi, STREETLIGHT DATA, Inc.

Subject: Request for Proposal for Lexington-Fayette Urban County Government Contact
RFP #11-2022

Dear Victoria Fanibi,

Cal Vet Integrated Consulting Services (“CVICS”) hereby submits its Proposal to StreetLight Data Inc., for support to Request for Proposal for Lexington-Fayette Urban County Government Contact RFP #11-2022.

CVICS is a certified Minority Business Enterprise, 8a certified by SBA, and Service Disabled Veteran Owned Small Business (SDVOSB) certified by VA.

After reviewing the RFP requirements CVICS is proposing **ProLaunch** services package to support the project. The package includes the following services: project coordination, quality assurance of deliverables and work artifacts, resource coordination and tracking. CVICS will also advise on best practices of project management using our Project Management Institute (PMI) methodology and engaging Project Management Professional (PMP) staff.

Below is annual CVICS ProLaunch services package price quote mapped to three tier offerings:

Service Offering*	Jurisdiction	Region
<i>CVICS ProLaunch (Essentials Tier Metrics)</i>	\$6,370	\$6,454
<i>CVICS ProLaunch (Advanced Analytics Tier)</i>	\$9,336	\$12,907
<i>CVICS ProLaunch (Multi-Mode Tier)</i>	\$14,003	\$18,490

** One-year term with auto-renew for up to three additional years. (Client can cancel in writing with at least 90 days’ notice of their intent not to renew).*

CVICS is excited to team with StreetLight Data and look forward to the opportunity to work as your partner.

If you have any questions, please do not hesitate to contact to me with any questions.

Thank you,

Mike Blinov
VP of Public Services
703.597.6474



Your business has recently been set up as a vendor in the Lexington-Fayette Urban County Government's financial system. Please provide us with the following information so that we can ensure our records are complete and that you receive purchase orders and payments correctly and in a timely manner.

Please complete this form and **attach a copy of your W-9** and return to: LFUCG - Division of Central Purchasing, 200 E. Main St., Room 338, Lexington, KY 40507 or fax to 859.258.3322.

Business Name _____

Phone Number () _____

Fax Number () _____

E-Mail Address _____

Tax ID Number _____

Name of person completing form _____

CERTIFICATIONS

Ky MWBE Certification from KTC _____

SBA (8)a Certification _____

WBE Certification from WBENC or NWBOC _____

MBE Certification from TSMSSDC _____

Section 3 Certified Business (HUD) _____

MINORITY AND/OR WOMAN OWNED BUSINESS INFORMATION: (Please check all that apply)

African-American Business Enterprise _____

Asian Indian-American Business Enterprise _____

Asian Pacific-American Business Enterprise _____

Hassidic Jew-American Business Enterprise _____

Hispanic-American Business Enterprise _____

Native-American Business Enterprise _____

Woman-Owned Business Enterprise _____

NONE _____

Other _____

REMITTANCE ADDRESS

Address _____

City _____

State _____ Zip Code _____

ORDERING ADDRESS

Address _____

City _____

State _____ Zip Code _____



6. ATTACHMENT B: WORKFORCE ANALYSIS & AFFIRMATIVE ACTION PLAN



WORKFORCE ANALYSIS FORM

Name of Organization: StreetLight Data, Inc.

Categories	Total	White (Not Hispanic or Latino)		Hispanic or Latino		Black or African-American (Not Hispanic or Latino)		Native Hawaiian and Other Pacific Islander (Not Hispanic or Latino)		Asian (Not Hispanic or Latino)		American Indian or Alaskan Native (not Hispanic or Latino)		Two or more races (Not Hispanic or Latino)		Total	
		M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Administrators	34	12	13		1			1		5	2					18	16
Professionals	86	38	15		2	1	1			17	7			2	3	58	28
Superintendents																	
Supervisors																	
Foremen																	
Technicians																	
Protective																	
Para-																	
Office/Clerical																	
Skilled Craft																	
Service/Maintena																	
Total:	120																

Prepared by: **Beth Grose, Director of Human Resources** Date: 3 / 22 / 22

(Name and Title)

Revised 2015-Dec-15

EXECUTIVE ORDER 11246 AFFIRMATIVE ACTION PLAN (AAP)

for

StreetLight Data, Inc.
677 Harrison Street,
San Francisco CA 94107

1/1/2022 - 12/31/2022

PART I: AAP FOR MINORITIES AND WOMEN

PART I

AAP FOR MINORITIES AND WOMEN

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PART I: AAP FOR MINORITIES AND WOMEN

CHAPTER 1: ORGANIZATIONAL PROFILE

41 C.F.R. § 60-2.11

Workforce Analysis/Lines of Progression

StreetLight Data, Inc. conducted a workforce analysis to identify employees by gender and race/ethnicity in each job title. The data was collected from payroll records dated 12/31/2021.

Job titles are listed by organizational unit. Job titles are listed from lowest to highest paid. The list includes all job titles, including departmental supervision, exempt, and nonexempt titles.

For each job title, StreetLight Data, Inc. identified the total number of employees, the number of male and female employees, the total number of minority employees, the male and female minority employees, the total number of employees who are White, Black, Hispanic, Asian, American Indian or Alaskan Native employees, Native Hawaiian or Pacific Islander, and Two or More races, and the male and female employees within each of these race/ethnic groups.

Lines of Progression

Developed in conjunction with the workforce analysis is information on StreetLight Data, Inc.'s lines of progression. Lines of progression (career ladders/career paths) identify the job titles through which an employee can move to the top of a line. For each line of progression, applicable departments are identified. These are the departments which employ persons in the job titles in the specified line of progression. Some lines of progression are limited to only one department, while others are found throughout several departments.

The lines of progression provide useful information regarding patterns of vertical and horizontal movement throughout our workforce. These patterns will be evaluated to ascertain whether they provide to our employees the optimum career mobility and opportunities for advancement.

CHAPTER 2: JOB GROUP ANALYSIS

41 C.F.R. § 60-2.12

Although the workforce analysis was conducted individually for every job title, after it was completed, job titles were grouped for the comparison of incumbency to availability and for setting goals. There were several reasons for grouping jobs.

Many job titles are so similar in content that handling them individually in the AAP is not necessary. Grouping together these very similar titles is appropriate for the comparison of incumbency to availability. For many job titles, the availability data that can be collected is limited, and the same data must be used for several related jobs. Therefore, grouping these related titles together is logical. Also, many job titles have so few incumbents in them that identifying disparities between incumbency and availability by job title is meaningless—as problem areas would be identified in terms of fractions of people. By grouping several similar titles and increasing the number of employees involved, a meaningful comparison can be conducted; any identified problem areas are more likely to be in terms of whole people. Consequently, goals established to correct problem areas are also more likely to be in terms of whole people.

The three reasons for grouping job titles all discuss "similar" or "related" jobs. That is the most critical guideline in creating job groups. Above all, the job titles placed into a job group must be more similar or related to each other than the job titles in other job groups.

Job groups must have enough incumbents to permit meaningful comparisons of incumbency to availability and goal setting. Ideally, if a job group is identified as containing a problem area, it should be large enough that a goal of a least one whole person can be established. No minimum size has been established for this purpose, however, since it is dependent not only on the size of the job group, but also on the size of the availability percentage and the number of minorities or women already employed in the job group.

It may not be possible for a smaller contractor's job groups to meet the guideline of not crossing EEO categories. While there are usually two or more job groups within each EEO-1 category, for smaller contractors some or all of their job groups may correspond to EEO categories.

StreetLight Data, Inc. did not combine job titles with different content, wages, or opportunities if doing so would have obscured problem areas (e.g., job groups which combine jobs in which minorities or women are concentrated with jobs in which they are underrepresented).

CHAPTER 3: PLACEMENT OF INCUMBENTS IN JOB GROUPS
41 C.F.R. § 60-2.13

Each job group appears on a Job Group Report with a job group name and number. The report lists each job title in the job group. For each job title, the worksheet provides the following information: EEO reporting category, job title, employee headcounts for each job title, and overall percentages by gender and race/ethnicity as of 12/31/2021.

CHAPTER 4: DETERMINING AVAILABILITY

41 C.F.R. § 60-2.14

"Availability" is an estimate of the proportion of each sex and race/ethnic group available and qualified for employment at StreetLight Data, Inc. for a given job group in the relevant labor market during the life of the AAP. Availability indicates the approximate level at which each race/ethnic and sex group could reasonably be expected to be represented in a job group if StreetLight Data, Inc.'s employment decisions are being made without regard to gender, race, or ethnic origin. Availability estimates, therefore, are a way of translating equal employment opportunity into concrete numerical terms. Correct comparisons of incumbency to availability, worthwhile and attainable goals, and real increases in employment for problem groups depend on competent and accurate availability analyses. With valid availability data, we can compare the percentages of those who could reasonably be expected to be employed versus our current employment (from the workforce analysis), identify problem areas or areas of deficiency, and establish goals to correct the problems.

Steps in Comparison of Incumbency to Availability

Identify Availability Factors

The following availability factors are required of federal government contractors for consideration when developing availability estimates for each job group:

1. External Factor: The external requisite skills data comes from the 2018 Census of Population.
 - a. Local labor area: An employee Zip Code Analysis was used to identify the most precise local labor area. The final local labor area met the following two (2) conditions: 1) it includes all counties/county sets where 5% or more of the employees/applicants resided, and 2) when summed, those counties/county sets accounted for at least 78% of the total applicants/employees within the at-issue workforce. Smaller contributing counties/county sets are removed (i.e., trimmed) unless they are necessary to reach 78%. Once trimmed, the weights for the remaining counties/county sets were proportionately increased to reach 100%.
 - b. Reasonable labor area: National.
2. Internal Factor: The percentage of minorities or women among those promotable, transferable, and trainable within the contractor's organization.

Assign Internal and External Factor Weights: Weights were assigned to each factor for each job group. A combination of historical data and experience were used to determine the weights. Weights were never assigned in an effort to hide or reduce problem areas.

Identify Final Availability: Weights were multiplied by the component-specific data to produce weighted data for each component. Weighted data for each component was summed. This produced a final availability estimate for each sex and race/ethnic group, as well as for minorities

in the aggregate.¹

¹In most cases, the final availability report (and most other technical reports in this AAP) only includes data/information for females and minorities in the aggregate.

CHAPTER 5: COMPARING INCUMBENCY TO AVAILABILITY
41 C.F.R. § 60-2.15

Once final availability estimates were made for each job group, StreetLight Data, Inc. compared the percentage of incumbents in each job group to their corresponding availability. A comparison was made between the percentage employed as of 12/31/2021 and that group's final availability.

