

City of Madison RFP for 2016 Spring Orthophotography Services (RFP 8506-0-2016-CK)

City Engineering budgeted for a spring aerial flight to include orthophotography and LiDAR services and sent out an RFP in late December. The City received 6 responses. The proposals were separated into a technical proposal and cost proposal. The technical proposals were reviewed and scored by three employees from across the City (Engineering, Water Utility and MPO). The cost proposals were reviewed by someone from Engineering (not the same that reviewed the technical proposal) and Purchasing. Staff then met and determined which proposal gave the City the best options for cost. See below for the summary of the technical and cost scores.

The panel selected Ayres & Associates as the preferred contractor to perform the services outlined under the RFP. The panel also recommends that the City opt for the 3-inch orthoimagery over the proposed 6-inch. This will allow public works departments a much better product to work with and verify data. Water Utility has agreed to cover the cost overage from the original budget (\$4,796).

Score Summary

Ortho Score Summary						
FIRM	Aerial					
	Cartography	Ayers Assoc	Cont Mapping	Kucera	Pictometry	Xeos
Technical (70 possible pts)						
Ave of 3 scores	45	66	60	55	60	42
Cost (30 possible pts)	21	27	20	30	27	24
TOTAL	66	93	80	85	87	66
RANK	5T	1	4	3	2	5T

Cost Breakdown with Options

OPTION (From RFP)	COMPANY					
	Aerial	Cont				
	Cartog	Ayres	Mapping	Kucera	Pictometry	Xeos
Base (Lidar & Orthos)	89010	68628	94272.57	62608	68800	79489.6
Option 1 - Additional collect (sq/mi)	517.5	399	465.88	NA	NA	462.15
Option 2 - City Wide Obliques	77400	NA	79663.21	32680	43000	NA
Option 3 - 3 inch ortho Add on (sq/mi)	330	94	1617.79	225	250	800
Option 4 - Contour Generation	6880	2500	4125.44	9804	3440	808.4
Option 5 - Expanded Lidar Classification	28000	4700	15425.24	3440	4300	14293.89
Obliques with Base	166410	NA	176936	84968	103200	NA