



**City Council Regular Meeting  
AGENDA ITEM**

NUMBER: 9
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<b>SUBJECT:</b> Purchase and Services Agreement with Placer Labs Inc. for Venue Analytics Platform in an Amount Not to Exceed \$129,000 for Implementation and Subscription Fees for a Three-Year Term. (Citywide) (For Possible Action; Recommendation - Approve and Authorize)	
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<b>REQUESTED BY:</b> Dennis Moriarity, Director of IT
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<b>WARD:</b> (Citywide)
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<b>RECOMMENDATION OR RECOMMEND MOTION:</b> Approve the Purchase and Services Agreement with Placer Labos Inc. in an amount not to exceed \$129,000.00 for a three-year term.	
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<b>FISCAL IMPACT:</b> Amount: \$129,000.00 (Year 1 - \$40,000.00; Year 2 - \$43,000.00; Year 3 - \$46,000.00) Explanation: Not to exceed the amount of contract - Costs split between Parks and Recreation and Information Technology
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<b>ACCOUNT NUMBER:</b> 00100-700522-431000-000000 00100-180165-430626-000000
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**STAFF COMMENTS AND BACKGROUND INFORMATION:**

Placer.AI is an online analytics platform that provides advanced metrics that enable the City to make data-driven decisions for economic development, tourism, Parks & Recreation spaces, city events, and community engagement. By analyzing patterns and demographics, the platform offers valuable insights to attract businesses, optimize city resources, and improve services for residents. This tool supports Strategic Plan - Goals 1 (Innovative, Efficient and Stable Government), 4 (Economic Growth), 5 (Community Health and Well-Being), and 6 (Community Identity and Engagement).

CIP No.	Related Item:
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<b>LIST CITY COUNCIL GOAL(S):</b> Well - Planned Quality Growth & Economic Development, Community Services and Cultural Amenities, Safe and Livable Community
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<b>PREPARED BY:</b>  Dennis Moriarity, Director of IT
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Respectfully Submitted  Micaela R. Moore, City Manager
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<b>MEETING DATE:</b>  December 18, 2024
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