MEMORANDUM

TO:	Honorable Mayor and Board of Commissioners
VIA:	Clink Belk, Acting City Manager
FROM:	Jay Hatch, Recreation Director
DATE:	1/14/2026
RE:	**Placer.AI Software Agreement**

Background

The City has explored opportunities to better understand how residents and visitors utilize public spaces, facilities, and special events in order to support data-driven decision making across multiple departments. As the City continues to expand recreation programming, special events, and public safety operations, there is an increased need for objective data to supplement anecdotal observations and manual counts.

Placer.ai is a location analytics software platform that uses anonymized and aggregated mobile location data to provide insights into visitation patterns, peak usage times, origin of visitors, dwell time, and general demographic trends. The platform is used by municipalities nationwide to evaluate park usage, measure event attendance, assess crowd patterns, and support public safety and planning efforts.

Staff has reviewed the attached contract for Placer.ai platform access and reporting tools, which would allow the City to analyze usage of parks, recreation facilities, beaches, special event locations, and other high-traffic public spaces. The software is intended for internal municipal use and includes provisions addressing Florida public records requirements, as outlined in the agreement

In addition, the software can be utilized to analyze traffic counts and movement patterns in desired areas throughout the City. This information may be useful in planning, evaluating access, and determining potential utilization of the City's newly acquired property.

Primary Use Areas

Recreation

Placer.ai would support the Recreation Department by providing usage data that is not currently captured through program registration systems or manual counts. Primary uses include:

- Measuring visitation trends at parks, beaches, recreation facilities, and special event sites

- Evaluating attendance and engagement related to special events and community programming
- Identifying peak usage periods to better align staffing, programming, and maintenance schedules
- Supporting capital improvement planning for amenities, facility upgrades, and future investments
- Providing objective data to support grant applications, sponsorships, and budget justifications

This data would allow staff to quantify community usage of recreation assets beyond participation numbers alone.

Public Safety (Fire, Police, and Emergency Planning)
The platform would also provide value to Public Safety departments by offering insights into crowd size, movement patterns, and peak activity periods, particularly during special events and high-traffic weekends. Potential uses include:

- Estimating attendance and crowd density for special events and large gatherings
- Supporting Police and Fire staffing and deployment planning during peak usage periods
- Identifying recurring high-traffic locations that may warrant increased patrols or safety resources
- Assisting with emergency response and evacuation planning based on observed movement trends

The software does not provide real-time tracking or personally identifiable information, and is limited to aggregated, anonymized data intended for planning and analysis purposes.

Fiscal Impact
The FY26 adopted budget includes **$20,000** allocated for location analytics software. The attached Placer.ai Order Form outlines the following costs for platform access and reporting tools:

- Year 1: $12,000
- Year 2: $13,500
- Year 3: $15,000

The proposed cost is within the FY26 budget allocation, with remaining funds available for potential expansion, training, or additional departmental use if desired.

Recommendation
Staff recommends approval of the contract with **Placer.ai** to provide location analytics software.

Attachments
- Order Form – City Of Madeira Beach – Placer.AI