

Wisconsin Regional Orthoimagery Consortium  
(WROC)  
2015 Quality Based Selection Process



By:  
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## **Overview**

North Central Wisconsin Regional Planning Commission (NCWRPC) took the lead on coordination in the selection of a consultant to coordinate and facilitate the 2015 Wisconsin Regional Orthophotography Consortium (WROC) Digital Orthophotography/Elevation Data Program. Together with Bay-Lake Regional Planning Commission (BLRPC), East Central Wisconsin Regional Planning Commission (ECWRPC), and the West Central Wisconsin Regional Planning Commission (WCWRPC) NCWRPC coordinate the Qualification-Based Selection Process (QBS).

Our selection process was a Qualifications Based Selection (QBS). For a project of this type we did not want to use a low-bid selection method. By using a QBS we would select the highest qualified firm to complete our project and the needs of consortium members. The QBS not only help provides us with a qualified consultant, but it encouraged creativity, alternative options, and innovations that improves function of our program, which overall should decrease the overall project cost.

The state of Wisconsin does not require public agencies, including local governments and school districts, to bid for professional services. In fact, if federal funds are involved in your project, a QBS process is required for selecting your Architect or Engineering firm.

The QBS process has been made used throughout the process to allow counties and municipalities to use this method for procurement, no individual RFP process needs to be done. We are very confident that with the momentum of the 2005 and 2010 WROC programs coupled with an aggressive marketing approach, we will meet or exceed our goals that will provide a cost effective program to all involved.

## **Selection Schedule**

<b><u>Project Step</u></b>	<b><u>Date</u></b>
Distribution of RFQ	November 26, 2012
RFQ Question Deadline	December 10, 2012
SOQ submission deadline	December 14, 2012
SOQ evaluation	December 17-20, 2012
Notification to vendors	December 21, 2012
Negotiations with first vendor begin	January 2, 2013

## **Selection Committee**

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Jay Tappen – WCWRPC\*  
Executive Director  
800 Wisconsin St., Suite D2-401, Eau Claire, WI 54703  
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715.836.2918

\* Jay Tappen was excused from the selection process.

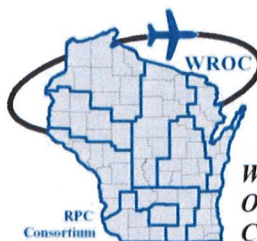
## **Selection Process**

Three consultant teams responded to the WROC 2015 RFQ:

- Sanborn / MSA Professional Services / Keystone Aerial
- Ayres Associates / Aerometric
- Surdex / Continental Mapping Consultants

The SOQ's were read and scored by each member of the Selection Committee. All consultant teams were rated on fifteen areas on a scale of 0-5 based on their Statement of Qualifications (SOQ) that were submitted (see Attachment 1). Scores were summarized with equal weighting to determine the top consultant team. All consultant teams were notified of the results.

Ayres Associates / Aerometric team was selected based on the total combined scoring summary of each member of the Selection Committee.



*Wisconsin Regional  
Orthophotography  
Consortium*

*Wisconsin Regional Orthophotography Consortium (WROC)*

*2015 BLRPC-ECWRPC-NCWRPC-WCWRPC*

Rating Form to Evaluate Firms Submitting Statements of Qualifications

Name of Firm \_\_\_\_\_

Name of Committee Member \_\_\_\_\_

Date of Review \_\_\_\_\_

Score given

1. Understanding of Wisconsin's geospatial community (0-5) \_\_\_\_\_
2. Corporate qualifications (0-5) \_\_\_\_\_
3. Experience of Project Manager (0-5) \_\_\_\_\_
4. Experience of support staff and or subcontractors (0-5) \_\_\_\_\_
5. Equipment and production facility (0-5) \_\_\_\_\_
6. Completeness of SOQ (0-5) \_\_\_\_\_
7. Proposed schedule (0-5) \_\_\_\_\_
8. Proposed QA/QC process (0-5) \_\_\_\_\_
9. Technical approach and innovation (0-5) \_\_\_\_\_
10. Demonstration of effective communication with customer (0-5) \_\_\_\_\_
11. Demonstration of accommodating varying product needs (0-5) \_\_\_\_\_
12. Demonstration of accommodating varying county/municipal needs (0-5) \_\_\_\_\_
13. Past performance in similar projects (0-5) \_\_\_\_\_
14. Overall evaluation from references (0-5) \_\_\_\_\_
15. Ability to bring partnership funding to consortium (0-5) \_\_\_\_\_

**Overall Evaluation Score** \_\_\_\_\_

July 31, 2014

Andy Erdman, Director  
Jefferson County Land Information Office  
311 S Center Ave., Room 101  
Jefferson WI 53549-1701



Dear Mr. Erdman:

Thank you for the opportunity to submit a proposal for geospatial services for Jefferson County as a part of the Wisconsin Regional Orthophotography Consortium (WROC) in 2015. This letter describes the project approach and fees for 6-inch orthophotography across the County. The total project area is 583 square miles. The Ayres/Quantum team will provide the following services.

