

STAFF REPORT



MEETING DATE:	6/30/2015
SUBJECT:	Approve Aerial Imagery Purchase
AGENDA ITEM:	5-11
STAFF CONTACT:	Jennifer Pollom, Associate Transportation Planner

SUMMARY

SRTA would like to use the United States Geologic Survey (USGS) Geospatial Product and Service Contracts to acquire aerial imagery in partnership with local agencies and organizations.

STAFF RECOMMENDATION:

It is recommended that the board of directors authorize the executive director to enter into an agreement with the USGS for a multi-agency aerial imagery procurement.

DISCUSSION:

Aerial imagery is used in a variety of local and regional planning processes. Imagery for the area encompassing the cities of Shasta Lake, Anderson, and Redding was last obtained in 2010. Up to date imagery is needed to reflect the latest land use, transportation, and environmental conditions.

Since many agencies and organizations utilize aerial imagery, it makes sense to share the costs of obtaining it. Staff has been in discussion with entities interested in a joint purchase utilizing the USGS's Geospatial Product and Service Contracts (attached). Providers under this contract were selected through a competitive, quality-based selection process. The USGS Commercial Partnership Team will work with SRTA to draft a task order based on locally identified imagery requirements. The Commercial Partnership Team negotiates with the contracting firms and manages the project through completion. The USGS's technical expertise ensures deliverables will be accurately described and at a fair market value. A USGS aerial imagery contract would be efficient use of SRTA and local agency funding for a highly technical procurement.

ALTERNATIVES:

The agency may continue to rely on imagery taken in 2010. The board may also request more information and continue this item to the next board meeting for further consideration.

OTHER AGENCY INVOLVEMENT:

The cities of Shasta Lake, Redding, Anderson, the county of Shasta, the McConnell Foundation, and Western Shasta Resource Conservation District helped develop the aerial imagery scope and technical specifications. The USGS Commercial Partnership Team will administer the imagery acquisition contract, including drafting task orders, conducting negotiations, and managing each task. USGS assesses a five-percent administrative charge on all Geospatial Product and Service Contracts.

FINANCING:

\$42,000 is budgeted in the FY 2015/16 Overall Work Program under Work Element 705.02 for aerial imagery. Aforementioned partners have committed an additional \$90,000. Combined funding will procure imagery similar to or better than that taken in 2010.

Daniel S. Little, AICP, Executive Director

Attachment: USGS Geospatial Product and Services Contracts

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USGS Geospatial Data Contracts

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Geospatial Product and Service Contracts

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General Information

The U.S. Geological Survey's (USGS) Geospatial Product and Service Contracts (GPSC) is a suite of contracts used by Federal, State, and municipal government entities to partner with the USGS for purpose of fulfilling their geospatial data requirements. Photogrammetric and mapping services are primarily awarded under the umbrella of Architect-Engineer (A&E) contracting. The contracts are broad in scope and can accommodate any activity related to standard, nonstandard, graphic, and digital cartographic products.

Services provided include, but are not limited to: imagery and LIDAR data acquisition; photogrammetric mapping; and aerotriangulation; orthophotography; thematic mapping; geographic information systems development; surveying and control acquisition; image manipulation, analysis, and interpretation; map digitizing; data manipulations; primary and ancillary data acquisition; metadata production and revision; and the production or revision of geospatial products defined by formal and informal specifications and standards.

The contracts are Qualifications-Based Selection (QBS) and task orders are negotiated directly with selected firms to provide contract services. The GPSC can accommodate the mapping and photogrammetric requirements of all USGS offices and is also available to any Federal, State, or local agency.

USGS provides assistance to agencies who wish to use the GPSC. The USGS Commercial Partnership Team (CPT) drafts task orders based on an agency's specific product requirements, conducts negotiations with the contracting firms, and manages each task throughout its lifecycle. The USGS National Geospatial Technical Operations Center (NGTOC) is available to assist in performance of data quality assurance and validation of contractor-produced data.

