

Council authorized One-time funding in the 2025-2026 biennial budget for a two-year license to use Placer, an online platform using voluntarily-provided cellphone location data. Frequent use of the tool is yielding many useful insights for use by the City and partners in events, programming, and economic development.

Staff is utilizing insights from the tool to support recruitment of new types of businesses, increase revenue for Shoreline businesses through events, improve PRSC service delivery, increase equity in PRSC service delivery, and gather data for grant applications. One recent event highlighted the capabilities and how the City can make use of the tool going forward which staff thought Council might be interested to know about.

A rally was held in the Park at Town Center on Saturday, June 14<sup>th</sup>. An estimated total of 2,400 people participated in the event. Staff was able to obtain aggregated (not personally identifiable) data a few days later, including the changing size over the course of the afternoon:

12:00-1:00 pm: 450 people

1:00-2:00 pm: 2,000 people

2:00-3:00 pm: 1,400 people

3:00-4:00 pm: 300 people

Additionally, since Placer utilizes cellphone-users' voluntarily-provided location data, staff could access origin and destination information including the following:

- 10% came from Brotherton Cadillac, which often accommodates event parking
- 7% came from CaliBurger.

These before/after areas have been identified as parking for the event. Monitoring significant changes in foot traffic during events provides information on where small businesses may benefit during major events. In addition, future permitted events of this expected size could trigger parks staff to prepare for additional trash services,

Staff are working with the platform to assess how public events and city programs influence local businesses and where parks staff can provide increased support for events such as the annual Seattle Metro Pickleball Classic Tournament. The before-and-after location information can be used to attract sponsors from businesses popular with their participants. It will also be used to assess the impact of the recent Kids World Cup, the upcoming winter light display project as well as sponsor recruitment. Regional draw from nearby cities as well as local neighborhood attendance can be identified through this platform and used to evaluate and drive marketing changes for future events. Heatmaps and before/after event graphs from Placer.ai show how data reveals patterns that were previously unknown. City staff have been reviewing this data to better understand how to support our community and grow and optimize events through data analytics.

This is not a way to influence or control public gatherings or protected speech. It helps staff prepare for and respond to events, identify opportunities for local businesses to benefit from increased foot traffic, and gain a better understanding of utilization of public facilities.