CHIEF ADMINISTRATIVE OFFICE
Procurement and Contracts Division

Date Received
10/15/2024

NON-COMPETITIVE PURCHASE REQUEST JUSTIFICATION

Required for all (non-emergency) sole source acquisitions in excess of $5,000.00 and sole source service requests in excess of $100,000.00.

This justification document consists of three (3) pages. All information must be provided and all questions must be answered. **Department Head approval is required.**

Requesting Department Information

Department: 30-Surveyor

Org Code: 3000000

Contact Name: Jason Hill

Subobject:

User Code:

Telephone: 530-621-6511

Fax:

Required Supplier / Vendor Information

Vendor / Supplier Name: Nearmap

Vendor / Supplier Address: 1850 W Ashton Blvd Suite 600

Contact Name: Jake Tully

Lehi, UT 84043

Estimated Purchase Price/Contract Amount: $128000

Vendor / Supplier Email Address: jake.tully@nearmap.com

Telephone: (385) 444-2486

Fax:

Provide a brief description of the request, including all goods and/or services the vendor/supplier will provide and supporting exemption reference from Board Policy C-17 - Procurement Policy:

In accordance with Procurement Policy C-17, Section 3.4.2, Letter (a), we are requesting an exemption from competitive bidding because of a technological, specialized, unique character of the good. Nearmap has a specialized level of knowledge and experience in providing high resolution aerial imagery based upon their unique patented capture technology and processing techniques, giving them a one-of-a-kind approach to capturing and processing geospatial imagery.

The Surveyor's Office will undertake a project in Fiscal Year 2024/2025 to acquire new imagery for the GIS Program at the County. This purchase is for a one year subscription for the software package needed to complete that project.

Department Head: Brian Frazier (Oct 15, 2024 08:59 PDT) — Signature

Purchasing Agent: Michele Weimer (Oct 15, 2024 14:38 PDT) — Signature

Board of Supervisors:
Date: 12/3/2024
Item: 24-1602

P&C Assignment:
Assigned To: Matt P.
Date: 10/15/2024

A. The good/service requested is restricted to one supplier for the reason stated below:

1. Why is the acquisition restricted to this goods/services supplier? (Explain why the acquisition cannot be competitively sourced. Explain how the supplier is the only source for the acquisition.)

To the best of our knowledge, we are not aware of any other providers who capture similar high-resolution aerial imagery with the same frequency of updates and precision that are offered by the method(s) used and offered by Nearmap.

By acquiring imagery from Nearmap the County will receive the following deliverables for a one year (one-time) cost as broken down below: Nearmap Now subscription, ArcGIS Image, Public Display License for Government agreement, Vertical Offline Copy subscription, 3D Viewer (for internal use), delegated authentication, oblique imagery, ArcGIS integration, and all past historical imagery of the County dating all the way back to 2014.

2. Provide the background of events leading to this acquisition.

The County has had a critical need for higher resolution aerial imagery for a significant time. In order to meet the growing business needs of various departments, outside agencies and the public, we reached out to our primary GIS stakeholders requiring this imagery justifying the need for procurement. Based upon their feedback, this high resolution imagery will be published to be disseminated through all of our EDC GIS Enterprise online and mobile viewers and applications to be leveraged in support of a multitude of daily business needs and application use cases by other County departments and divisions such as OWPR, EDSO, DOT, EMS, Planning, Agriculture, Assessors, etc., as well as other outside agencies including EDWA, EID, EDH Fire, CalFIRE, etc. Based upon these cases, the CAO has recently recommended the budget approval for the acquisition of this imagery to assist us (EDC GIS) in providing better overall GIS services and support to the County and it's constituents as mentioned herein above.

