



VILLAGE of MAMARONECK POLICE DEPARTMENT

Vision • Mindfulness • Professionalism • Dedication



MEMORANDUM

To: Kathleen Gill, Mayor, and Board of Trustees

From: Chief P.J. Trujillo

Subject: Justification for Urban SDK Purchase to Address Speeding and Traffic Concerns

Date: 06/11/2026

Good morning,

I am requesting authorization to move forward with the purchase of Urban SDK as outlined in the updated quote, which is under contract through Sourcewell: 060624-VTO. The platform will significantly enhance our ability to address ongoing speeding complaints and broader traffic-related issues throughout the Village of Mamaroneck.

Urban SDK provides data-driven tools which includes an online platform that directly support our enforcement, planning, and public safety objectives. The system includes a base plan with 13 months of historical speed data, as well as detailed traffic volume information, which will allow us to:

- Identify speeding hotspots using accurate, continuous, and up-to-date data.
- Prioritize enforcement based on objective analytics rather than anecdotal reports.
- Validate and respond more effectively to resident traffic complaints.
- Analyze traffic volume patterns to better understand congestion, cut-through traffic, and road-use behaviors.
- Improve decision-making for traffic calming measures, signage, and roadway design.
- Demonstrate measurable outcomes to elected officials and the community using transparent data.
- Reduce staff time spent on manual traffic studies or deploying limited radar equipment.

Implementing Urban SDK will modernize how our department monitors traffic issues and elevate our ability to respond proactively and efficiently. This investment directly supports our commitment to improving pedestrian and roadway safety and addressing quality-of-life concerns in the Village.

Respectfully,

Chief P.J. Trujillo