CHAPTER 6: PLACEMENT GOALS
41 C.F.R. § 60-2.16

StreetLight Data, Inc. has established a percentage annual placement goal whenever it found that minority or female representation within a job group was less than would reasonably be expected given their availability. In each case, the goal was set at the availability figure derived for women and/or minorities, as appropriate for that job group. These goals take into account the availability of basically qualified persons in the relevant labor area. They also take into account anticipated employment opportunities with our organization. StreetLight Data, Inc. believes these goals are attainable. These goals will be reached primarily through recruiting and advertising to increase the pool of qualified minority and female applicants and through implementation of our action-oriented programs (see Chapter 9). Selections will occur only from among qualified applicants. Goals do not require the hiring of persons when there are no vacancies or the hiring of a person who is less likely to do well on the job ("less qualified") over a person more likely to do well on the job ("better qualified"), under valid selection procedures. Goals do not require that StreetLight Data, Inc. hire a specified number of minorities or women.

A goal is a guidepost against which StreetLight Data, Inc., a community group, or a compliance agency can measure progress in remedying identified deficiencies in StreetLight Data, Inc.'s workforce. By setting realistic goals, StreetLight Data, Inc. should be able to meet the goals, assuming we conduct effective recruitment and advertising efforts to ensure an adequate pool of qualified minority and/or female applicants.

CHAPTER 7: DESIGNATION OF RESPONSIBILITY
41 C.F.R. § 60-2.17(a)

As part of its efforts to ensure equal employment opportunity to all individuals, StreetLight Data, Inc. has designated specific responsibilities to various staff to ensure the AAP focuses on all components of the employment system. To that end the EEO Coordinator, and those employed as supervisors and managers have undertaken the responsibilities described below.

EEO Coordinator

The EEO Coordinator is responsible for overall supervision of the AAP. The EEO Coordinator ensures, through the department managers and supervisors that all relevant policies and procedures are adhered to. The EEO Coordinator's responsibilities include, but are not limited to, the following:

1. Developing EEO policy statements, Affirmative Action Programs, and internal and external communication procedures;
2. Assisting in the identification of AAP/EEO problems;
3. Assisting management in arriving at effective solutions to AAP/EEO problems;
4. Designing and implementing an internal audit and reporting system that:
 - a. Measures the effectiveness of StreetLight Data, Inc.'s program;
 - b. Determines the degree to which AAP goals and objectives are met; and
 - c. Identifies the need for remedial action;
5. Keeping StreetLight Data, Inc.'s management informed of equal opportunity progress and reporting potential problem areas within the company through reports;
6. Reviewing the company's AAP for qualified minorities and women with management to ensure that the policy is understood and is followed in all personnel activities;
7. Auditing the contents of the company's bulletin board to ensure compliance information is posted and up-to-date; and
8. Serving as liaison between StreetLight Data, Inc., Inc and enforcement agencies.

Managers and Supervisors

In their direct day-to-day contact with StreetLight Data, Inc.'s employees, managers and supervisors have assumed certain responsibilities to help the Company ensure compliance with equal employment opportunity programs and effective implementation of the AAP. These include, but are not limited to, the following:

1. Assisting in the identification of problem areas, formulating solutions, and establishing departmental goals and objectives when appropriate;
2. Reviewing the qualifications of all applicants and employees to ensure qualified individuals are treated in a nondiscriminatory manner when hiring, promotion, transfer, and termination actions occur; and
3. Reviewing the job performance of each employee to assess whether personnel actions are justified based on the employee's performance of his or her duties and responsibilities.

CHAPTER 8: IDENTIFICATION OF PROBLEM AREAS
41 C.F.R. § 60-2.17(b)

Terminology

The phrases “comparison of incumbency to availability,” and “problem area” appearing in this chapter are terms StreetLight Data, Inc. is required by government regulations to use. The criteria used in relation to these terms are those specified by the government. These terms have no independent legal or factual significance. Although StreetLight Data, Inc. will use the terms in good faith in connection with its AAP, such use does not necessarily signify the company agrees that these terms are properly applied to any particular factual situation and is not an admission of non-compliance with EEO laws, regulations, and objectives. Whenever the term “goal” is used, it is expressly intended that it “should not be used to discriminate against any applicant or employee because of race, color, religion, gender, or national origin,” as stated in Title 41 Code of Federal Regulations, Part 60-2.16(e).

In addition to comparing incumbency to availability within job groups, StreetLight Data, Inc. has conducted studies to identify problem areas in each of its selection procedures (i.e., hires, promotions, and terminations). StreetLight Data, Inc. will continue to monitor and update these studies during each AAP year. In each case where potential problem areas have been identified, affirmative actions, as appropriate, will be taken consistent with any of the action-oriented programs described in Chapter 9 of this AAP.

Goals are established within each of the job groups at no less than the current availability data for the job group.

41 C.F.R. § 60-2.17(b)(1): Workforce by Organizational Unit and Job Group

An analysis of minority and female distribution within each organizational unit was accomplished by a thorough investigation of the *Workforce analysis*.

An analysis of minority and female utilization within each job group was accomplished by a thorough investigation of the *Comparison of Incumbency to Availability* reports.

