

City of Cooper City

Placer.ai

Location Intelligence
for Smarter City Decisions

Presented to the Cooper City Commission | 2026

What Is Placer.ai?

Placer.ai is a leading location analytics platform that uses aggregated, anonymized mobile device data to reveal how people move through and interact with physical spaces.

For municipalities, it provides a real-time and historical window into foot traffic, visitor patterns, trade areas, and economic activity — without relying on costly surveys.



Foot Traffic Data

Real-time & historical visitor counts at any location



Visitor Demographics

Income, age, home areas of people visiting a site



Trend Analysis

Track changes in activity over days, months, or years

Key Benefits for Cooper City

Data-Driven Planning



Evaluate parks, retail corridors & public spaces using real visitor data to prioritize investments.

Economic Development



Identify high-traffic trade areas to attract businesses, measure retail health, and fill vacancies faster.

Community Engagement



Understand where residents and visitors spend time to design better events, programs, and services.

Grant & Funding Support



Use foot traffic reports as evidence in state and federal grant applications for infrastructure.

Practical Use Cases for Cooper City

- 01 Stirling Road Corridor** | Analyze foot traffic patterns along commercial corridors to identify underperforming blocks and guide targeted revitalization efforts.
- 02 Parks & Recreation** | Measure visitation at Sports Complexes, parks and other facilities to optimize staffing, programming hours, and capital improvements.
- 03 Special Events Monitoring** | Track attendance and visitor origin data for Cooper City events to demonstrate ROI and justify future budgets.
- 04 Competitive Benchmarking** | Compare Cooper City's retail and commercial activity against neighboring Pembroke Pines and Davie to sharpen economic strategy.
- 05 Traffic & Mobility Studies** | Supplement FDOT data with origin-destination patterns to support safe streets planning and transportation grant applications.

Flamingo West Project Overview

Property Overview

Jan 1 - Dec 31, 2025

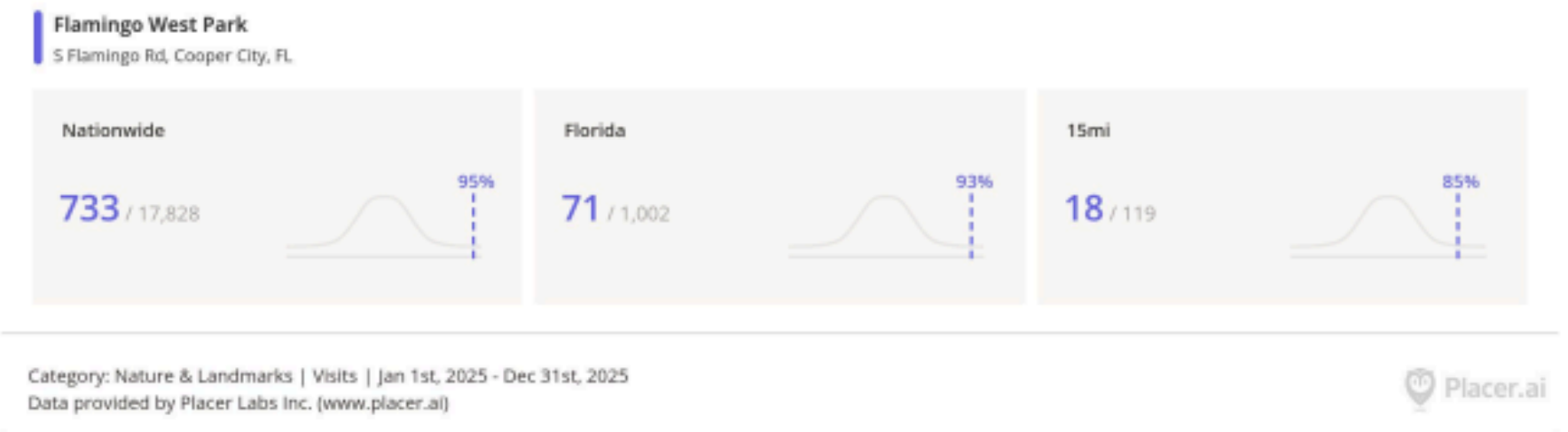
Metrics

Flamingo West Park
S Flamingo Rd, Cooper City, FL

Visits	761.3K	Visits YoY	-2.3%
Visitors	134.4K	Visits Yo2Y	-3.2%
Visit Frequency	5.66	Visits Yo3Y	+1.6%
Panel Visits	38.1K		

