

1. **Vendor Name**

Placer Labs Inc. (Placer.ai)

2. **System Name**

Placer.ai Location Intelligence Platform

3. **Overview**

Placer.ai is a location analytics platform that provides local governments with data-driven insights into foot traffic patterns, visitor demographics, and migration trends. The platform uses anonymized, aggregated mobile device data to help cities understand how people interact with physical locations such as parks, downtown corridors, and retail centers.

4. **Purpose**

The system is designed to replace or supplement manual counting and traditional surveys. It allows City staff to measure event ROI, track economic recovery (e.g., Return-to-Office trends), identify retail "leakage" where residents shop outside the city, and justify grant applications with objective visitation data.

5. **Intended Domain**

Economic Development, Urban Planning, Tourism, and Parks & Recreation.

6. **Data Sources**

Anonymized Mobile Data: Data is sourced from a proprietary panel of over 20 million monthly active users via partner mobile applications that require affirmative opt-in for location services.

Third-Party Data: Includes integrated datasets from providers like Experian and STI for demographics, psychographics, and consumer spending habits.

7. **Methodology**

Placer.ai uses AI and machine learning models to extrapolate data from its mobile panel to represent the total population. This process accounts for panel biases and normalizes data to ensure it reflects actual real-world visitation trends across the entire United States.

8. Accuracy & Validation

Placer.ai claims **92–96% accuracy** for foot traffic analytics. The models are continually validated against "ground truth" data sources (such as first-party transaction data or manual sensor counts) with correlations consistently exceeding 90%.

9. System Outputs

The platform generates web-based dashboards and exportable reports including:

True Trade Area: Where visitors originate from (Home/Work).

Demographics: Estimated income, age, and ethnicity of visitors.

Cross-Visitation: Other locations your visitors frequent.

Leakage Reports: Categories where local demand is unmet by local supply.

10. Privacy & Security

Privacy by Design: Placer.ai does not collect or store personally identifiable information (PII). Data is scrubbed of identifiers (such as MAIDs) before it reaches the platform. All reporting is aggregated (K-anonymity) to ensure individual users cannot be identified or tracked.

11. Algorithmic Equity

Placer.ai utilizes machine learning to actively identify and correct for "panel bias"—ensuring that the data reflects a representative sample of the community regardless of differences in device types or app usage across various demographic groups.

12. Accessibility & Usability

The platform is a user-friendly, web-based application designed for non-technical staff. It requires no specialized GIS training to generate insights. Reports are exportable in multiple formats (PDF, CSV, JPEG, SHP) to ensure compatibility with other City software and presentations.