



**Jefferson County**

**Land Information Office**

**Request for Proposal**

**Acquisition of Digital Orthophotography**

**Proposals Due: November 12, 2014**

## Contents

1.1 Introduction .....	2
2.0 Proposal Submittal Instructions .....	2
2.1 RFP Schedule .....	2
2.2 Submission of Questions .....	2
2.4 Opening of Proposals .....	2
2.5 Ownership of Proposals .....	2
2.6 Other information .....	3
2.7 Public Records Law .....	3
3.0 Terms and Conditions .....	3
3.9 Insurance .....	3
4.0 Vendor Qualifications .....	3
4.4 Relevant Experience .....	4
4.6 References .....	4
4.7 Disaster Recovery Plan .....	4
5.0 Project Specifications .....	4
5.1 Project Deliverables .....	5
6.0 Scope of Work .....	5
6.4 Project Timeline .....	5
7.0 Proposal Pricing .....	5
8.0 Evaluation of Proposals .....	5
8.1 Evaluation Criteria .....	5
Appendix A .....	6
Appendix B .....	7

## 1.1 Introduction

The primary objective of this process is the procurement of professional services for the acquisition of county-wide digital orthophotography in the spring of 2015 that will support county government operations. This project is subject to Jefferson County Board approval of funding in 2015 Budget in November 2014.

### Incurred costs

Jefferson County is not responsible for any costs incurred by the Vendor in the preparation of the proposal, participation in the Vendors' meeting, or for any other cost in responding to the RFP.

## 2.0 Proposal Submittal Instructions

### 2.1 RFP Schedule

The following is a list of the important dates for activities related to the RFP process. The County reserves the right to change these dates and will post the changes on the county website (<http://jeffersoncountyapps.jeffersoncountywi.gov>) under the Doing Business tab. You can register your company email on the RFP document download page to be notified of changes that might occur after initial posting.

Activity	Time	Date
RFP released		October 16, 2014
Submission of proposals due	4:30 p.m.	November 12, 2014
Proposal Opening	9:00 a.m.	November 13, 2014
Planning and Zoning Committee Review and Recommendation to County Board		November 24, 2014
County Board Authorization		December 9, 2014
Anticipated Contract Completion		December 19, 2014

### 2.2 Submission of Questions

Questions shall be submitted to: Andy Erdman  
311 S Center Avenue, Room 101  
Jefferson WI 53549-1701  
[andy@jeffersoncountywi.gov](mailto:andy@jeffersoncountywi.gov)  
920-674-7146

### 2.3 Submission of Proposals

All proposals shall be submitted in complete original form. No faxed or emailed proposals will be accepted. Proposals shall be sealed and marked "**Acquisition of Digital Orthophotography Proposal**"

**Vendors shall submit 3 copies of their proposal in paper form.**

**Sealed Proposals must be delivered no later than 4:30 p.m. on November 12, 2014 to:**

Jefferson County Land Information Office  
311 S Center Avenue, Rm 101  
Jefferson WI 53549-1701

### 2.4 Opening of Proposals

The proposals will be opened November 13, 2014 at 9:00 a.m.

Jefferson County Land Information Office:  
311 S Center Avenue, Rm 101  
Jefferson WI 53549-1701

### 2.5 Ownership of Proposals

All proposals become the property of the County upon submission, and the proposals will not be returned to the Vendors. By submitting a proposal, the Vendor agrees that the County may copy the proposal for purposes of facilitating the evaluation.

## 2.6 Other information

Vendors may submit any other information that is not described in this RFP that would be beneficial to the County. If in the Vendor's opinion the County has overlooked any material or relevant item, such item(s) may be brought to the County's attention and be included in the proposal.

## 2.7 Public Records Law

All proposals are subject to the Wisconsin Public Records Law.

## 3.0 Terms and Conditions

**3.1** The County reserves the right to accept or reject any or all proposals or portions thereof without stated cause.

**3.2.** The County reserves the right to re-issue any requests for proposals.

**3.3.** Upon the selection of a finalist Vendor, the County by its proper officials, employees, or agents shall attempt to negotiate and reach a final agreement with this Vendor. If the County, for any reason, is unable to reach a final agreement with this Vendor; the County reserves the right to reject such Vendor and negotiate a final agreement with the Vendor who has the next most viable proposal or bid. The County may also elect to reject all proposals and re-issue a request for proposal.

**3.4** Clarification of proposals: The County reserves the right to obtain clarification of any point in a Vendor's proposal or obtain additional information.

**3.5** The County is not bound to accept the proposal with the lowest cost, but may accept the proposal that demonstrates the best ability to meet the needs of the County.

**3.6** The County reserves the right to waive any formalities, defects, or irregularities in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the County.

