

## Livermore Area Recreation and Park District

### Staff Report

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TO: LARPD Board of Directors

FROM: David Weisgerber, Community Outreach Supervisor  
Kendahl Hettick, Financial Analyst

DATE: 09/27/2023

SUBJECT: Usage of Placer.ai for Foot-Traffic Analysis

Facilities Committee – August 3, 2023 (Recommended Presentation to Full Board)

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#### **Recommendation:**

Staff to provide background information on a location-based visitor tracking application to measure visitor data for LARPD's parks, facilities, and open spaces. This information offers insights that can support LARPD in achieving its strategic goals.

#### **About Placer.ai**

Placer.ai is a foot traffic analytics platform that uses location data to provide businesses with detailed insights into visitor behavior and demographics, enabling data-driven decision-making and operational optimization. Placer.ai collects data from a panel of approximately 30 million devices (8% of US population). They use a proprietary algorithm to estimate number of visitors at a location based on data collected from the panel.

#### **Privacy**

- GDPR (General Data Protection Regulation - EU privacy act) & CCPA (California Consumer Privacy Act) compliant
  - The GDPR lists the rights of the individuals whose personal data is being processed. These strengthened rights give individuals more control over their personal data, including through:
    - the need for an individual's clear consent to the processing of his or her personal data
    - easier access for the data subject to his or her personal data
    - the right to rectification, to erasure and 'to be forgotten'
    - the right to object, including to the use of personal data for the purposes of 'profiling'
    - the right to data portability from one service provider to another
  - The regulation also lays down the obligation for controllers (those who are responsible for the processing of data) to provide transparent and easily accessible information to individuals on the processing of their data.

- Location data is collected through a variety of third-party apps to eliminate bias
- App users “opt in” to allow location tracking
- Placer.ai only receives the latitude and longitude of the devices; No personally identifiable information. Data is anonymized by the census block
  - Uses census info for each block to assign demographic info to devices – partnered with other third parties to collect demographic data
- Only receiving data from devices of adults (18+)
- Each device is assigned a home location and work location – not linked to a specific address
- Do not report on visitation to 'sensitive locations' including schools, government buildings/installations, military installations, places of worship, etc.

### **LARPD Application of the data:**

- **Quantifying Community Impact with Parks/Facilities/Open Space Visitor Data:**
  - Provide insights on park usage quantifying LARPD’s impact on the community in a way that we have never been able to achieve previously.
  - 45% of tax funds are used on Parks and Facilities Maintenance; this helps quantify that impact.
  - Share data in annual reports and board meetings to quantify how many people are being served by the significant line-item budget expenses on parks and facility maintenance.
- **Historical Data Dating Back to 2017**
  - This would provide insights on CIP projects in the last 6 years including the four parks projects and pickleball court restriping of tennis courts
  - Can measure park usage during COVID validating anecdotal evidence of significant increases at parks and open space.
- **Park/Amenity Planning:**
  - Can evaluate visitor data in our existing parks to determine impact of updated playground equipment.
  - Can evaluate neighboring agencies’ parks and upgrades to determine impacts of adding amenities to parks.
- **Unlimited Customizable Geofencing:** *A geofence is a virtual boundary created around a specific geographic area using GPS or other location-based technologies. In this application, the geofence would be set up in LARPD’s parks and facilities to track visitors.*
  - Placer.ai allows the creation of custom geofences, providing flexibility in tracking foot traffic within specific areas of interest which could assist in larger parks in determining which areas get more use.
  - Allows LARPD to map our existing parks and facilities and like-communities nationwide for comparison purposes.

- **AB1600 Fund Allocation:** Identify where visitors are coming from to demonstrate increased capacity for source area of development funds.
- **Grant Application Support:** Placer.ai's data can strengthen grant applications by providing evidence of visitor numbers and community impact depending on the project.
- **Sponsor Recruitment:** Identify businesses closely associated with visitor behavior to contact for potential sponsorship. (Example: 22% of visitors at May Nissen Park who go to a dining establishment after leaving go to in-n-out burger. Could be an opportunity to leverage data for sponsorship).