Jan 1st, 2025 - Dec 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

Ranking Overview



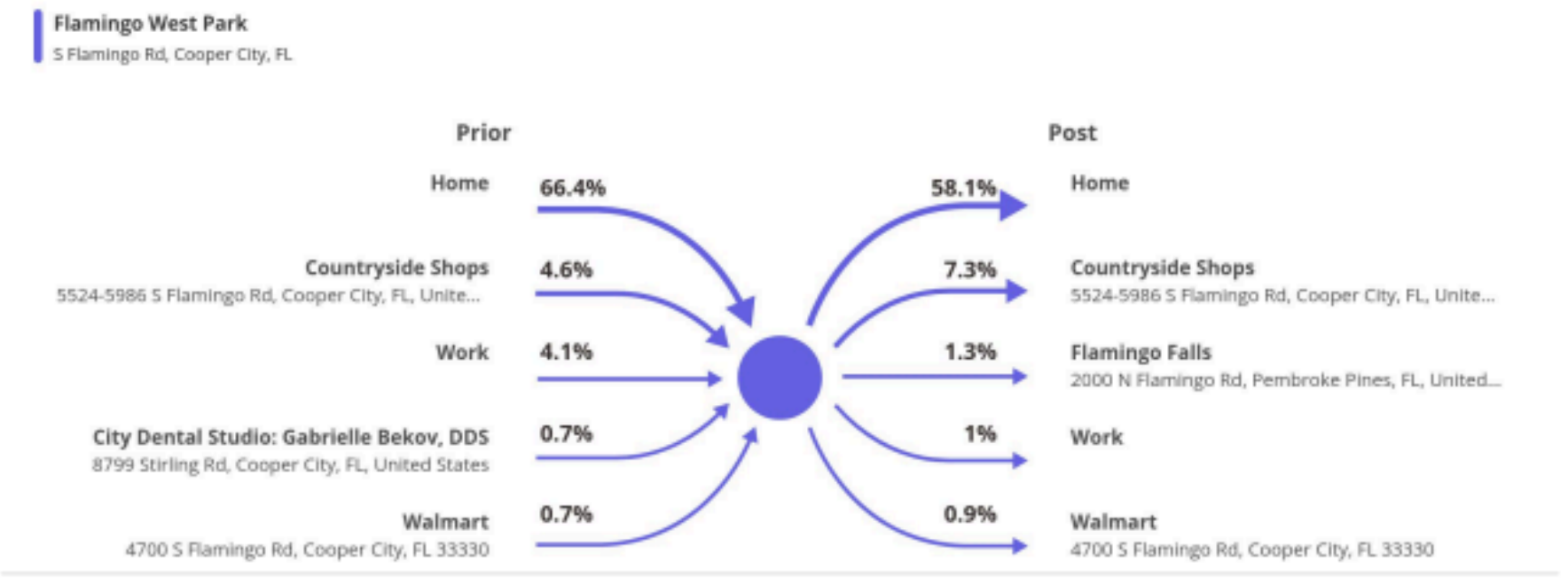
Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Flamingo West Park S Flamingo Rd, Cooper City,...	\$90K	35.9%	40.9	Hispanic (Ethnic) (48.2%)	2.84
Florida	\$83K	33.5%	43.6	White (51.6%)	2.48

Jan 1st, 2025 - Dec 31st, 2025 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Visitor Journey

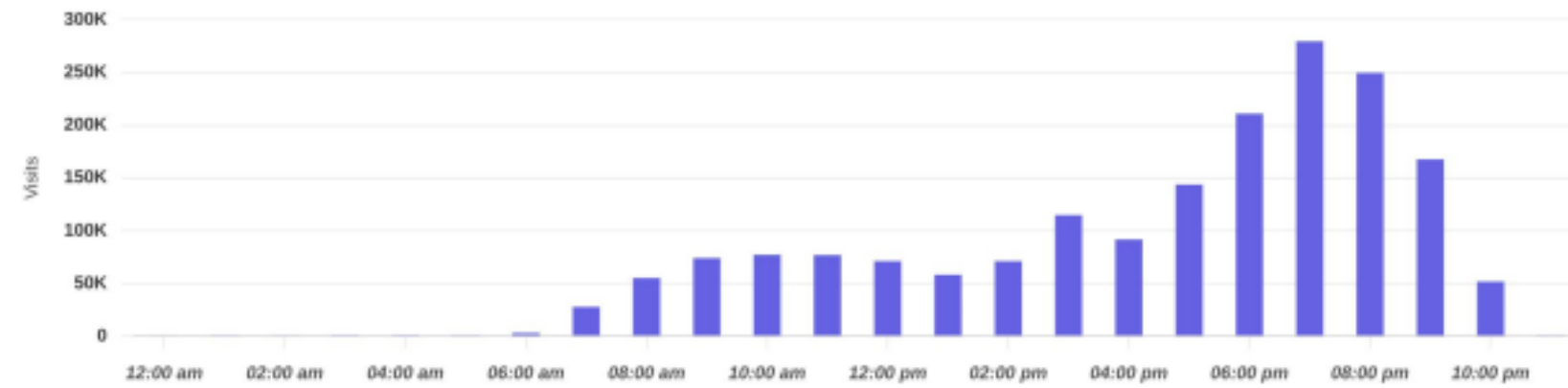


Show by: | Jan 1st, 2025 - Dec 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