3. Describe the uniqueness of the acquisition. (Why was the goods/services supplier chosen?)

Nearmap's patented capture technology and processing techniques are unique to Nearmap and when combined together create a one-of-a-kind approach to capturing and processing geospatial imagery. Based upon our cost comparison and the combination of resolution, frequency, and post image processing time, Nearmap was clearly the most suitable for the County. The innovative and distinctive nature of these methods are patent protected. In addition, Nearmap provides the clearest high resolution 2D imagery at an accuracy of Sub 3" GSD (Ground Sampling Distance) and resolution (PPI - Pixels per Inch) multiple times a year providing unparalleled clarity for required real-world GIS imagery analysis. This high precision resolution is in contrast with similar vendors inquired upon offering less precise resolution at 6" or greater. This was also based upon an annual service subscription saving the County cost over time whereas other vendors were offering multi-year contracts generally at a higher cost for lower resolution imagery and more limited mapping extents.

4. What are the consequences of not purchasing the goods/services or contracting with the proposed supplier?

If we have to go out to bid (RFP/RFQ) for other vendors, we may not acquire the level of accuracy needed at sub 3" GSD resolution to conduct specialized GIS imagery analysis required for our valued County departments, outside agencies and other stakeholders at their required level of accuracy. In addition, the County may spend more time and money over a multiple year contract versus annual through other vendors not offering the highest level of accuracy that Nearmap does.

5. What market research was conducted to substantiate no competition, including the evaluation of other items or service providers? (Provide a narrative of your efforts to identify other similar or appropriate goods/services, including a summary of how the department concluded that such alternatives are either inappropriate or unavailable. The name and addresses of suppliers contacted and the reasons for not considering them must be included OR an explanation of why the survey or effort to identify other goods/services was not performed.)

The GIS Division has conducted a wide array of market research to identify similar vendors offering aerial imagery as part of our due diligence. In doing so, we obtained multiple quotes from other providers of aerial imagery services and researched additional information pertaining to this acquisition. Due to the vendors either not providing the same quality of services, requiring a contract of more than year, or providing inferior services at higher prices, the vendors contacted were not considered. In our research, the following suppliers/vendors were contacted and inquired upon (for more in-depth description of the cost analysis performed please see next question):

Vexcel Imaging (12503 E. Euclid Dr. Centennial, CO 80111) - Only offered imagery on a two year basis at higher cost
Hexagon Imagery (14291 Park Meadow Dr. Chantilly, VA 20151) - Asking about $61,000 over at a lower resolution
Sanborn (1935 Jamboree Dr. Colorado Springs, CO 80920) - Required an additional $7,000 imagery hosting fee
EagleView (25 Methodist Hill Dr. Rochester, NY 14623) - Cost estimated at $173,592 which is about $45,000 over

B. Price Analysis:

1. How was the price offered determined to be fair and reasonable? (Explain what basis was used for comparison and include cost analysis as applicable.)

The final pricing offered by Nearmap was concluded to be fair and reasonable based upon the following service offerings cost analysis and reasons why each competing vendor did not exceed our final proposal, as indicated below:

Vexcel Imaging - Asking for $36,464 for just the urban areas which is about $6.5K more than Nearmap. Also, this would be based on a 2 year contract with the wide area imagery at 6" res versus 3" resolution offered by Nearmap.
Hexagon Imagery - Asking $61K at 6" resolution on a two year flight date cycle with the next flight not until the year 2025.
Sanborn - Asking about $16K more just for urban area imagery extents plus an additional $7,000 annual hosting fee for the imagery. The wide area extents offered by Sanborn are at 6" resolution versus 3" as well.
EagleView - Asking for $173,592 for full County imagery extent which is approximately $45K over the current asking price of Nearmap for the same extent. EagleView offers imagery at a lower resolution than Nearmap also as required.

2. Describe any cost savings or avoidance realized (one-time or ongoing) by acquiring the goods/services from this supplier.

Overall, by acquiring imagery through Nearmap the County could save costs of up to $40-45K on average compared with other similar vendors that we reached out to for inquiry. This is based upon our cost comparison as described above. In addition to cost savings, the overall resolution of the imagery offered by Nearmap is about 3" (GSD PPI) higher than the other vendors, on average. Finally, the terms of agreement would be based on a year-to-year contract whereas other vendors would typically require a multi-year contract which could potentially bind the County to longer-term costs.