

# SANTA ANA WATERSHED PROJECT AUTHORITY

**Project: IMAGERY ACQUISITION 2021**

Request for Proposal

Issued: February 9, 2021

Due: March 9, 2021 5:00 PM PST



# 1. INTRODUCTION

## 1.1a Purpose and Imagery Acquisition 2021 Project (Project) Background

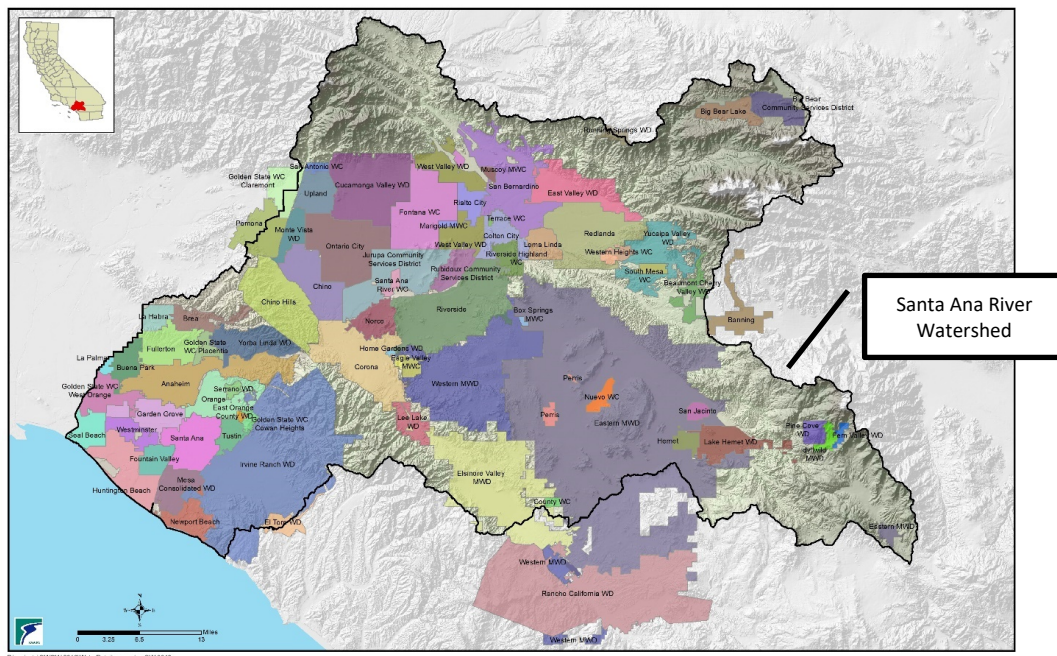
The primary purpose of this RFP is to obtain 2021 digital color four-band (R, G, B, and NIR<sup>1</sup>) imagery that can be used for software vegetation analysis within the Area of Interest (AOI) shown in Exhibit D. The Santa Ana Watershed Project Authority (SAWPA) is also seeking to obtain detailed surface elevation models as described in Section 3.6 for to-be determined areas within the AOI shown in Exhibit E. These surface elevation models will be used to calculate sloped area of parcels and slope area correction factors for the parcels.

## 1.1b About SAWPA

SAWPA was formed in 1968 as a joint power authority under California law, and is composed of five member agencies: Eastern Municipal Water District, Inland Empire Utilities Agency, Orange County Water District, San Bernardino Valley Municipal Water District, and Western Municipal Water District. SAWPA’s office is located at 11615 Sterling Avenue, Riverside, CA 92503 and its website is [www.sawpa.org](http://www.sawpa.org).

SAWPA focuses on a broad range of water resource issues in its service area – the Santa Ana River Watershed. These include water supply reliability, water quality improvement, recycled water, wastewater treatment, groundwater management, brine disposal, and integrated regional planning.