41 C.F.R. § 60-2.17(b)(2): Personnel Activity

Applicant flow, hires, promotions, and terminations were analyzed by job group. An analysis of selection disparities in personnel activity between men/women and whites/minorities was accomplished by a thorough examination of transaction data.

41 C.F.R. § 60-2.17(b)(3): Compensation Systems

Compensation analyses were conducted by comparing the salaries for men v. women, and whites

v. minorities in each job title.

CHAPTER 9: ACTION-ORIENTED PROGRAMS
41 C.F.R. § 60-2.17(c)

StreetLight Data, Inc. tailors our action-oriented programs each year to ensure they are specific to the problem identified.

Action-Oriented Program:

The Action-Oriented Programs designed to address the underutilization of women and minorities are listed below. These Action-Oriented Programs will be carried-out throughout the AAP year. The EEO Coordinator, with the help of the managers, will be responsible in ensuring that the following are implemented.

1. Reviewing job descriptions to ensure they accurately reflect job functions;
2. Making job descriptions available to recruiting sources and available to all members of management involved in the recruiting, screening, selection and promotion processes;
3. Evaluating the total selection process to ensure freedom from bias through:
 - a. Reviewing job applications and other pre-employment forms to ensure information requested is job-related;
 - b. Evaluating selection methods that may have a disparate impact to ensure that they are job-related and consistent with business necessity;
 - c. Discussing with local managers and supervisors to be certain that the company's EEO policy and AAP are being followed.
4. Using techniques to improve recruitment and increase the flow of qualified applicants, including minority and female applicants. StreetLight Data, Inc., Inc may undertake the following actions:
 - a. Include the phrase "Equal Opportunity/Affirmative Action Employer" or other acceptable tagline in all printed employment advertisements;
 - b. Place help wanted advertisements in local minority news media and women's interest media;
 - c. Disseminate information on job opportunities to organizations representing minorities, women and employment development agencies when job opportunities occur;
 - d. Encourage all employees to refer qualified applicants;

- e. Actively recruit at secondary schools, junior colleges, colleges and universities with predominantly minority or female enrollments; and
 - f. Notifying employment agencies of the company's policy of nondiscrimination.
5. Preparing a self-audit of the company's compensation practices;
6. Ensuring that all employees are given equal opportunity for promotion. This is achieved by:
- a. Posting promotional opportunities;
 - b. Offering job counseling to assist employees in identifying promotional opportunities, tuition reimbursement, training and educational programs to enhance promotions and opportunities for job rotation or transfer; and
 - c. Evaluating job requirements for promotion.

In addition, StreetLight Data, Inc. has implemented good faith efforts to support its affirmative action plan and to increase utilization of minorities and females across all job groups. Some of the activities include:

1. Jacobs has sponsored the Jacobs Women's Development Network (formerly known as the Professional Women's Collaborative) since 2006. The Network is an internal organization that provides women and men with opportunities to build multi-national networks, develop leadership and technical skills, and enhance their careers at Jacobs. Since its inception, the Jacobs Women's Development Network (WDN) has hosted conferences both regionally and globally. These conferences have been sponsored by our Senior Vice President of Global Human Resources and our President and Chief Executive Officer. In addition, our President and Chief Executive Officer and other company executives are actively involved in the conferences by making presentations.
2. Jacobs has sponsored a Jacobs Inclusion Conference since 2013. The inaugural conference had over 140 attendees. The group included a well balance mix of males, females, leaders and diverse employees from 20 countries. The event was designed to broaden awareness surrounding what inclusion means, share best practices, develop local action plans to apply learnings all with the intent of deepening our ability to drive inclusive staffing, and advance retention effectiveness. Presentations were given by our senior managers including the Senior Vice President of Global Human Resources and a message from our President and Chief Executive Officer.

3. Jacobs has also sponsored the Jacobs Future Network, a program designed for the future leaders of our company and for those that have recently graduated university and joined Jacobs. The program is focused on development of professional skills and networking. Periodic professional development activities and networking opportunities are also offered for participants globally. The company hosts a Jacobs Future Weekend each year. Through this event, participants have the opportunity to meet senior leaders, learn more about the company and get advice on furthering their careers at Jacobs. The conference is supported and attended by our senior management including the Senior Vice President of Global Human Resources.
4. Attending and participating at professional diversity career fairs such as The Society of Women Engineers, The Society of Hispanic Professional Engineers or The National Society of Black Engineers.
5. Implementing a significant university and diversity recruiting program nationwide targeting a diverse student base with specific goals to increase minority and female graduate hire representation.
6. Since 1993, providing targeted leadership and management development through the company established Jacobs College. Courses offered include business leadership, management leadership and project management.
7. Implementing a Tuition Reimbursement Program to encourage employees to enhance their abilities, skills and knowledge and broaden professional opportunities.
8. Encouraging employees to participate in professional societies by sponsoring a Professional Registration and Membership Reimbursement Program.
9. Funding The National Merit – Dr. Joseph J. Jacobs Scholarship which is open to children of Jacobs' employees.

CHAPTER 10: INTERNAL AUDIT AND REPORTING
41 C.F.R. § 60-2.17(d)

Inherent in the AAP is the need for periodic self-assessment of problems encountered, corrective action taken, and progress made. Self-evaluation requires complex record keeping systems on applicants, employees, and components of the AAP itself. Periodic reports from supervisors, department managers, the EEO Coordinator, and other relevant persons are required.

