

## Option A: mySidewalk

*All hosting, maps, data connectors & branding managed by mySidewalk.*

Category	Description	Unit Cost	Qty/Term	Total Year 1
Platform Subscription	Enterprise access (maps, hosting, connectors, SLA)	\$25,000/yr	1 yr	\$25,000
Onboarding & Branding	Template setup, UI/UX customization, logo & color work	\$150/hr	25 hrs	\$3,750
Data Connector Build	Custom API/ETL scripts for new survey feeds	\$120/hr	10 hrs	\$1,200
Professional Services	Advanced widgets, bespoke charts, layout tweaks	\$150/hr	40 hrs	\$6,000
Annual Maintenance & Support	SLA-backed bug fixes, data-feed tweaks, minor updates	\$100/hr	20 hrs	\$2,000
<b>Subtotal A</b>				<b>\$37,950</b>

### Pros:

- Rapid deployment with turnkey features
- Built-in SLA, security and support
- No DevOps overhead

### Cons:

- High recurring cost (~\$38K/yr)
- Limited to mySidewalk's feature set
- Vendor lock-in

## Option B: In-House Build & Hosting

Open-source front-end (React/Dash), Mapbox/Leaflet maps, AWS hosting, full white-label control.

Category	Description	Unit Cost	Qty/Term	Total Year 1
Compute (EC2 t3.small)	2 vCPU, 2 GB RAM app server	\$6/mo	12 mo	\$72
Managed Database (RDS t3.micro)	PostgreSQL/MySQL instance	\$15/mo	12 mo	\$180
Object Storage (S3)	Static assets, CSV/JSON exports, backups	\$10/mo	12 mo	\$120
Map Tiles (Mapbox)	Free tier + buffer for extra usage	up to \$300/yr	1 yr	\$300
CDN (CloudFront)	Global caching & SSL offload	\$50/yr	1 yr	\$50
Domain & SSL	Domain registration + Let's Encrypt certificate	\$12/yr	1 yr	\$12
DevOps & Monitoring	CI/CD (GitHub Actions), CloudWatch, backups	\$200/yr	1 yr	\$200
Charting Library (optional)	Plotly Enterprise or Highcharts Pro	\$5,000/yr	1 yr	\$5,000
<b>Professional Services</b>	<i>TBD—depends on final feature set &amp; hours</i>			
<b>Annual Maintenance &amp; Support</b>	<i>TBD—retainer hours to be defined</i>			

Category	Description	Unit Cost	Qty/Term	Total Year 1
<b>Subtotal B</b>	(with optional charting library)			<b>\$5,934</b>
<b>Subtotal B</b>	(open-source only, no paid charts)			<b>\$934</b>

**Pros:**

- Full customization of UX, charts, filters & branding
- True white-label (no third-party logos)
- Very low base recurring cost (< \$1K/yr without paid chart library)

**Cons:**

- Longer build time (4–6 weeks vs. days)
- Requires DevOps setup & management
- Support & maintenance need retained hours

**Recommendation**

I recommend **Option B: In-House Build & Hosting without** the paid charting library initially, to:

1. **Control costs:** Keep annual recurring under **\$1,000**.
2. **Ensure white-label:** Full flexibility on branding & features.
3. **Maintain flexibility:** Add a commercial chart library later if needed.

Plan a **10–15 hr/month retainer** (\$55/hr) post-launch for updates, new data-feeds, and minor enhancements.