



EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

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*An Economic Development District and Metropolitan Planning Organization
Serving the East Central Wisconsin Region for over 30 years*

Request for Qualifications

*2010 BLRPC-ECWRPC-MRRPC-NCWRPC-NWRPC-SWWRPC-WCWRPC
Digital Orthoimagery/Elevation Data Program*

Wisconsin Regional Orthophotography Consortium (WROC)

Deadline for Statement of Qualifications: April 10, 2008 by 3:00 pm CDT

Statement of Qualifications should be addressed to:

Andrew M Jennings, Emergency Management Planner
Wisconsin Regional Orthophotography Consortium (WROC)
East Central Wisconsin Regional Planning Commission
400 Anhaip St - Suite 100, Menasha, WI 54952-3100

Technical questions regarding this document or process should be directed via email only to:
ajennings@eastcentralrpc.org

Deadline for all questions: March 21, 2008 by 3:00 pm CDT
No phone calls please!

RFQ Publication Date: February 22, 2008

I. Name of Project

Wisconsin Regional Orthophotography Consortium (WROC)
2010 BLRPC-ECWRPC-MRRPC-NCWRPC-NWRPC-SWWRPC-WCWRPC
Digital Orthoimagery/Elevation Data Program

II. Agencies Coordinating/Sponsoring Project

East Central Wisconsin Regional Planning Commission (ECWRPC) is taking the lead on coordination in the selection of a consultant to coordinate and facilitate the 2010 BLRPC-ECWRPC-MRRPC-NCWRPC-NWRPC-SWWRPC-WCWRPC Digital Orthoimagery/Elevation Data Program. Together with Bay-Lake Regional Planning Commission (BLRPC), Mississippi River Regional Planning Commission (MRRPC), North Central Wisconsin Regional Planning Commission (NCWRPC), North West Regional Planning Commission (NWRPC), South West Wisconsin Regional Planning Commission (SWWRPC), and the West Central Wisconsin Regional Planning Commission (WCWRPC) we will coordinate the Qualification-Based Selection Process.

III. Contacts

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IV. Project Area

Fifty-nine counties comprise the seven regional planning commissions involved in this cooperative project. The counties included vary greatly in rural and urban development densities. Our diversity adds to the complexity of this consortium. Rural counties may have different needs for products or services. Some of the more urban counties have had data collection going at a rate of every three to five years, and will have greater acquisition needs. Geographically this area is very diverse including: glacial topography, National Forest lands, large agriculture areas, Wisconsin, Fox, Wolf, Chippewa, and St. Croix River Basins, and Lake Michigan and Lake Superior shore lands, glacial and driftless topography, county forest lands.

An inset map has been included to show the five regions. (Appendix A)

V. Historical Background of Imagery Products

<u>County Name</u>	<u>Region</u>	<u>Current Imagery</u>	<u>Size mi²</u>
Brown	Bay-Lake	2005 B&W 6" (Ayres)	529
Door	Bay-Lake	2007 Color 12" (Pictometry International)	483
Florence	Bay-Lake	2005 Color 12" (Ayres)	488
Kewaunee	Bay-Lake	2005 Color 12" (Ayres)	343
Manitowoc	Bay-Lake	2005 Color 12" (Ayres)	592
Marinette	Bay-Lake	2004 Color 18" (Ayres)	1402
Oconto	Bay-Lake	2004 B&W 12" (Ayres)	998
Sheboygan	Bay-Lake	2002 B&W 6" (Image America)	514
Dane	Capital Area	2005 B&W 12" (Ayres)	1202
Calumet	East Central	2005 Color 12"/6" & 2ft LIDAR (Ayres)	320
Fond du Lac	East Central	2005 B&W 12"/6"/3" (Ayres)	723
Green Lake	East Central	2005 B&W 6" (Image America)	354
Marquette	East Central	2005 B&W 6" (Image America)	455
Menominee	East Central	2005 B&W 18"/6" (Ayres)	358
Outagamie	East Central	2005 B&W 12"/6" & 2ft LIDAR (Ayres)	640
Shawano	East Central	2005 B&W 6" (Image America)	893
Waupaca	East Central	2000 B&W 18"/6" & 2ft LIDAR (Ayres)	751
Waushara	East Central	2005 B&W 18"/6" (Ayres)	626
Winnebago	East Central	2005 Color 12"/6" (Ayres)	439
Buffalo	Mississippi River	2006 Color 6"	685
Crawford	Mississippi River	2005 B&W 18" (Ayres)	573
Jackson	Mississippi River	2005 B&W	987
La Crosse	Mississippi River	1999 B&W	453
Monroe	Mississippi River	2005 B&W 18" (Ayres)	901
Pepin	Mississippi River	2005 B&W 12"	232
Pierce	Mississippi River	2001 B&W IR 12"	577
Trempealeau	Mississippi River	2001 B&W IR 12"	734
Vernon	Mississippi River	2005 B&W 18" (Ayres)	795
Adams	North Central	2005 B&W 18"/6" (Ayres)	688
Forest	North Central	2005 Color 18"/6" (Ayres)	1046
Juneau	North Central	2003 Color 18" (County Project)	804
Langlade	North Central	2003 Color 1' (OrthoMapper™ NCWRPC)	888
Lincoln	North Central	2005 Color 12"/6" (Ayres)	907
Marathon	North Central	2005 B&W 12"/6" (Ayres)	1576
Oneida	North Central	2005 Color 12" (Ayres)	1235
Portage	North Central	2005 B&W 12"/6" (Ayres)	822
Vilas	North Central	2005 Color 12" (Ayres)	1018
Wood	North Central	2005 B&W 18" (Ayres)	809
Ashland	North West	2005 B&W 12"	1044
Bayfield	North West	2005 Color 12"	1476
Burnett	North West	2002 B&W IR 12"	822
Douglas	North West	2002 Color 12"	1309
Iron	North West	2005 B&W 12"	757
Price	North West	1999 B&W 1m (NAPP)	1253
Rusk	North West	1999 B&W 1m (NAPP)	913
Sawyer	North West	2002 B&W IR 12"	1256
Taylor	North West	2005 B&W 18" (Ayres)	975
Washburn	North West	2002 B&W IR 12"	810
Columbia	Other	2002 B&W 12"	774
Dodge	Other	2006 Color 6" (Aero-Metric)	882
Jefferson	Other	2004/2005 B&W 6"	557