**Figure 1: Santa Ana River Watershed and Retail Water Agencies**



SAWPA’s stated mission is to develop and maintain regional plans, programs, and projects that will protect the Santa Ana River Watershed water resources to maximize beneficial uses within

<sup>1</sup> Near Infrared Reflectance.

the watershed in an economically and environmentally responsible manner.

## **1.2 Participating Agencies**

The primary agency responsible for this procurement is SAWPA. This imagery project will assist SAWPA in carrying out their responsibilities in the project area in partnership with the Santa Ana River Watershed agencies (“Watershed Agencies”) that include the five member agencies, three flood control agencies, 76 retail water agencies in the Santa Ana River Watershed, various wholesale water agencies with service areas in the watershed, the U.S. Bureau of Reclamation, and other entities including non-profits and regulatory agencies involved in the One Water One Watershed (OWOW) 2018 Update implementation process. The OWOW Plan Update 2018 is provided on SAWPA’s website: <https://sawpa.org/owow/owow-irwm-plans/owow-plan-update-2018/>

It is not expected that this procurement will be rebid until 2024; however, SAWPA does reserve the right to cancel with 7 days’ notice and without cause, the contract(s) with the vendor(s) selected as a result of this RFP and resulting award(s).

## **1.3 RFP Nomenclature and Project Management**

Prior to contract award, the RFP responders are designated as “Bidders.” When and if one or more qualified Bidder(s) is/are selected for contract award, the selected Bidder or Bidders will each be designated “Consultant.” Contract specifications, terms and conditions, as well as insurance requirements, will follow SAWPA's standard practices and are presented in the attached SAWPA typical contract document, which is hereby incorporated within this RFP.

The “Project Manager” will be the primary interface between all potential bidders, actual Bidders, and the selected Consultant(s). The Project Manager will report all issues, concerns, and Consultant correspondence to the SAWPA Task Manager. Post-award, the Project Manager will be responsible for Consultant performance monitoring, coordination, communication, Consultant management meetings and site visits as required. The Project Manager will be Ian Achimore, Senior Watershed Manager.

Consultant selection will be the responsibility of SAWPA. Contract execution including contract award will be the responsibility of SAWPA. The SAWPA General Manager is the designated SAWPA official authorized to make contractual commitments on behalf of SAWPA. The terms "fee" and "pricing" may be used interchangeably in this RFP. Total price must include the aggregate of all fees, costs, and prices for all components of a specific offer. Bidders may elect to propose a "super" total price if they are offering a discount for a collection of offers. This option should be used judiciously since each offer must also stand on its own.

## **1.4 Scope of Work**

### ***1.4.1 Geographic Extents***

The geographic area addressed in this RFP is primarily the upper Santa Ana River Watershed which extends from San Bernardino County in the north, through west Riverside County and the portions of the Santa Margarita Watershed covering west Riverside County down to the San Diego County border. The Orange County portion of the watershed is not included in the geographic extents for the imagery portion of this Project. There are 45 retail water agencies in the flight area (AOI in Exhibit D).

However, requirements for collections in other parts of Riverside and/or portions of adjacent counties may be requested any time during the term of the contract. A shapefile in State Plane Zone 6 NAD83 Feet is provided as a part of Exhibit D to define the extents of the AOI.

#### ***1.4.2 Professional Standards and Practices***

This RFP is specifically intended for aerial photography firms with the necessary equipment, experience, and personnel needed to create quality georeferenced imagery and where required, associated digital elevation models/contours in accordance with the requirements outlined in the Project Specifications. Ideally, Bidders qualified will be self-contained firms with turnkey services; in other words, their staff, experience, aircraft, processing equipment and in-house photogrammetric expertise will ensure that they can deliver professional quality products in a timely, cost effective manner. Bidders that subcontract for some part of the desired services are still eligible to bid as long as each of their subcontractors are clearly identified and the qualifications, and where appropriate, the references for those subcontractors are presented in the “prime” Bidders response to this RFP.