The objective of all record keeping systems to be implemented is to assess the results of past actions, trends, the appropriateness of goals and objectives, the appropriateness and relevancy of identified solutions to problems, and the adequacy of the Plan as a whole. In addition, a further objective is to identify the proper corrective actions to be made to all components.

In order to fully achieve the objectives of such a record keeping system, the results of it must lead to follow-up through feedback to managers, supervisors, and staff, through reallocation of resources, through modifications to plans and the record keeping system itself, through appropriate recognition of personal achievements as well as punitive actions for discriminatory acts. For any identified deficiencies, appropriate corrective action will be identified and implemented.

The records that are maintained are the basis for updating the Affirmative Action Plan, including revising the availability data and establishing annual numerical goals. The internal audit and reporting system is used as the basis for evaluating systemic, results-oriented programs and affirmative action efforts.

The StreetLight Data, Inc. auditing and reporting system periodically measures the effectiveness of its total affirmative action program. The EEO Coordinator:

1. Monitors records of all personnel activity, including referrals, placements, transfers, promotions, terminations, and compensation, at all levels to ensure the nondiscriminatory policy is carried out;
2. Requires internal reporting on a scheduled basis as to the degree to which equal employment opportunity and organizational objectives are attained;
3. Reviews report results with all levels of management; and
4. Advises top management of program effectiveness and submit recommendations to improve unsatisfactory performance.

7. ATTACHMENT C: LEGAL FORMS



AMERICAN RESCUE PLAN ACT

CERTIFICATION OF COMPLIANCE FOR AMERICAN RESCUE PLAN ACT EXPENDITURES

The Lexington-Fayette Urban County Government (“LFUCG”) may classify the subject matter of this bid as an expenditure under the American Rescue Plan Act of 2021. Expenditures under the American Rescue Plan Act of 2021 require evidence of the contractor’s compliance with Federal law. Therefore, by the signature below of an authorized company representative, you certify that the information below is understood, agreed, and correct. Any misrepresentations may result in the termination of the contract and/or prosecution under applicable Federal and State laws concerning false statements and false claims.

The bidder agrees and understands that in addition to all conditions stated within the attached bid documents, the following conditions will also apply to any Agreement entered between bidder and LFUCG, if LFUCG classifies the subject matter of this bid as an expenditure under the American Rescue Plan Act. The bidder further certifies that it can and will comply with these conditions, if this bid is accepted and an Agreement is executed:

1. Any Agreement executed as a result of acceptance of this bid may be governed in accordance with 2 CFR Part 200 and all other applicable Federal law and regulations and guidance issued by the U.S. Department of the Treasury.

2. Pursuant to 24 CFR 85.43, any Agreement executed as a result of acceptance of this bid can be terminated if the contractor fails to comply with any term of the award. ~~This Agreement may be terminated for convenience in accordance with 24 CFR 85.44 upon written notice by LFUCG. Either party may terminate this Agreement with thirty (30) days written notice to the other party, in which case the Agreement shall terminate on the thirtieth day. In the event of termination, the contractor shall be entitled to that portion of total compensation due under this Agreement as the services rendered bears to the services required.~~ Either party may terminate this Agreement for good cause shown with forty-five (45) days written notice, which shall explain the party’s cause for the termination. If the parties do not reach a settlement before the end of the 45 days, then the Agreement shall terminate on the forty-fifth day.

3. The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, or national origin. The contractor will take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to their race, color, religion, sex, sexual orientation, gender identity, or national origin. Such action shall include, but not be limited to the following:

- (1) Employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided setting forth the provisions of this nondiscrimination clause.
- (2) The contractor will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin.
- (3) The contractor will not discharge or in any other manner discriminate against any employee or applicant for employment because such employee or applicant has inquired about, discussed, or disclosed the compensation of the employee or applicant or another employee or applicant. This provision shall not apply to instances in which an employee who has access to the compensation information of other employees or applicants as a part of such employee's essential job functions discloses the compensation of such other employees or applicants to individuals who do not otherwise have access to such information, unless such disclosure is in response to a formal complaint or charge, in furtherance of an

investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or is consistent with the contractor's legal duty to furnish information.

- (4) The contractor will send to each labor union or representative of workers with which he has a collective bargaining agreement or other contract or understanding a notice to be provided advising the said labor union or workers' representatives of the contractor's commitments under this section and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
- (5) The contractor will comply with all provisions of Executive Order 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.
- (6) The contractor will furnish all information and reports required by Executive Order 11246 of September 24, 1965, and by rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the administering agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations, and orders.
- (7) In the event of the contractor's noncompliance with the nondiscrimination clauses of this contract or with any of the said rules, regulations, or orders, this contract may be canceled, terminated, or suspended in whole or in part, and the contractor may be declared ineligible for further government contracts or federally assisted construction contracts in accordance with procedures authorized in Executive Order 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoked as provided in Executive Order 11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law.
- (8) The contractor will include the portion of the sentence immediately preceding paragraph (1) and the provisions of paragraphs (1) through (8) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to section 204 of Executive Order 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor. The contractor will take such action with respect to any subcontract or purchase order as the administering agency may direct as a means of enforcing such provisions, including sanctions for noncompliance.

Provided, however, that in the event a contractor becomes involved in or is threatened with litigation with a subcontractor or vendor as a result of such direction by the administering agency, the contractor may request the United States to enter into such litigation to protect the interests of the United States.