#### Proposed Project Services – Orthophotography

Jefferson County understands the importance updating its orthophotography base layer and the advantages of doing so as part of WROC. As part of the consortium, the County would like to obtain new color digital orthoimagery in 2015 to enhance the County's GIS base mapping layers and to support its land information needs and the needs of its partners. Please refer to the Exhibit A for a map of the project area.

The county-wide 6-inch orthophotography project approach has advantages over lower resolution coverage with higher resolution buy ups. The county-wide approach provides seamless orthoimagery at high resolution so that all county departments and municipal partners have access to consistent imagery without insets or individual datasets at different specifications. The 6-inch approach also opens up additional cost sharing opportunities with partners that require the higher resolution orthoimagery for their daily operations.

#### Scope of Work

Ayres Associates will provide the County with color orthophotography at 6-inch resolution across the County project area, plus a 500-foot buffer around the boundary. Digital 4-band orthophotography will be developed from aerial photography acquired using a calibrated, digital photogrammetric camera, in the spring during leaf-off conditions.

The delivered orthophotography will consist of GeoTIFF tiles based on PLSS quarter sections (or other tile format agreed upon). Additionally, we will provide MrSID or alternate format compressed tiles and a project-wide mosaic. The 6-inch orthophotography will conform to ASPRS Class 2 standards for 1" = 100' scale mapping with an ortho image ground sample distance (GSD) of <6 inches. The horizontal accuracy will be measured by root mean statistical error (RMSE), which will be 2.0-feet or less.

#### Orthophotography DEM

The Ayres/Quantum team will use a digital elevation model (DEM) that is suitable to achieve the stated accuracy standards for 6-inch orthophotography. Our technicians will carefully review the DEM, (previously created by Ayres Associates,) and make updates where necessary.

#### Ground Control

To reduce control costs for the project, Ayres Associates will use airborne global positioning system (ABGPS) and an inertial measurement unit (IMU) that is coupled with the digital sensor. If necessary, we will provide the ground control and targeting for the project using existing control locations or photo-



identifiable points. We recommend that Jefferson County targets a number of checks points on hard flat surfaces that can be used to internally check for horizontal accuracy of the processed orthoimagery.

#### 4-band Orthophotography

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As part of the standard aerial image collection, the near-infrared (NIR) band will be captured along with the RGB natural color bands. The cost of processing the NIR band has come down significantly in the last five years. We have included the delivery of 4-band GeoTIFF and MrSID files. These datasets can be viewed in either natural color or color infrared (CIR) band configurations in a single file, rather than in a second CIR dataset.

#### Partner Funding

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Attracting funding partners to WROC 2015 has taken a different strategy than the one implemented for the 2010 program. Regional and local partners will play a more important role, and our strategy is to increase our efforts at finding funding partners that fit this profile. Note, however, that the success of previous consortium efforts has established relationships that may still lead to financial support of the program in 2015.

Many of the key relationships are already in place and are being leveraged to save time and effort. This factor combined with our team's continued efforts at securing new funding partners should provide momentum to secure a wider number of partners. In the end, funding assistance success for WROC 2015 will likely come about from a larger – and more diverse – number of funding partners.

Potential partners in the Jefferson County WROC project have been identified as:  
We Energies

#### Orthophotography Project Deliverables

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Deliverable products included in the estimate are as follows:

- Digital ortho tiles in GeoTIFF (with world file) and MrSID, JPG2, or ECW format
- Project-wide mosaic in MrSID, JPG2, or ECW format
- Ortho tile index in vector format
- FGDC compliant metadata

#### Proposed Fees:

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The following pricing is a **not-to-exceed** lump sum amount that is calculated using WROC pricing. A portion of the partner funding that is secured for WROC will be provided to the County to help reduce the overall cost this project.

County-wide 6-inch digital orthophotography, 3-band:	\$ 57,134.00
Optional 4-band processing (RBG-NIR):	\$ 2,866.00
<b>Total:</b>	<b>\$ 60,000.00</b>

I hope that we have provided the information you require to proceed with planning for a WROC project in 2015. If you need additional information or clarification on the proposal details, please feel free to contact me at 608.443.1207.

Sincerely,



Zachary J. Nienow  
Ayres Associates Inc  
Project Manager - Geospatial  
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**Exhibit A**

Jefferson County Project Area, 583 square miles

