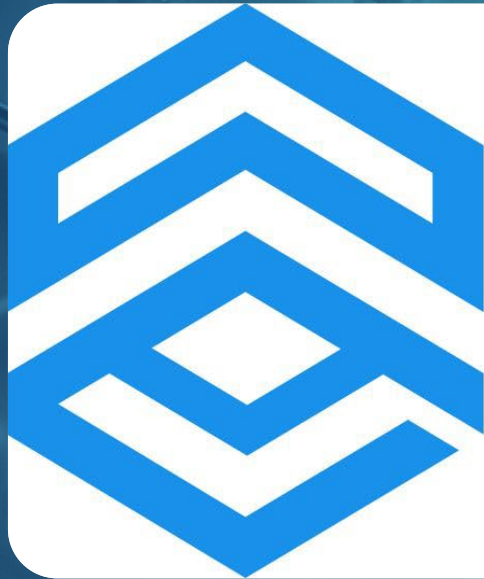




SAN PABLO POLICE DEPARTMENT



URBAN SDK

Public Safety Standing Committee



San Pablo City Council Priority Workplan

PRIORITY - SUSTAIN TRAFFIC SAFETY PROGRAM

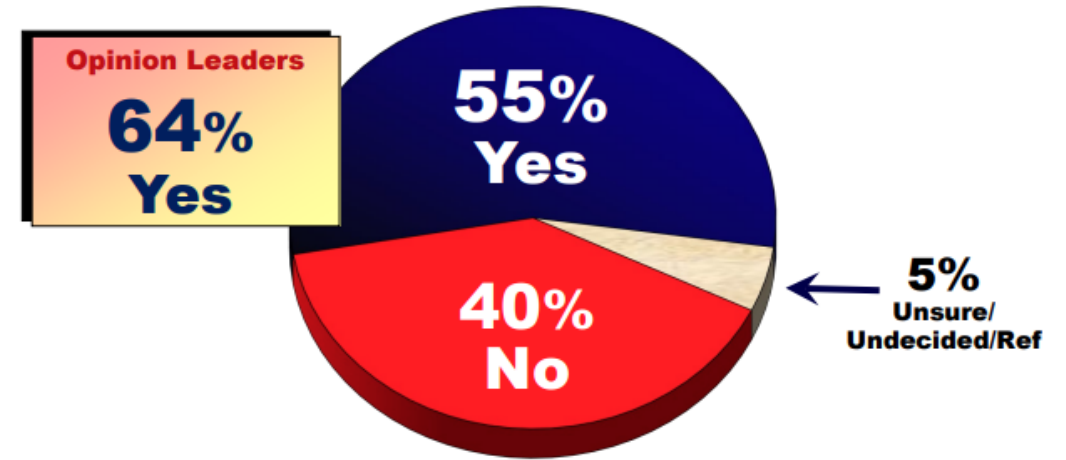
- IMPROVE TRAFFIC AND PEDESTRIAN SAFETY THROUGH ENFORCEMENT, OUTREACH, AND ENVIRONMENTAL DESIGN

Traffic remains one of the top concerns to San Pablo Community based on recent SRI Community Survey

Figure 5
San Pablo 2025 Year-End Community Survey
January 2026

Local Issues of Concern (Open-ended)

Question 3.0: Is there a Local Issue, or more than one issue, you are especially concerned about today, as a resident of San Pablo?



Concerns (front-end of mind)

| | |
|-----|--|
| 26% | Crime, safety, policing & ordinance enforcement |
| 22% | Cleanliness, blight & maintenance (dumping trash) |
| 21% | Cost of living, affordability |
| 8% | Traffic, transportation & infrastructure |
| 7% | Homeless & related impacts |
| 5% | Economic conditions |
| 9% | 3% each: City leadership & trust; Parks, recreation & community programs; social services |
| 2% | Less than 1% each: Schools & youth programs; Environmental & health; immigration |





UrbanSDK

- ▶ Geospatial AI Platform that provides traffic data, safety analytics and visualization tools
- ▶ Utilizes data from IOT devices, satellites and connected vehicles to analyze speed and traffic patterns





Comprehensive Datasets

- ▶ 50th, 85th and 95th Percentile Speed
- ▶ Speed Difference of: Average Speed, 85th and 95th Percentile
- ▶ Speed Limits for Jurisdictional Roadways
- ▶ Functional Road Classes 1-5 data





Data Centered Approach

- ▶ According to a study, 80% of the speed complaints are perception based
- ▶ Data is updated daily with a 7 day delay
- ▶ Efficient use of resources based on speed data
 - ▶ Targeted Enforcement
 - ▶ Continuous monitoring of traffic speeds throughout the city
 - ▶ Identify and mitigate high risk corridors

Cost: \$14,500/ Year

Paid using Supplemental Law Enforcement Services Grant (SLESF)





Recommendation

(1) Receive presentation; (2) forward to City Council for formal consideration to appropriate \$14,500 from the Supplemental Law Enforcement Services Funding grant, (3) and authorization to the City Manager to enter into one year agreement with UrbanSDK for traffic software

Questions?