



### Legislation Details (With Text)

**File #:** 17340      **Version:** 1      **Name:** Authorizing the Mayor and City Clerk, on behalf of The City of Madison, to execute a letter of intent to join the Wisconsin Regional Orthophotography Consortium; and to execute a contract between The City of Madison and Ayres Associates Inc for the acquis

**Type:** Resolution      **Status:** Passed

**File created:** 2/3/2010      **In control:** BOARD OF PUBLIC WORKS

**On agenda:** 3/16/2010      **Final action:** 3/16/2010

**Enactment date:** 3/17/2010      **Enactment #:** RES-10-00241

**Title:** Authorizing the Mayor and City Clerk, on behalf of The City of Madison, to execute a letter of intent to join the Wisconsin Regional Orthophotography Consortium; and to execute a contract between The City of Madison and Ayres Associates Inc for the acquisition of digital orthophotography.

**Sponsors:** David J. Cieslewicz

**Indexes:**

**Code sections:**

**Attachments:**

| Date      | Ver. | Action By             | Action                                            | Result |
|-----------|------|-----------------------|---------------------------------------------------|--------|
| 3/16/2010 | 1    | COMMON COUNCIL        | Adopt                                             | Pass   |
| 3/3/2010  | 1    | BOARD OF PUBLIC WORKS | RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER | Pass   |
| 2/23/2010 | 1    | COMMON COUNCIL        | Refer                                             | Pass   |
| 2/18/2010 | 1    | Engineering Division  | Referred for Introduction                         |        |

**Title**

Authorizing the Mayor and City Clerk, on behalf of The City of Madison, to execute a letter of intent to join the Wisconsin Regional Orthophotography Consortium; and to execute a contract between The City of Madison and Ayres Associates Inc for the acquisition of digital orthophotography.

**Body**

PREAMBLE

The City of Madison is in need of updated six-inch resolution, true color digital aerial imagery to be used by multiple city agencies. The City previously acquired digital aerial imagery in 1997, 2000, 2003, 2005, and 2007 using Ayres Associates Inc located in Madison, Wis as its contractor.

The Wisconsin Regional Orthophotography Consortium (WROC) is a multi-entity group led by seven regional planning commissions. The goal of WROC is to build and sustain a multi-participant program to acquire digital orthoimagery and elevation data throughout Wisconsin. To facilitate its goals, WROC performed an extensive Quality Based Selection process to evaluate contractors capable of leading a statewide orthoimagery program. WROC evaluated Statements of Qualifications from seventeen contractors, selected the two contractor teams which were judged to be the most qualified with Ayres Associates/Aero-Metrics being one of the selected teams. WROC was then able to negotiate pricing with the two selected contractor teams based

on the anticipated overall project areas.

NOW THEREFORE BE IT RESOLVED, that the Mayor and City Clerk are authorized to execute a letter of intent to join the Wisconsin Regional Orthophotography Consortium.

BE IT FURTHER RESOLVED, that the Mayor and City Clerk, or Purchasing Agent, as appropriate, are hereby authorized to execute a contract between The City of Madison and Ayres Associates Inc for the acquisition of digital orthophotography.

**Fiscal Note**

The estimated cost of this contract is \$52,593 and is available in the following accounts:

|                              |          |
|------------------------------|----------|
| ESTM-54901-810650-00-53W0999 | \$50,000 |
| CL60-54901-810405            | \$ 2,593 |

Joining the Wisconsin Regional Orthophotography Consortium has no anticipated cost to the City.