



## SACOG Board of Directors

November 29, 2012

### Approve Contract Negotiation for High-Resolution Imagery Purchase

**Issue:** Staff received two qualified proposals from four responses to a Request for Quotes for 2012 aerial imagery for the region. A team of SACOG staff and interested member agency staff recommended Keystone Aerial Surveys as the preferred vendor.

**Recommendation:** The Land Use & Air Quality Committee recommends that the Board authorize the Chief Executive Officer to negotiate and sign a contract for a joint imagery purchase for the six county region with Keystone Aerial Surveys.

**Committee Action/Discussion:** Staff require “date certain” imagery for the base year update of the Metropolitan Transportation Plan/Sustainable Community Strategy. The imagery is used as an efficient way to verify the number of lanes on the road system and record current development across the region. While online mapping sites like Google and Bing provide free aerial imagery, they will not provide time specific information for the recorded imagery, which is necessary for SACOG’s land use monitoring and modeling activities.

The Request for Quotes asked vendors to submit proposals by October 19 outlining prices for their existing collections with a statement of the imagery’s accuracy. Four vendors submitted quotes to deliver 4,500 square miles of 1-foot pixel resolution imagery. Two of the proposals were priced for new collection or unlicensed imagery at a cost five times above the other proposals. The two proposals considered responsive were priced competitively at \$29,972 and \$32,740. This represents the maximum cost to SACOG and is budgeted for in our overall work program.

The quotes also include options for SACOG members to join in the purchase to acquire a license to use the imagery internally or on public facing websites. Higher resolution imagery was also priced in the proposals and may be part of a final joint purchase agreement with the selected vendor. Thus far, Sutter and Yuba counties have confirmed interest in the program.

Approved by:

Mike McKeever  
Chief Executive Officer

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