4. If fulfillment of the contract requires the contractor to employ mechanic's or laborers, the contractor further agrees that it can and will comply with the following:

- (1) *Overtime requirements: No contractor or subcontractor contracting for any part of the contract work which may require or involve the employment of laborers or mechanics shall require or permit any such laborer or mechanic in any workweek in which he or she is employed on such work to work in excess of forty hours in such a workweek unless such laborer or mechanic receives compensation at a rate not less than one and one-half times the basic rate of pay for all hours worked in excess of forty hours in such a workweek.*
- (2) *Violation: liability for unpaid wages; liquidated damages. In the event of any violation of the clause set forth in paragraph (1) of this section, the contractor and any subcontractor responsible therefor shall be liable for the unpaid wages. In addition, such contractor and subcontractor shall be liable to the United States (in the case of work done under contract for the District of Columbia or a territory, to such District or to such territory) for liquidated damages. Such liquidated damages shall be computed with respect to each individual laborer or mechanic, including watchmen and guards, employed in violation of the clause set forth in paragraph (1) of this section, in the sum of \$10 for each calendar day on which such individual was required or permitted to work in excess of the standard workweek of forty hours without payment of the overtime wages required by the clause set forth in paragraph (1) of this section.*
- (3) *Withholding for unpaid wages and liquidated damages. LFUCG shall upon its own action or upon written request of an authorized representative of the Department of Labor withhold or cause to be*

withheld, from any moneys payable on account of work performed by the contractor or subcontractor under any such contract or any other federal contract with the same prime contractor, or any other federally-assisted contract subject to the Contract Work Hours and Safety Standards Act, which is held by the same prime contractor, such sums as may be determined to be necessary to satisfy any liabilities of such contractor or subcontractor for unpaid wages and liquidated damages as provided in the clause set forth in paragraph (2) of this section.

(4) Subcontracts. The contractor or subcontractor shall insert in any subcontracts the clauses set forth in paragraph (1) through (4) of this section and also a clause requiring the subcontractors to include these clauses in any lower-tier subcontracts. The prime contractor shall be responsible for compliance by any subcontractor or lower-tier subcontractor with the clauses set forth in paragraphs (1) through (4) of this section.

5. The contractor shall comply with all applicable standards, orders, or regulations issued pursuant to the Clean Air Act, as amended, 42 U.S.C. § 7401 et seq.

6. The contractor shall report each violation to LFUCG and understands and agrees that LFUCG will, in turn, report each violation as required to assure notification to the Treasury Department and the appropriate Environmental Protection Agency Regional Office.

7. The contractor shall include these requirements in numerical paragraphs 5 and 6 in each subcontract exceeding \$100,000 financed in whole or in part with American Rescue Plan Act funding.

8. The contractor shall comply with all applicable standards, orders, or regulations issued pursuant to the Federal Water Pollution Control Act, as amended, 33 U.S.C. 1251 et seq.

9. The contractor shall report each violation to LFUCG and understands and agrees that LFUCG will, in turn, report each violation as required to assure notification to the Treasury Department and the appropriate Environmental Protection Agency Regional Office.

10. The contractor shall include these requirements in numerical paragraphs 8 and 9 in each subcontract exceeding \$100,000 financed in whole or in part with American Rescue Plan Act funds.

11. The contractor shall comply with all applicable standards, orders, or regulations issued pursuant to the Federal Water Pollution Control Act, as amended, 33 U.S.C. 1251 et seq.

12. The contractor shall report each violation to LFUCG and understands and agrees that LFUCG will, in turn, report each violation as required to assure notification to the Treasury Department and the appropriate Environmental Protection Agency regional office.

13. The contractor shall include these requirements in numerical paragraphs 11 and 12 in each subcontract exceeding \$100,000 financed in whole or in part with American Rescue Plan Act funds.

14. The contractor shall include this language in any subcontract it executes to fulfill the terms of this bid: “the sub-grantee, contractor, subcontractor, successor, transferee, and assignee shall comply with Title VI of the Civil Rights Act of 1964, which prohibits recipients of federal financial assistance from excluding from a program or activity, denying benefits of, or otherwise discriminating against a person on the basis of race, color, or national origin (42 U.S.C. § 2000d et seq.), as implemented by the Department of the Treasury’s Title VI regulations, 31 CFR Part 22, which are herein incorporated by reference and made a part of this contract (or agreement). Title VI also includes protection to persons with ‘Limited English Proficiency’ in any program or activity receiving federal financial assistance, 42 U.S.C. § 2000d et seq., as implemented by the Department of the Treasury’s Title VI regulations, 31 CFR Part 22, and herein incorporated by reference and made a part of this contract or agreement.”

15. Contractors who apply or bid for an award of \$100,000 or more shall file the required certification that it will not and has not used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency. Each tier certifies to the tier above that it will not and has not used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any federal contract, grant, or any other award covered by 31 U.S.C. § 1352. Each tier shall also disclose any lobbying with non-federal funds that takes place in connection with obtaining any federal award. Such disclosures are forwarded from tier to tier, up to the recipient. The required certification is included here:

- a. The undersigned certifies, to the best of his or her knowledge and belief, that:
 - (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
 - (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
 - (3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.
- b. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.