Rock	Other	2000 B&W IR 12"	720
Sauk	Other	2005 B&W 12" (Ayres)	838
Grant	South West	2005 B&W 18" (Ayres)	1148
Green	South West	2005 B&W 18" (Ayres)	584
Iowa	South West	2005 B&W 18" (Ayres)	763
Lafayette	South West	2005 B&W 12" (Ayres)	634
Richland	South West	2005 B&W 12" (Ayres)	586
Clark	West Central	2005 B&W 12"/6", IR 18" (Ayres)	1216
Dunn	West Central	2004 Color 2m/B&W 6"	852
Polk	West Central	2001 B&W 18"	917
Chippewa	West Central	1999 1m B&W (NAPP)	1010
St Croix	West Central	2004 B&W 6" (Markhurd)	722
Barron	West Central	2005 B&W 6"/3"	863
Eau Claire	West Central	2005 B&W	638
Estimated Totals Sq Miles			52,159

VI. Program Objectives

The goal of this project is to establish a multi-county imagery acquisition program for future projects. In addition to imagery products many counties and municipal governments have budgeted for additional products and services, including planimetrics, contours and DTM creation and updates. This program will establish and facilitate a regional platform for outsourcing products and services. The strongest benefit to a regional consortium will be in cost and time savings because of the economy of scale. Secondary benefits include standardization of product for regional and state applications, unified scope to share knowledge and experience, and healthy multi-jurisdictional relationships to use in the future for cooperative regional planning efforts. The initial consensus of the five regions to pursue this project has been very good. Of the forty counties outlined by the regional extents, over half as many have already made verbal commitments to this regional consortium.

VII. Program Scope of Services

The Statement of Qualifications (SOQ) should contain the following:

1. Scheduling with appropriate timetables for product delivery
2. List of references from similar projects
3. Pertinent information on main office facilities and staff used for project management.
4. Resources available for project
5. Product Specifications: Based on the past image programs and product needs we have decided to leave it to the consultant to make recommendations on product types, product specifications, mapping accuracies, and acquisitions methods that they feel would meet or exceed the end users needs and facilitate cost savings base on economy of scale. Products may include but not limited to the following, orthoimagery, elevation products, and planimetrics.
6. Strategies used to facilitate meeting the needs of the consortium members.

VIII. Selection Process

A selection committee comprised of members from state, regional, and local government agencies, has been appointed to represent the group. This committee intends to follow the Qualifications Based Selection process. Interested firms are being invited to submit Statements of Qualifications (SOQ's). The committee will review and evaluate each submission. All committee members will rank submissions by qualifications based on the consultants SOQ submission.

After each member ranks the submissions a consensus will be established and a **short list of vendors** will be selected and notified. From that point competitive **presentations/interviews** will commence and a final consultant will be selected.

IX. Selection Criteria

Each consultant will be rated on the following:

1. Completeness of SOQ
2. Experience on similar projects
3. References
4. Project management capabilities
5. Production capacity of contractor
6. Product options and specification
7. Ability to work with local governments and meet individual needs
8. Ability to build consortium partnerships
9. Ability to find additional funding to offset local project costs.

The top consultants will be short-listed. These consultants will be may be asked to perform an oral presentation and be subjected to interviews by the selection committee.

For eligibility, firms will submit one signed original and twenty copies to Andrew M Jennings at ECWRPC by 3:00 pm CDT on April 10, 2008.

X. Selection Schedule

<u>Project Step</u>	<u>Date</u>
Distribution of RFQ	February 22, 2008
RFQ Question Deadline	March 21, 2008
SOQ submission deadline	April 10, 2008
SOQ evaluation	April 18-28, 2008
Short list selection	May 1, 2008
Notification to vendors	May 5, 2008
Presentation/Interview with short list	May 15, 2008
Notification to vendors	May 22, 2008
Negotiations with first vendor begin	May 27, 2008

XI. Program Funding

The seven regional planning commissions will be responsible for the coordination of the QBS process, from which a suitable consultant will be chosen. Contract specifications will be drafted by the selection committee and guided by the contractual concept devised by the seven regional planning commissions. Each county and local unit of government will have the responsibility of working with the committee and the consultant to finalize a suitable contract that meets their product needs and has an acceptable delivery date and contract language. Funding of project costs will be the responsibility of the individual counties and local units of government.

This process does not guarantee any projects will be completed or that any consultant will be selected. It is at the discretion of the selection committee to choose one consultant or decide not to move forward with the formation of the consortium. The selection committee reserves the right to waive any informality or irregularity in the RFQ. The RFQ does not commit the selection committee to award a contract to any consultant or to pay any cost incurred in preparation of the proposal or SOQ submitted in response to this request.

XII. Appendix A