Administrative oversight of the GPSC is managed by the Contracting Officer's Representative and CPT staff located at the NGTOC. Technical points of contact are located in Denver, CO, Sioux Falls, SD, and Reston, VA. The National Map Liaisons have been established to perform partnership related functions in support of the National Spatial Data Infrastructure (NSDI). The National Map Liaisons are located in each state to assist Federal, State, and municipal government partners with accessing the GPSC for their geospatial needs.

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Benefits of GPSC

The GPSC gives customers quick-access one-stop shopping to the professional services they require. GPSC contractors are selected through a competitive, quality-based selection process and are well known to the CPT. The GPSC contractors are familiar and highly skilled with the full gamut

of geospatial and cartographic products. They are industry leaders with product-specific expertise and maintain technical liaisons with the USGS.

Customers for nonstandard products or those requiring singular applications of geospatial data have ready access to the same pool of certified firms. The Commercial Partnerships Team's familiarity with each contractor and the breadth and depth of USGS technical expertise create an environment whereby detailed products are accurately described and appropriately assigned.

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Summary of GPSC Advantages

- Experienced USGS contract and technical staff manage contracts from inception through completion.
- Government experts provide technical analysis of customer requests, thereby ensuring the right product the first time.
- Immediate connections to quality-based contractors eliminate the search for and uncertainties of selecting firms capable of meeting requirements.
- Experienced Government negotiators work with contractors to ensure the appropriate match of contractor to customer and competitive pricing.
- Government cost estimates are based on in-house and known industry capabilities, ensuring fair prices and timely delivery schedules.
- Contractors are USGS trained.
- The USGS performs technology assessments when industry capabilities are uncertain.
- USGS source material is made available to the contractor (for example, geodetic control, map manuscripts, and so on).
- Objective quality assurance is optionally provided.
- The GPSC provides established product standards and expertise in geospatial data standards.
- The USGS develops methods and procedures for special products.
- The USGS provides expertise in geographic science, data application, and production processes.

The combination of qualified contractors and an experienced Government contracting staff with access to broad-ranging subject matter experts ensures obtaining the desired product or service expeditiously at the best possible price.

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Contract Costs

Contract costs are negotiated with QBS contractors. The USGS maintains resident expertise to ensure partners and purchasing organizations receive fair market value for the products they acquire. A five-percent administrative charge is assessed on all contracts.

These contracts were established to support *The National Map* partners, other Federal Civilian agency programs, and Department of Defense programs that require data for the United States and its territories.

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Contractors

Architect and Engineering

Dewberry & Davis, LLC

AeroMetric, Inc.

Photo Science

Woolpert, Inc.

Digital Aerial Solutions, LLC

Northrop Grumman Information Systems

Fugro Earthdata, Inc.

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Contacts

Contracting Officer's Representative (COR)

Tim Saultz, National Geospatial Technical Operations Center (NGTOC) Rolla, MO
573-308-3654

Regional Contacts

The The National Map partnership network supports the development of National Geospatial Program (NGP) partnerships to acquire geospatial data. USGS liaisons interact with over 200 geospatial councils and committees to advance spatial data development in their respective states. Liaisons can assist in coordinating the use of the GPSC contract among the geospatial communities they serve. You may contact the The National Map Liaisons serving your Map of Partnership Contacts. (Download the free Adobe Reader.) To find out what is going on in your state, select The National Map partnership network and hover over "Find Your Liaison" to locate your state. Left-click to enter the USGS liaison's state page.

Information

Natural Science Information
USGS Information Services

For information on other USGS products and services, call 1-888-ASK-USGS, or visit the general interest publications Web site on mapping, geography, and related topics at USGS Publications Warehouse.

For additional information, visit Ask USGS Web site or the USGS home page.

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URL: http://geodatacontracts.er.usgs.gov/gpsc_information_sheet.html

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