Aaron Moser, CFO

03/24/2022

Signature

Date

AFFIDAVIT

Comes the Affiant, Aaron Moser, and after being first duly sworn, states under penalty of perjury as follows:

1. His/her name is Aaron Moser and he/she is the individual submitting the proposal or is the authorized representative of StreetLight Data, Inc., the entity submitting the proposal (hereinafter referred to as "Proposer").

2. Proposer will pay all taxes and fees, which are owed to the Lexington-Fayette Urban County Government at the time the proposal is submitted, prior to award of the contract and will maintain a "current" status in regard to those taxes and fees during the life of the contract.

3. Proposer will obtain a Lexington-Fayette Urban County Government business license, if applicable, prior to award of the contract.

4. Proposer has authorized the Division of Central Purchasing to verify the above-mentioned information with the Division of Revenue and to disclose to the Urban County Council that taxes and/or fees are delinquent or that a business license has not been obtained.

5. Proposer has not knowingly violated any provision of the campaign finance laws of the Commonwealth of Kentucky within the past five (5) years and the award of a contract to the Proposer will not violate any provision of the campaign finance laws of the Commonwealth.

6. Proposer has not knowingly violated any provision of Chapter 25 of the Lexington-Fayette Urban County Government Code of Ordinances, known as "Ethics Act."

Continued on next page

7. Proposer acknowledges that "knowingly" for purposes of this Affidavit means, with respect to conduct or to circumstances described by a statute or ordinance defining an offense, that a person is aware or should have been aware that his conduct is of that nature or that the circumstance exists.

Further, Affiant sayeth naught.



STATE OF California

COUNTY OF Marin

The foregoing instrument was subscribed, sworn to and acknowledged before me

by _____ on this the _____ day

of _____, 20__.

My Commission expires: _____

NOTARY PUBLIC, STATE AT LARGE

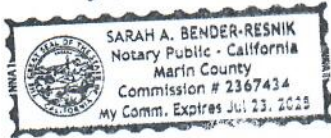
See Attached
Notary Certificate

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Marin

Subscribed and sworn to (or affirmed) before me on this 25
day of March, 2022 by Mr Aaron Mese

proved to me on the basis of satisfactory evidence to be the
person(s) who appeared before me.



(Seal)

Signature *[Handwritten Signature]*

EQUAL OPPORTUNITY AGREEMENT

Standard Title VI Assurance

The Lexington Fayette-Urban County Government, (hereinafter referred to as the "Recipient") hereby agrees that as a condition to receiving any Federal financial assistance from the U.S. Department of Transportation, it will comply with Title VI of the Civil Rights Act of 1964, 78Stat.252, 42 U.S.C. 2000d-4 (hereinafter referred to as the "Act"), and all requirements imposed by or pursuant to Title 49, Code of Federal Regulations, U.S. Department of Transportation, Subtitle A, Office of the Secretary, (49 CFR, Part 21) Nondiscrimination in Federally Assisted Program of the Department of Transportation – Effectuation of Title VI of the Civil Rights Act of 1964 (hereinafter referred to as the "Regulations") and other pertinent directives, no person in the United States shall, on the grounds of race, color, national origin, sex, age (over 40), religion, sexual orientation, gender identity, veteran status, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the Recipient receives Federal financial assistance from the U.S. Department of Transportation, including the Federal Highway Administration, and hereby gives assurance that will promptly take any necessary measures to effectuate this agreement. This assurance is required by subsection 21.7(a) (1) of the Regulations.

The Law

- Title VII of the Civil Rights Act of 1964 (amended 1972) states that it is unlawful for an employer to discriminate in employment because of race, color, religion, sex, age (40-70 years) or national origin.
- Executive Order No. 11246 on Nondiscrimination under Federal contract prohibits employment discrimination by contractor and sub-contractor doing business with the Federal Government or recipients of Federal funds. This order was later amended by Executive Order No. 11375 to prohibit discrimination on the basis of sex.
- Section 503 of the Rehabilitation Act of 1973 states:

The Contractor will not discriminate against any employee or applicant for employment because of physical or mental handicap.

- Section 2012 of the Vietnam Era Veterans Readjustment Act of 1973 requires Affirmative Action on behalf of disabled veterans and veterans of the Vietnam Era by contractors having Federal contracts.
- Section 206(A) of Executive Order 12086, Consolidation of Contract Compliance Functions for Equal Employment Opportunity, states:


The Secretary of Labor may investigate the employment practices of any Government contractor or sub-contractor to determine whether or not the contractual provisions specified in Section 202 of this order have been violated.

The Lexington-Fayette Urban County Government practices Equal Opportunity in recruiting, hiring and promoting. It is the Government's intent to affirmatively provide employment opportunities for those individuals who have previously not been allowed to enter into the mainstream of society. Because of its importance to the local Government, this policy carries the full endorsement of the Mayor, Commissioners, Directors and all supervisory personnel. In following this commitment to Equal Employment Opportunity and because the Government is the benefactor of the Federal funds, it is both against the Urban County Government policy and illegal for the Government to let contracts to companies which knowingly or unknowingly practice discrimination in their employment practices. Violation of the above mentioned ordinances may cause a contract to be canceled and the contractors may be declared ineligible for future consideration.

Please sign this statement in the appropriate space acknowledging that you have read and understand the provisions contained herein. Return this document as part of your application packet.

