

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

 Resolution or Ordinance (Blue) _Waiver of First Requested
 X Recommendations of Boards, Commissions & Committees (Green)
 Other Business (Pink)

TO : PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott R. Niehaus, Village Manager

DATE : November 11, 2025

(BOT) Date November 20, 2025

SUBJECT: Placer.ai Location Analytics Platform Purchase

SUBMITTED BY: Trevor Dick, Director of Economic Development and Planning



BACKGROUND/POLICY IMPLICATIONS:

At the October 13, 2025 Economic & Community Development Committee meeting, they recommended approval of purchasing a subscription for Placer.ai, a location analytics platform, to support and enhance Lombard's economic development strategies. Placer.ai provides real-time mobility and foot traffic data that will help the Village make more informed, data-driven decisions to attract and retain businesses, support downtown activities, and evaluate development opportunities.

For Lombard, the tool can:

- Reduce reliance on costly third-party studies.
- Accelerate decision-making by staff and boards.
- Enhance transparency when engaging with developers and stakeholders.

Please place this item on the November 20, 2025 Board of Trustees agenda for consideration.

Fiscal Impact/Funding Source:

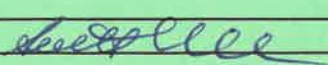
Review (as necessary)

Finance Director _____

Village Manager _____

Date _____

Date _____



11/10/25