

Request for Board Approval

Placer.ai Platform Renewal - \$52,462

<p>Action Requested Approve renewal of the Placer.ai platform.</p>	<p>Amount \$52,462 for 1 year, then re-evaluate</p>	<p>Primary Value Location intelligence, visitation trends, and migration insights for better planning and economic development decisions.</p>
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The MSD requests Board approval to expend \$52,462 to renew the Placer.ai platform access. The renewal would continue MSD access to location intelligence and foot traffic analytics that show how places perform, where visitors come from, how often they return, and how migration and visitation patterns are changing over time.

For community planning, economic development support, service-area analysis, and data-informed decision-making, Placer.ai supplements traditional reports and public datasets with behavioral insights that staff can use for policy, investment, and program decisions.

Renewing the platform would preserve continuity in MSD's ability to evaluate commercial activity, visitor behavior, market shifts, and community trends.

What the Product Does

Placer.ai is a location intelligence platform that provides insights such as visitation trends, trade area analysis, audience and demographic characteristics, competitive comparisons, and migration trends. For civic and planning teams, it helps staff understand how residents, visitors, and consumers are interacting with places across a region.

Department Use Cases

Use Case	How Economic Development / Planning Use It
<p>1. Business district performance</p>	<p>Measure visitation to commercial corridors, centers, and key destinations to identify where areas are growing, softening, or may warrant public or private investment.</p>
<p>2. Site and corridor planning</p>	<p>Evaluate true trade areas, visitor origins, dwell times, and adjacent destination behavior to support redevelopment planning, corridor strategies, land-use discussions, and tenant attraction efforts.</p>
<p>3. Long-range growth and migration analysis</p>	<p>Review migration and visitation patterns to understand how communities are changing over time, where new demand may emerge, and how future infrastructure, services, or economic development initiatives should be prioritized.</p>

Why Renewal Is Recommended

- Maintains access to a specialized platform that can quickly show how places and corridors are performing using visitation and migration data.
- Supports more objective planning and economic development discussions with consistent, visual, and comparative data.
- Reduces the need for repeated ad hoc studies by keeping an established platform available to staff when questions arise.

- Helps leadership and staff evaluate trends over time rather than losing continuity in the underlying data and tools.

Requested Board Action

Staff recommend that the Board approve an expenditure of \$52,462 to renew the Placer.ai platform. Approval would allow MSD to continue using the platform as a decision-support resource for economic development, and long-range planning analysis.

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