WROC

Counties • Municipalities • Tribes • Utilities • Federal Agencies • State Agencies • Universities • Private Sector

WHAT IS WROC?

The Wisconsin Regional Orthoimagery Consortium (WROC) is a multi-entity group organized through the North Central Wisconsin Regional Planning Commission. The Consortium:

- Maintains a multi-participant program to acquire updated digital orthoimagery
- Coordinates the collection of Lidar data
- Assists members with mapping products
- Provides complex analytical services

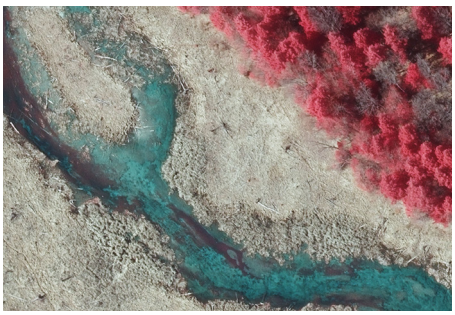
The Consortium is now preparing for projects in 2023-2025 involving both new and past participants from across the state.

BENEFITS OF PARTICIPATING

WROC encourages a spirit of cooperation within the Wisconsin land information community and uses the expertise of an all-Wisconsin mapping team led by Ayres. It also brings numerous direct benefits to participants:

- Excellent value through:
  - economy of scale
  - partner funding
  - efficiency in implementation
- Data-sharing among members
- Specifications and support
- QA/QC support
- Cloud-based data delivery

WHAT IS DIGITAL ORTHOIMAGERY?



Digital orthoimagery is the foundation for GIS, forming the base layer from which many additional data layers are created. It combines the characteristics of an aerial image with the geometric qualities of a map. Orthoimagery lets users:

- Make accurate distance and area calculations across the entire landscape
- Measure the true position of any feature observed in the orthoimage
- Accurately map all visible ground features
- Works in both GIS and CAD environments

WHAT'S IT USED FOR?

Digital orthoimagery is used throughout Wisconsin for vital purposes such as emergency planning and response, government decision-making, and sound land use policy development.

A sampling of applications includes:

- Parcel mapping
- Asset management
- Property assessment
- Utility facility mapping
- Environmental monitoring
- and management
- Impervious surface mapping
- Building permit tracking
- Zoning enforcement
- Emergency response
- Code enforcement
- Municipal growth planning
- Forest management
- Floodplain mapping
- Preliminary engineering design
- Change detection
- Public meeting displays

For more information, please visit: ncwrpc.org/WROC/

CUSTOMIZE YOUR OPTIONS AND DETAIL

To meet the needs of the largest number of potential participants, a variety of imagery options are available through the WROC program. All aerial imagery will be acquired using 4-band digital mapping cameras to provide participants with options for natural color and color infrared. All orthoimagery will meet or exceed ASPRS accuracy standards at the 95% confidence level.

Detail Level:	Map Scale:	Horizontal Accuracy:
3-inch pixel resolution	1" = 50'	1.2 feet
6-inch pixel resolution	1" = 100'	2.4 feet

HOW MUCH DOES IT COST?

Imagery options for WROC have been unit-priced so that participants can budget for projects years in advance. The following unit prices are not-to-exceed numbers for budgetary purposes. The actual unit prices will likely decrease as participation increases and partner funding is secured. The table includes unit pricing for 3-inch and 6-inch buy-ups within countywide projects.

BUDGET PRICING (NOT TO EXCEED NUMBERS)

	Pixel Resolution		
Square Miles	3"	6"	12"
1-19			
20-30	$830		
31-50	$680		
51-100	$530	$320	
101 to 400	$320	$200	
401+ (county-wide)	$180	$76	

- All unit prices apply to contiguous areas only.
- For pricing on projects that fall into the shaded categories, please contact a WROC representative.

ADDITIONAL SERVICES

Because induvial requests can vary greatly in scope and specifications, costs for additional services will be provided to participants on a project-by-project basis. Additional services include lidar, feature extraction, planimetric mapping, and more. If you're interested in learning more about additional geospatial services, please reach out your WROC representative or using the contact information below.

HOW CAN YOU PARTICIPATE?

Any organization can participate in WROC. For more information, contact one of the following Consortium representatives:

Andrew Faust, GISP
North Central Wisconsin RPC
715.849.5510
afaust@ncwrpc.org

Zach Nienow, GISP
Ayres
608.443.1207
nienowz@ayresassociates.com