**3.7** The County reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the Vendor.

**3.8** The Vendor, if selected, agrees to the fullest extent permitted by law, to indemnify, defend and hold harmless, the County, and its agents, officers and employees, from and against all loss or expense including costs and attorney fees by reason of liability for damages including suits at law or in equity, caused by any wrongful, intentional, or negligent act or omission of the Vendor, or its (their) agents and / or subcontractors which may arise out of or connected with activities covered by this contract.

## 3.9 Insurance

**3.9.1** The Vendor, if selected, agrees that in order to protect itself as well as the County, its officers, Board, and employees under the indemnity provisions set forth in the paragraph above, Vendor will at all times, during the terms of this contract, keep in force insurance policies issued by an insurance company authorized to do business and licensed in the State of Wisconsin. Unless otherwise specified in Wisconsin Statutes, the types of insurance coverage and minimum amounts shall be as follows:

- Workers' Compensation: minimum amount statutory
- Comprehensive General Liability and Auto: \$1,000,000 per occurrence and in aggregate for bodily injury and property damage
- Excess Liability coverage: \$1,000,000 over the General Liability and Automobile Liability Coverage

**3.9.2** The County shall be given thirty (30) days advanced written notice of any cancellation or non-renewal of insurance during the term of this contract. Upon execution of this contract, the Vendor will furnish the County with written verification of the existence of such insurance. In the event of any action, suit, or proceedings against the County upon any matter herein indemnified against, County shall cause notice in writing thereof to be given to Vendor by certified mail, addressed to its post office address. The County shall cooperate with Vendor and its attorneys in defense of any action, suit or other proceedings.

## 4.0 Vendor Qualifications

Vendors shall prepare and submit a qualifications proposal in the following order:

**4.1** Letter of interest (not to exceed two pages)

**4.2** Table of contents

**4.3** Vendor experience and qualifications

**4.3.1** Type of organization:

- a. Corporation proposing as a single entity for all services
- b. Corporation proposing as a prime entity for all services with sub-consultant(s).
- c. Joint Venture.
- d. Partnership.
- e. Other.

**4.3.2** Length of time in business and ownership history of prime and its sub-consultant(s) or joint venture partner(s).

[If prime entity is a wholly owned subsidiary of another corporation, please provide details]

**4.3.3** Location of principal office that will be responsible for implementation of this contract.

**4.3.4** Location of other offices from which resources may be drawn.

**4.3.5** Size, resources and capabilities of responding entity;

a. Organizational structure of Business Entity for this project (partners, associates, consultants, subcontractors and other participants and titles)

b. Services and professional disciplines provided in-house by prime responding entity.

**4.4 Relevant Experience**

**4.4.1** Company experience providing similar services to other Wisconsin Counties, municipalities or counties in other states.

**4.5** Organization and Key Personnel - please identify primary contact and any key support personnel

**4.5.1** Qualifications of key personnel/staff providing services under this proposal. Indicate firm of origin where more than one company is involved if prime business entity is responding.

**4.6 References**

Provide client agency name, contact name, title, address, and phone number of at least three Wisconsin Counties or Municipal clients or other relevant clients where your firm has provided similar services.

**4.7 Disaster Recovery Plan**

Vendors shall describe their Disaster Recovery Plan and specifically describe how continuity of service will be maintained in an emergency or disaster event that might impede their ability to provide these services.

**5.0 Project Specifications**

The selected vendor will provide 6 inch pixel color orthophotography with a minimum 500 foot buffer around the outside the county boundary that includes 583 square miles as shown in Appendix A. and 51 square miles north of Jefferson County for the City of Watertown in Dodge County as shown in Appendix B. The aerial photography shall be captured in the spring of 2015 during leaf off conditions after all snow and ice has melted when the sun angle is no less than 30 degrees above the horizon and ground. The photography shall not be obscured by haze, smoke, dust or other environmental factors. The vendor shall also capture and deliver 4 band near-infrared band (NIR) imagery during the same conditions.

All imagery must be ortho-rectified using the Jefferson County LIDAR terrain model developed in 2012. The 2012 Digital Elevation Model (DEM) shall be reviewed and update where needed to meet the following requirements. The 6 inch orthophotography shall meet or exceed American Society for Photogrammetry and Remote Sensing (ASPRS) Class 1

Standards for 1" to 100' scale mapping with a ground sample distance of 6 inches. The horizontal root mean statistical error (RMSE) shall be 1.0 feet or less.

### **5.1 Project Deliverables**

Digital Ortho GeoTIFF format images tiled by Public Land survey System (PLSS) quarter sections.

MrSID format images tiled by 1 PLSS section or no more than 4 PLSS sections.

County-wide MrSID format image.