Flamingo West Project Overview

Hourly Visits

Flamingo West Park
S Flamingo Rd, Cooper City, FL

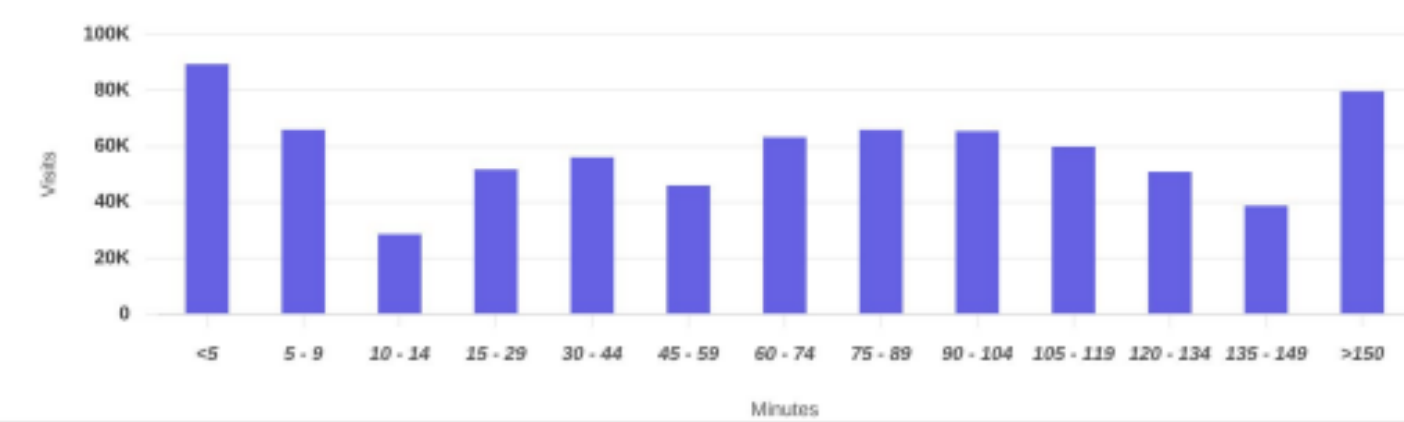


Visits | Jan 1st, 2025 - Dec 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Visit Duration

Flamingo West Park
S Flamingo Rd, Cooper City, FL



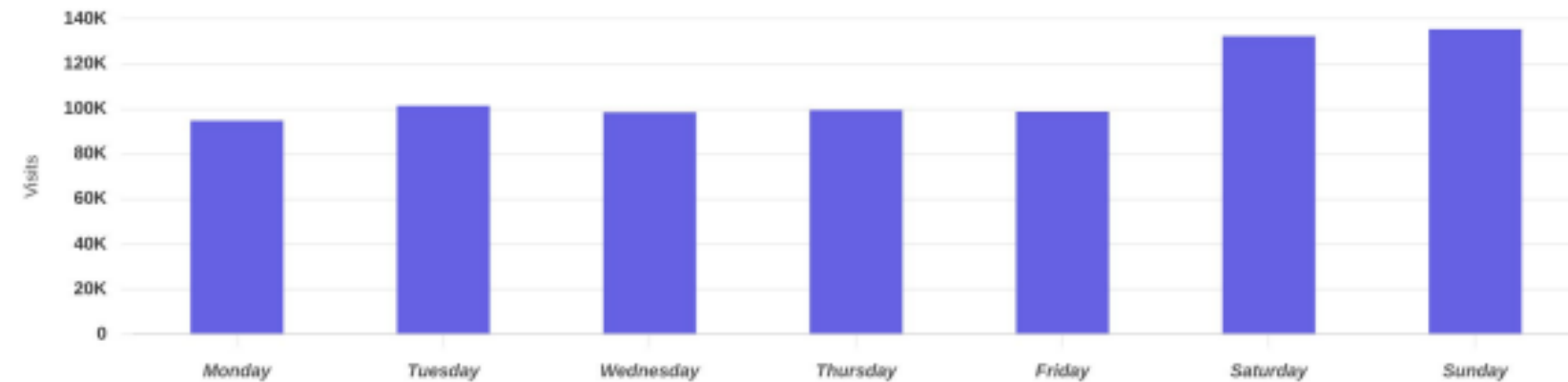
Average Stay 74 min
Median Stay 70 min

Visits | Jan 1st, 2025 - Dec 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Visits

Flamingo West Park
S Flamingo Rd, Cooper City, FL



Visits | Jan 1st, 2025 - Dec 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



33024 Pembroke Pines, FL	79.5K (10.4%)
33026 Pembroke Pines, FL	77K (10.1%)
33328 Davie, FL	71.2K (9.4%)
33025 Miramar, FL	48.6K (6.4%)
33330 Davie, FL	41.4K (5.4%)
33027 Miramar, FL	37.5K (4.9%)

Recommended Next Steps

1

Free Demo

Staff have used this in other municipalities and Cooper City staff received a demo

2

Approval and Launch

Launch the program focused on key corridors and parks

3

Staff Training

Onboard planning and economic development staff on the platform

4

Commission Reporting

Establish quarterly briefings using Placer.ai dashboards

Why Act Now?

500+

U.S. Municipalities
Using Placer.ai

2 Wks

placer.ai/government

Average
Onboarding Time