



CITY COMMISSION STAFF REPORT

DEPARTMENT: Administration

DATE: May 26, 2026

SUBJECT: Authorize the City Manager to approve Contract No. BW2026-1 with Placer Labs, Inc., for an AI platform that provides demographic analytics in an amount not to exceed \$64,922 over three years. - **Administration**

CITY MANAGER RECOMMENDATION:

The City Manager recommends approval of Contract No. BW2026-1 with Placer Labs, Inc., in an amount not to exceed \$64,922 over a three (3)-year term.

BACKGROUND OF ITEM:

The City of Cooper City continually seeks innovative tools and data-driven solutions to enhance planning, economic development, and service delivery. As part of this effort, staff have identified Placer Labs, Inc. as a provider of advanced location intelligence and demographic analytics through its artificial intelligence (AI) platform.

Placer Labs, Inc. offers a comprehensive suite of tools that aggregates anonymized mobility and demographic data to provide insights into population trends, visitation patterns, consumer behavior, and economic activity. This information can help the City make informed decisions about land use, business development, parks and recreation planning, and public safety initiatives.

ANALYSIS:

The Placer.AI platform offers the following benefits to the City:

- **Data-Driven Decision Making:** Enables staff to analyze real-time and historical data to better understand community dynamics.
- **Economic Development Support:** Assists in identifying business trends, site selection opportunities, and retail leakage.
- **Event and Facility Planning:** Provides insights into attendance patterns and visitor origins for City events and parks.
- **Grant Applications and Reporting:** Strengthens data-backed justifications for funding opportunities.

The proposed agreement with Placer Labs, Inc. is for a one-year term in the amount of \$19,999. The City has the option to (2) on year renewals thereafter. Year (2) in the amount of \$21,598 and year (3) in the amount of \$23,325. Staff has reviewed the scope of services and determined that the platform aligns with the City’s strategic goals and technology initiatives.

Year One Cost:	\$19,999
Year Two Cost:	\$21,598
Year Three Cost:	<u>\$23,325</u>
Total:	\$64,922

PROCUREMENT:

It is in the City’s best interest to waive competition and award Contract No. BW2026-1 for Placer AI Software as a Service due to insufficient time, the nature of the goods or services, or other factors. Approval of this non-competitive purchase is in the best interest of the City due to Placer AI being a provider identified by Administrative staff that provides reliable, real-time mobility, visitation, and demographic analytics in order to support data-driven decision-making for economic development, planning, and public safety, transportation, and community services within a single, integrated platform. The company offers unique proprietary datasets, proven accuracy, and analytical capabilities that are not available through other competitors or public data sources. Continuity of data is also essential; switching providers would disrupt established workflows, prevent year-over-year comparisons, and reduce the reliability of long-term analyses. Acquiring Placer.ai services through a non-competitive process ensures uninterrupted access to critical mobility and visitation data that supports municipal planning, enhances economic development initiatives, improves resource allocation, and enables the City to respond more effectively to community needs.

This contract will be awarded pursuant to Section 2-258(i) of Cooper City Procurement Code.

FISCAL IMPACT:

The year one cost of \$19,999 will be funded via a budget amendment from General Fund Contingency to Dept 170 Community Engagement and Technologies. The “Remaining Amount” in the grid below reflects the unencumbered balance in these line items after this transaction, accounting for open PO’s, previous amendments and YTD Activity.

<u>General Ledger Acct. Number</u>	<u>Budgeted Amount</u>	<u>Requested Amount</u>	<u>Remaining Amount</u>
001-190-599000-519	\$827,174.50	-\$19,999	\$807,175.50
001-170-534410-519	\$356,450	\$19,999	\$47,482.34

ATTACHMENTS:

1. BW2026-1 – Agreement – Placer Labs, Inc.
2. Procurement Non-Competitive Purchase Request
3. Budget Amendment
4. PowerPoint

5. Property Overview Flamingo West Park
6. Visitors by Origin Flamingo West Park