Bidders

I/We agree to comply with the Civil Rights Laws listed above that govern employment rights of minorities, women, Vietnam veterans, handicapped and aged persons.


Aaron Moser, CFO

Signature

StreetLight Data, Inc.

Name of Business



STREETLIGHT DATA, INC.

Lexington-Fayette Urban County Government requests proposals for RFP #11-2022
Transportation Analytics Platform Exceptions

Per RFP #11-2022 Transportation Analytics Platform, StreetLight Data, Inc. agrees to abide by the Lexington-Fayette Urban County Government, terms, conditions and specifications established herein with the following Exceptions.

1. Include the StreetLight Insight® Data Access Terms & Conditions for the use of StreetLight Insight® attached hereto.
2. Remove the termination for convenience provisions in the Agreement

StreetLight Insight® Data Access Terms & Conditions

"Data Products" means StreetLight Data, Inc.'s ("StreetLight") proprietary compilations of geospatial materials created from StreetLight's data analytics technology platform and software (StreetLight Route Science® and StreetLight Insight®) including but not limited to polygons, attributes, latitudes/longitudes, and metrics (which are inherently subjective and may contain errors).

"Subscribed Output" means the materials generated as output as specified in the Order.

"Subscription" means CUSTOMER's access to StreetLight's Data Products and the purchase and use of Subscribed Output under the terms of this Agreement and any applicable Order that specifies the Data Products to be accessed, the scope of access, permitted use, and any special restrictions.

"User(s)" means a specific individual or individuals (e.g., an employee or named consultant contractor of CUSTOMER) designated by CUSTOMER and permitted to access the Data Products and receive and use the Subscribed Output on behalf of CUSTOMER under the Order.

"Confidential Information" means the proprietary information, technical data, trade secrets or know-how, including, but not limited to, ideas, works of authorship, research, product plans, products, services, customers, customer lists, markets, software, developments, inventions, processes, formulas, technology, designs, drawings, engineering, hardware configuration information, marketing, finances or other business information disclosed by a party or a party's affiliate (collectively, the "Disclosing Party") either directly or indirectly in writing, orally or by drawings or inspection of parts or equipment to the other party (the "Receiving Party").

1. Grant of License - StreetLight grants to CUSTOMER, for the subscription term, a non-exclusive license to access the Data Products and purchase the Subscribed Output solely for governmental transportation planning and operational analyses.

2. Identification of Users - CUSTOMER shall identify the Users to StreetLight and shall supply only Users identified to StreetLight with access to the Data Products and Subscribed Output. CUSTOMER shall supply Users access to the Data Products and Subscribed Output only in accordance with the provisions of this Agreement. StreetLight acknowledges that CUSTOMER may deliver the Subscribed Output to named consultants who are performing subcontracting services in support of the Order CUSTOMER shall be responsible for ensuring that Users access the Subscribed Output and Data Products only in accordance with the provisions of this Agreement.

3. Ownership of Data Products - As between StreetLight and CUSTOMER, all rights, title, and interest in and to all intellectual property rights in StreetLight's Confidential Information and the Data Products, but not including the Subscribed Output, are owned exclusively by StreetLight. As between StreetLight and CUSTOMER, all Subscribed Output (not including any part of StreetLight's Confidential Information, and Data Products that may be incorporated into such Subscribed Output) shall be deemed owned by CUSTOMER but CUSTOMER expressly acknowledges that the Subscribed Output may not be unique and may be substantially similar in whole or part to results produced for another customer of StreetLight requesting similar analysis and product using similar data sources. StreetLight shall have an as-is, royalty-free, worldwide, non-exclusive, transferable, sub-licensable, irrevocable, perpetual right to make, use, sell, offer for sale, import, or otherwise incorporate into the Data Products, any suggestions, enhancements, recommendations or other feedback provided by CUSTOMER.

4. Limitations on Access - CUSTOMER shall not: (a) sell, lease or sublease access to the Data Products; (b) copy, decompile, or reverse engineer any portion of the Data Products; (c) use the Data Products to provide third party processing services to other parties, commercial timesharing, rental or sharing arrangements, or on a "service bureau" basis; (d) remove any Vendor titles, trademark symbols, copyright symbols and restrictive legends; (e) bypass or disable any protections that may be put in place to provide security for the Data Products or to protect against unlicensed use of the Data Products; (f) use the Data Products to store, transmit or produce infringing, libelous, or otherwise unlawful or tortious material, or to store or transmit material in violation of third-party privacy rights; (g) introduce into the Data Products, or use the Data Products to transmit, viruses, Trojan horses and other harmful or malicious code; (h) interfere with or disrupt the integrity or performance of the Data Products or third-party data contained therein; or (i) use the Data Products with any products, systems, or applications for or in connection with (1) real time navigation or route guidance, including but not limited to turn-by-turn route guidance that is synchronized to the position of a User's or a third party's sensor-enabled device; or (2) any systems or functions for automatic or autonomous control of vehicle behavior.

5. No Re-identification - With respect to the use of the Subscribed Output, CUSTOMER represents and warrants that: (i) it does not have the ability to use the Subscription and the Subscribed Output to determine the identity of any specific person; (ii) it shall make no attempt to obtain data permitting it to use the Subscription and the Subscribed Output to determine the identity of any person; (iii) it will not accept any information from any third party that permits the use of the Subscribed Output to make such an identification; and (iv) it will make no such identification.