

Wisconsin Regional Orthoimagery Consortium (WROC) Quality Based Selection Process

By:

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The Regional Planning Commissions facilitated a Quality Based Selection process to evaluate possible consultant teams that would be capable of leading a Statewide Orthoimagery Program. Invitations were distributed to the Land Information Community looking for participation to aid in the selection process. Emails were made to the Land Information Officer Network (LION) and the Wisconsin Land Information Association (WLIA) asking for help to critique Statement of Qualifications (SOQ). A group of 31 individuals from all levels of government was assembled to evaluate the SOQs and to sort list them to two consultant teams. The two sort listed consultant teams was requested to present an oral presentation on why they should be chosen for this project. Both consultant teams then went through an interview process by the selection committee. The final selection was made after the oral presentations and the interviews were completed.

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. The QBS not only help provide us with a qualified firm but it encouraged creativity, alternative options and innovations that improves function of our program and 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 program coupled with an aggressive marketing approach, we meet or exceed our goals of a sustainable statewide program and provided a cost effective program to all involved.

Timeline

Request for Qualifications (RFQ) Development	February 1-21, 2008
Vendor List Development	February 21, 2008
RFQ Distribution	February 22, 2008
RFQ Question Deadline	March 21, 2008
Statement of Qualifications Submission (SOQ) Deadline	April 10, 2008
SOQ Evaluation Period	April 18-28, 2008
Vendor Short List Selection and Notification	May 1-5, 2008
Final Selection Workshop and Notification	May 15-16, 2008
Vendor Solicitation List	

3001 Inc.
Attn: Andy Dougherty
10300 Eaton Place, Suite 340
Fairfax, VA 22030

Aerial Services, Inc.
Attn: Deb Allee
P.O. Box 336
Cedar Falls, IA 50613

AerialsExpress
Attn: Michael Peters
7855 South River Parkway
Tempe, AZ 85284

Aero-Metric, Inc.
Attn: Jeff Stroub
4020 Technology Parkway
Sheboygan, WI 53083

Ayres Associates
Attn: Kirk Contrucci
1802 Pankratz Street
Madison, WI 53704-4069

Bergman Photo Services Inc.
Attn: Dave Jordan
7816 S. E. Thirteenth Avenue
Portland, OR 97202-6350

Blue Skies Consulting
Attn: Tami Wiggins
PO Box 1611
Belen, NM 87002-1611

Digital Mapping Inc.
Attn: Duncan Crowl
21062 Brookhurst Street, Suite 101
Huntington Beach, CA, 92646

Fugro EarthData Inc.
Attn: Christy Eichelberger
7320 Executive Way
Fredrick, MD 21704

Fugro Horizons Inc.
Attn: David Holm
3600 Jet Drive
Rapid City, SD 57703

Keystone Aerial Surveys Inc.
Attn: Ken Potter
P.O. Box 21059
Philadelphia, PA 19114

MJ Harden/GeoEye
Attn: Randy Mayden
5700 Broadmoor St
Mission, Kansas 66202-2402

North West Geomatics
Attn: Tim Crago
Suite 212, 5438-11th Street N.E.
Calgary, Alberta, Canada T2E 7E9

Pictometry International Corp.
Attn: Dean Larson
163 Elizabeth Lane
Burnsville, MN 55337

Sanborn Inc.
Attn: Craig McDaniel
1935 Jamboree Dr Suite 100
Colorado Springs, CO 80920

Surdex Inc.
Attn: Tim Donze
520 Spirit of St. Louis Blvd.
Chesterfield, MO 63005

Woolpert Inc.
Attn: Jeff Padgett
4454 Idea Center Blvd
Dayton, OH 45430-1500

Evaluation Team

Martin Goettl	Trempealeau County
Tim Jeatran	Jackson County
Shaun Wood	Iowa County
Brett Budrow	St. Croix County
Doug Avoles	Vernon County
Bill Boyle	City of DePere
Mark Teuteberg	Oconto County
Ken Pabich	City of DePere
Delain Cathy	Manitowoc County
Paul Schneider	City of Marshfield
Hetzer Gary	Marathon County
Jeff Hartman	Portage County
Bret Davies	Juneau County
Justin Conner	Wood County
Mike Abitz	Waushara County
Terry Dietzel	Fond du Lac County
Paul Cegelski	Menominee Tribe
Andy Hess	Calumet County
Todd Johnson	SWWRPC
Andrew Jennings	ECWRPC
Mike Zuege	ECWRPC
Ian Grasshoff	Waupaca County
Brad Bastian	Outagamie County
Dave Poffinbarger	Shawano County
Adam Dorn	City of Fond du Lac
Josh Schedler	BLRPC
Andrew Faust	NCWRPC
Dave Bonfis	MRRPC
Jay Tappen	WCRPC
Chris Diller	Department of Military Affairs
Chad Kostner	NWRPC

Final Selection Workshop List of Attendees

Final Committee Members

Andy Faust
Josh Schedler
Andrew Jennings
Jay Tappen
Todd Johnson
Dave Bonifas
Brad Bastian

Other Observers

Barb Gibson
Mike Romportl
Michelle Schultz
Jennifer Borlick
Don Dittmar
Kimberly Schauder

Andy Hess
Gary Hetzer
Bret Davies
Paul Schneider
Jeff Hartman
Cathy Delain
Martin Goettl
Justin Conner
Brett Budrow
Shaun Wood
Paul Cegelski
Mike Zuege
Adam Dorn
Terry Dietzel
Dave Poffinbarger

Evaluation Forms and Scoring

Rating Form to Evaluate Firms Submitting Statements of Qualifications

Name of Firm

Name of Committee Member

Date of Review

Score given

- | | | |
|-----|---|-------|
| 1. | Located in the state (5), midwest (3), or continental US (1) | _____ |
| 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) | _____ |

Overall Evaluation Score _____

Top evaluation scores that were considered for the short list selection

1. Ayres/Aero-Metric Team
2. Woolpert Team
3. Sanborn Team

Short list selection determination resulted in two teams left for final selection presentations and interviews

Ayres/Aero-Metric Team and Woolpert Team

Final Committee rating after presentations and interviews

1. Ayres/Aero-Metric Team
2. Woolpert Team

The final announcement of Ayres/Aero-Metric Team to lead the 2010 Wisconsin Regional Orthoimagery Consortium was made on May 16th, 2008