



welcome to the movement

adder.io

10482 Bluegrass Parkway
Louisville, KY, 40299
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Louisville Parks Pilot

Louisville Parks & Recreation Analytics Pilot

Scope of Work

1/08/2020

Abstract

Adder will be helping the city government understand who's going to which parks, with the hopes of getting an answer to what's working and *why*.

Value

Providing the parks department with an understanding of visitation rates in correlation to locations and amenities is of great value for planning and resource allocation purposes.

This validation traditionally can cost tens of thousands of dollars, but leveraging Adder's data and platform allows for quick and cost effective measurement of location visitation.

Scope

12 months of data analysis

~120 Points of Interest (POIs)

Measuring foot traffic and correlation to geographic features in POIs

Base data set will be Adder tier I data featuring ~25 million daily smartphones measured in the US. Adder tier II data (over 50 million daily devices measured) will be used where available

Work Type

Custom data ingestion and analysis utilizing existing and new systems.

Payment

\$2,000 in total for successful completion of the project, delivered incrementally as Adder delivers segments of data (i.e., Adder delivers 3 of 12 months, and bills \$500 to Louisville Metro).

Planning

Requirements

A successful project would provide:

Anonymized data about parks visitors (Required)

1. Basic demographics/personas
2. Where they traveled from/home
3. Where they visit before & after parks visits
4. Time/Date information about visits
5. Amenities they visit during trip to parks
6. Visitation rates/repeat visitors

Actionable analysis from data

Ability to export raw (processed bulk traffic) data into Louisville Metro data systems

Analysis of the data listed below for the 120 Metro Parks for one calendar year using historical data.

Applicable Restrictions

- Metro will not receive data points that could easily de-anonymized
- Data areas (eg, census blocks, census groups, census tracts, zip codes) that have five or fewer reference points would be removed
- Metro will not receive IP address information
- Metro will not receive travel or trip line information

Method and source of acceptance

Adder will provide access to the Adder Analytics platform indefinitely to the Louisville Metro to analyze their data and reports generated from this POI study.

Additionally, Adder will work to deliver this data automatically, in bulk, to the Louisville Metro via the cloud service of their preference.

Reporting requirements

Ian Gerard, CEO of Adder, will report directly to Margaret Brosko (margaret.brosko@louisvilleky.gov), with the Louisville Parks Department, as the primary stakeholder in this project. Ed Blayney (edward.blayney@louisvillemetro.com) will be CC'd to relevant and noteworthy communications. Additional stakeholders include Michael Schnurle and Grace Simrall, as well.

These POCs will attend project meetings and coordinate Metro activities

Project management control procedures

Adder will create a project board for this specific task to keep Louisville Metro stakeholders informed of progress on pending milestones pertinent to this project. Adder can also integrate the Louisville Metro into our company Slack chat for quick updates.

Additionally, Louisville Metro will have direct access to the Adder Portal, where project data can be evaluated.

Ownership of intellectual property

Louisville Metro will have permanent rights to access the platform for this analysis and rights to the raw data as long as it is available for retrieval in the Adder Services Platform.

Other terms and conditions

Authorities

Margaret Brosko will serve as the principal authority for Louisville Metro. *Ian Gerard* will serve as the principal authority for Adder.

Marketing & Business Development

Adder agrees to share rights to all marketing materials developed for this project, and Metro will review and approve (then make edit requirements clear, if rejected) all marketing materials developed for this project. An addendum will be provided from Louisville Metro outlining marketing guidelines so as to provide a reasonable expectation for Adder.

Upon successful completion of the project, Metro will help create marketing materials to celebrate the project's success. A Metro designated representative (or possibly multiple Metro representatives) will:

- Work with Adder to develop a case study for the project that requires up to 4 hours of Metro time.
- Hold 30-minute city to city phone calls with up to three cities about this project.
- Will participate in one webinar about this project.

Location of work, work site, and delivery point

Work will be completed by the Adder team, headquartered at 10482 Bluegrass Parkway, Louisville, Ky

Work will be delivered via the Adder Portal, email, and any other reasonable methods requested by the Louisville Metro.

Special requirements

Adder has registered as a vendor with the Louisville Metro Government, as requested.

Security requirements

No personally identifiable information (PII) will be delivered to Louisville Metro.

Expense requirements

Total costs for this project are not to exceed \$2,000 billed to Louisville Metro.

Schedule

Expected start date and completion date

Work has already begun on the features needed to complete this project for Louisville Metro. Our initial 4 weeks of development sprints have already handled a majority of feature needs for this project.

Completion of the full scope of work is expected no later than April 10, 2020.

Schedule

We will deliver the first three months of analyzed data within 4 days of completing the features we're currently building. In specific terms, we expect the initial deliveries to take place before January 31, 2020.

Applicable documents

1. Louisville Parks and Amenities GEOJSON Catalog
2. Reports generated directly in the Adder Services Platform
3. Case Studies done by Adder or Louisville Metro
4. Marketing materials or other sales collateral involving the Scope of Work

Sign-off

NOTE: Before signing the Statement of Work, if you have any questions or concerns, please call the Work Authority indicated above to negotiate any issues.

If you agree to the requirements of this Statement of Work, please sign and date the document which will be accepted as your approval, and return to my attention.

Printed Name:

Signature:

Date: