

PROCUREMENT DIVISION

Non-Competitive Purchase Request Form

Section A

Date 11-20-25

To Tyrone White
(Procurement Division Contact; Phone and Email)

From Jennifer McMahon
(Procurement Liaisons of client departments)

Subject Placer AI
(Contract Number; Title; Term, From - To)

Due Date 12-1-25

It is the policy of Cooper City to consistently purchase goods and services using full and open competition. The citizens of Cooper City are best served through sound business decisions based on competitive solicitations. Early acquisition planning that includes consultation with Procurement staff can help avoid delays and facilitates effective market research. However, there may be instances when other than full and open competition may be justified. When a client department determines that other than full and open competition is necessary or in the best interest of the City, appropriate justification for such course of action must be submitted to the Procurement Division for approval and execution to waive the competitive bid/proposal process. The provision of this form to a client department by Procurement Division does not constitute a recommendation, nor does it imply that such request will be substantiated by the Procurement Division's independent evaluation or authorized to proceed as a non-competitive acquisition.

Instructions: Complete and return document, with the appropriate attachments, by the due date to: _____

Section B - To Be Completed by Client Department

Please provide the information requested below to support the need and feasibility for waiving the competitive bid/proposal process:

Department:	City Manager's Office		
Project Manager Name:	Jennifer McMahon	Project Manager Phone Number:	X223
Requisition No.:		*Requested Allocation:	
Proposed Supplier/Vendor:	Placer AI	Requested Contract Term:	3 year term
Funding Source:	General Fund - Community Development		
Will Federal funds be used to support the requested allocation: Yes ___ No ___		Will grant funds be used to support the requested allocation: Yes ___ No ___	
Previous Contract No.: (if applicable)	_____	Previous Contract Value: (if applicable)	_____

*Allocations may be proportionally adjusted should there be a change to contract term.

PROCUREMENT DIVISION

Purpose of the Purchase

Please describe the minimum requirements and the benefits of the non-competitive acquisition.

The municipality requires access to reliable, real-time mobility, visitation, and demographic analytics in order to support data-driven decision-making for economic development, planning, public safety, transportation, and community services. The minimum requirements include: Accurate, privacy-compliant location intelligence data derived from large-scale, aggregated device activity.

Detailed insights into visitor trends, trade areas, population movement patterns, and local economic activity.

Tools for comparing commercial districts, understanding market demand, and evaluating the impacts of municipal programs or events.

Dashboards and reporting features that can be used by staff across departments without advanced technical expertise.

Historical data access and the ability to generate consistent, repeatable datasets necessary for long-term planning.

PROCUREMENT DIVISION

Best Interest of the City/Uniqueness of Product

Please provide a detailed description as to why a waiver of formal bidding is in the City's best interest (e.g., product standardization, compatibility, proprietary access, or distributorship, how vendor is uniquely qualified to provide the needed product or service, etc.). Please note that a lack of advance planning is not acceptable justification for a non-competitive acquisition.

Placer.ai is the only identified provider that meets all of the above minimum requirements 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.

PROCUREMENT DIVISION

Market Research

Please describe the market research findings. This should include a description of other, similar sources or products available in the market, if any, and why these are not acceptable.

PROCUREMENT DIVISION

Proposed Actions

Please describe the actions the department will take to mitigate the present barriers to competition prior to any future acquisitions of this product or service.

[Empty box for describing proposed actions]

Department Director Name/Initial

Jennifer McMahon

Date Approved

Purchasing Name/Initial

Tyrone White

Digitally signed by Tyrone White
Date: 2025.11.21 11:56:24 -05'00'

Date Approved