Project report on Horizontal and Vertical Control

Metadata in Federal Geographic Data Committee (FGDC) compliant format.

### **6.0 Scope of Work**

The proposal Scope of Work shall include a description of all project phases to complete the items specified in 5.0 and 5.1 along with other information the vendor deems relevant to the counties selection process.

**6.4 Project Timeline** for all phases of project implementation and deliverables shall be completed within 7 months of the flight.

### **7.0 Proposal Pricing**

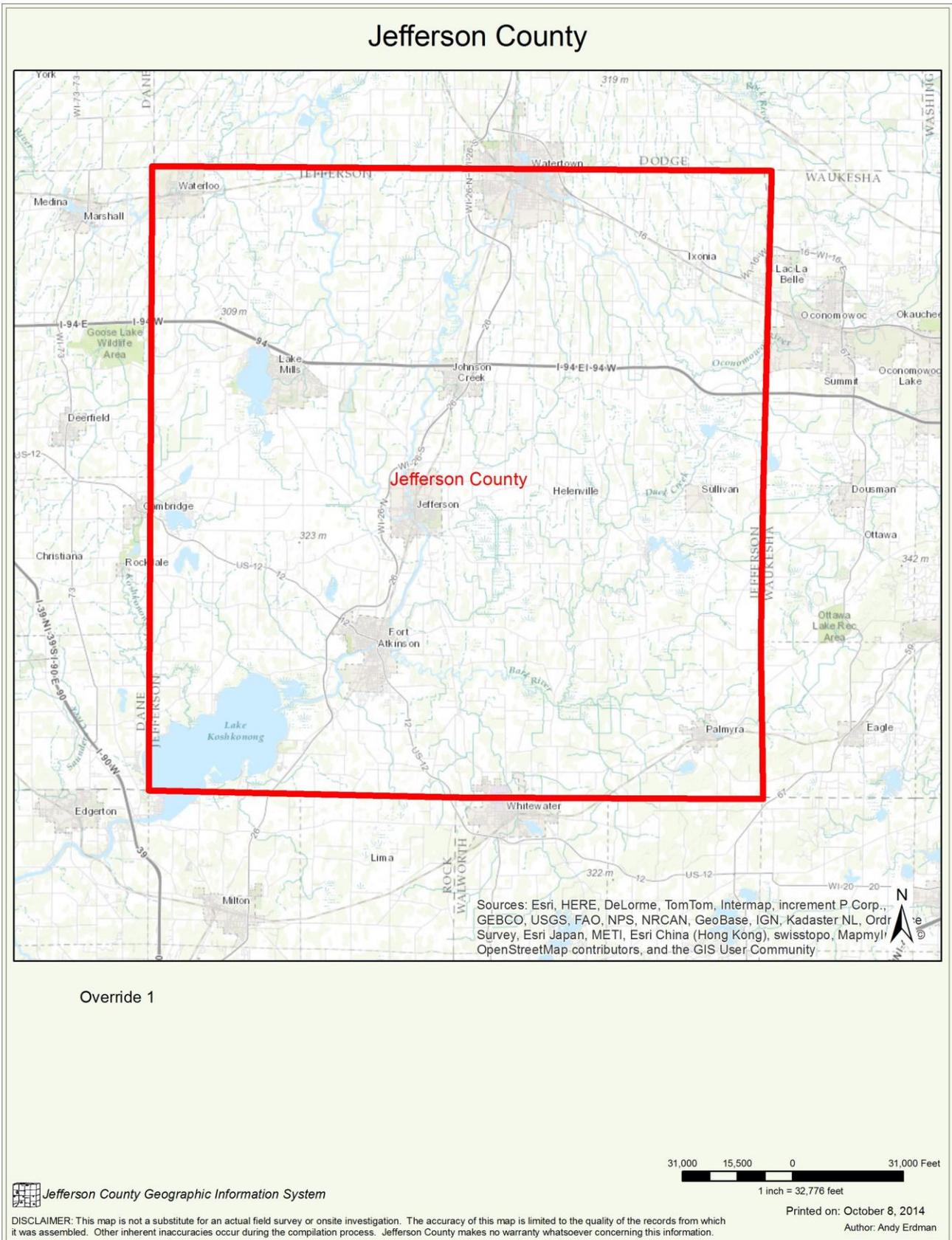
**7.1 Total proposed costs** should include schedule of completion milestones be invoiced to the county. A total price should be given for the total areas in Appendix A and B and for just Appendix A, should the City of Watertown decide not to participate in the project.

### **8.0 Evaluation of Proposals**

#### **8.1 Evaluation Criteria**

Jefferson County will evaluate proposals based on but not limited to the following: cost, vendor qualifications, experience, quality and timeliness of previous project deliverables.

Appendix A



Appendix B

