

# NORTH CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

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## **Request for Qualifications**

*Wisconsin Regional Orthoimagery Consortium (WROC)*

*2028-2030 Digital Orthoimagery/Elevation Data Program*

**Deadline for Statement of Qualifications:** October 3, 2025, by 3:00 pm CDT

**Statement of Qualifications should be addressed to:**

Andrew Faust, Senior GIS Analyst  
*Wisconsin Regional Orthoimagery Consortium (WROC)*  
North Central Wisconsin Regional Planning Commission  
210 McClellan St., Suite 210, Wausau, WI 54403-4820

Technical questions regarding this document or process should be directed via email only to:  
[afaust@ncwrpc.org](mailto:afaust@ncwrpc.org)

**Deadline for all questions:** September 16, 2025 by 3:00 pm CDT  
**Please direct all inquiries by email - no phone calls please.** Email to [afaust@ncwrpc.org](mailto:afaust@ncwrpc.org)

**RFQ Publication Date:** September 2, 2025

## **I. Program Overview**

The North Central Wisconsin Regional Planning Commission (NCWRPC) is leading the consultant selection process for the Wisconsin Regional Orthoimagery Consortium (WROC) Digital Orthoimagery and Elevation Data Program. WROC offers numerous benefits to its members, including cost savings, technical support for specifications and standards, enhanced data sharing among participants and partners, and assistance with procurement. NCWRPC will oversee the Qualification-Based Selection (QBS) process and serve as the fiscal agent for applicable federal and state partner funding.

WROC aims to achieve statewide imagery coverage, which will depend on the selected consultant's ability to build a strong consortium through local partnerships and recruitment efforts. To meet this objective, the consultant will be expected to work directly with local government units to encourage participation and secure project commitments.

## **II. Contact**

Andrew Faust  
Senior GIS Analyst  
210 McClellan Street, Suite 210, Wausau, WI 54403  
[afaust@ncwrpc.org](mailto:afaust@ncwrpc.org)  
715.849.5510

## **III. Program Area**

Wisconsin's 72 counties represent a highly diverse landscape, encompassing national and county forests, agricultural regions, glacial and driftless terrain, as well as a wide range of rural and urban development. This geographic and developmental diversity adds complexity to the consortium. Rural counties may have unique needs for specific products or services, while more urban counties—many of which have previously collected higher-resolution data—will likely require more advanced acquisition solutions. The consultant will be responsible for working directly with each participating local unit of government to ensure their individual project needs are understood and addressed.

## **IV. Historical Background Participants and Imagery Products**

WROC was designed to provide cost savings via pooled procurement, standardized specs, tailored datasets for counties and municipalities, partner funding support, and strong public-private collaboration.

WROC assisted 72 counties, covering over 56,000 square miles of imagery during 2023–2025, at various resolutions (3-inch, 6-inch, 12-inch) using digital mapping cameras. LiDAR, elevation, planimetrics, and other geospatial products were also acquired by many counties and partners as part of the consortium.

The 2028-2030 efforts and any future efforts are expected to vary from previous efforts.

## **V. Program Objectives**

1. Ensure geospatial deliverables meet or exceed consortium members' requirements.
2. The consultant will need to help identify and secure federal, state, local, and private partnerships.
3. Work closely with local units of government to secure participation and project commitments.

## **VI. 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 the main office facilities and staff assigned to project management.
4. Resources available for project
5. Approach to secure public and private partners for WROC.
6. Product Specifications: Based on past WROC programs and product needs, we have decided to leave it to the consultant to make recommendations on product types, product specifications, mapping accuracies, and acquisition methods that they feel would meet or exceed the consortium members' needs and facilitate cost savings based on economy of scale. Products may include but are not limited to the following: orthoimagery, elevation products, and planimetrics.
7. Strategies to facilitate meeting the needs of the consortium members.

## **VII. Selection Process**

The selection committee will follow the Qualifications Based Selection process. Interested consultants are invited to submit Statements of Qualifications (SOQs). The selection committee will review and evaluate each submission. All selection committee members will rank submissions by qualifications based on the consultant's SOQ submission using the selection criteria in VIII.

The highest ranked consultant will be selected. All others will be notified of the selection made. This RFQ does not commit the committee to award a contract or to reimburse any costs incurred in preparing a proposal or Statement of Qualifications.

## VIII. Selection Criteria

Each consultant will be rated on the following:

1. Completeness of SOQ
2. Experience with similar projects
3. References
4. Project management capabilities
5. Production capacity and technical capability of consultant team.
6. Product options and specifications that most meet consortium members' needs
7. Ability to work with local governments – provide examples
8. Ability to secure consortium partnerships – provide examples
9. Ability to secure additional funding to offset local project costs – provide examples

Consultants may be asked to perform an oral presentation and be subjected to interviews by the selection committee.

Consultants will submit **five (5) hard copies and one (1) digital PDF of their SOQ** to Andrew Faust at NCWRPC by **3:00 pm CDT on October 3, 2025**

**All consultants intending to respond must register via email to Andy Faust – [afaust@ncwrpc.org](mailto:afaust@ncwrpc.org). Only registered consultants will be emailed answers to any questions submitted to this RFQ. – If you do not receive an email reply you are not registered.**

## IX. Selection Schedule

<b><u>Item</u></b>	<b><u>Date</u></b>
Distribution of RFQ	September 2, 2025
RFQ Question Deadline	September 16, 2025
SOQ submission deadline	October 3, 2025
SOQ evaluation	October 7 to 9, 2025
Notification to consultants	October 10, 2025
Negotiations with first consultant begin	October 13, 2025

## X. Program Funding

The North Central Wisconsin Regional Planning Commission (NCWRPC) will coordinate the Qualification-Based Selection (QBS) process to identify a qualified consultant. NCWRPC may also assist in drafting contract specifications.

Participation in this process does not guarantee selection or project execution. The committee may select one, multiple, or no consultants. Any resulting agreements may extend beyond the 2028-2030 initiative.

Each participating county or local unit of government will be responsible for negotiating a final contract with the selected consultant that addresses their specific product needs, delivery timelines, and contract terms. These entities will also be responsible for funding their individual project costs. The selected consultant is expected to assist local units of government in identifying and pursuing potential funding sources (federal, state, or other) to reduce local project costs.

The selection committee reserves the right to waive any irregularities or informalities in the Request for Qualifications (RFQ) process. ***This RFQ does not commit the committee to award a contract or to reimburse any costs incurred in preparing a proposal or Statement of Qualifications.***