Employees or agents of Consultant who are experienced and skilled in their profession shall perform all services hereunder in accordance with the standards of the profession. Consultant’s findings, recommendations, and professional advice shall be based on practices and procedures customary to the Consultant's profession. Consultant must employ the current industry practice in performing its services and shall provide additional services, if needed, to correct its deficiencies at no cost to watershed agencies members.

#### ***1.4.3 Multiple Offers***

Potential Bidders may submit more than one offer for each unique specification. For example, the Bidder may propose an alternate flight height. In each instance, the rationale for the alternative proposal should be explained to the satisfaction of SAWPA. In the case of alternative flight heights, the Bidder must explain the rationale, such as a different camera/lens configuration than that proposed. Some Bidders may elect to propose only one option; others may provide multiple options. The goal is to insure a fair competition and proper comparison of imagery options.

IN ORDER TO ENSURE EFFECTIVE USE OF THE IMAGERY CONTRACT, EACH BIDDER MUST PRESENT A FIXED PRICE PER SQUARE MILE FOR THE TOTAL AOI AT A GIVEN PIXEL RESOLUTION. THIS FIXED PRICE SHALL BE APPLIED TO ALL FUTURE ORDERS. THE RESOLUTIONS REQUIRED ARE 3 INCH/PIXEL, 6 INCH/PIXEL AND 12 INCH/PIXEL.

Since most if not all bidders will be flying 4 band digital cameras it is expected that the additional cost for the alternative spectral content will be a small portion of the primary deliverable.

**ALL BID ITEMS AND ASSOCIATED PRICES MUST COVER THE TWO YEARS OF THE INTENDED CONTRACT TERM. SAWPA’S GOAL IS TO OBTAIN THE BEST IMAGERY AND ASSOCIATED DATA SETS AT THE HIGHEST QUALITY AND BEST PRICE PER SQUARE MILE. FINAL VENDOR SELECTION WILL BE BASED ON PRICE AS WELL AS TWELVE OTHER FACTORS OUTLINED IN THIS RFP. ALL THIRTEEN FACTORS WILL BE USED TO DETERMINE FINAL VENDOR SELECTION.**

#### ***1.4.4 Multiple Vendor Selection***

The purpose of this project is the timely acquisition of quality imagery that meets the technical specifications of SAWPA. While it is unlikely that more than one Bidder will be selected for the project, SAWPA reserves the right to select multiple vendors for different portions of the Project. SAWPA reserves the right to reject any or all offers, to waive any discrepancy or technicality and to split or award the contract in any manner determined to be the most advantageous to SAWPA.

#### ***1.4.5 Bid Options – Imagery Resolution (GSD) and Scale***

The ground sample distance intended for the potential deliverables as a result of this RFP is an assortment of 12, 6, and 3 inch/pixel GSD. For any of the AOI's designated herein, the Bidder may also offer alternative GSD bid options as long as each option is accompanied by a separate cost, flight height, camera type, and any other information the bidder deems relevant. SAWPA reserves the right to request reasonable alternative GSD and other specifications and associated pricing post-award if subject alternatives are beneficial to SAWPA.

#### ***1.4.6 Bid Options Imagery Acquisition***

Bidders must propose digital acquisition for the imagery. Bidders may propose alternative flight heights for the acquisition if each flight height is priced separately and as long as the proposed offer meets the specification for quality and accuracy. SAWPA recognizes that lower flight heights (photo scale) result in more photo frames and therefore higher acquisition and processing costs. SAWPA desires to acquire the highest quality imagery within the budgets allocated.

#### ***1.4.7 Index Map - Post Award/Pre-flight Requirement***

A flight line index map in reproducible Adobe Portable Document Format (PDF) at a scale not greater than 1:100,000, showing topography and major features, is required. The center point of each photo shall be shown and labeled for each frame on the index, and the edge of one frame shall be shown as an example of the extent of coverage for each frame. A flight line and frame number shall be shown for each photo. The index shall contain a legend indicating photography scale, date of flight, and a depiction of the mechanics of the numbering sequence. After the AOI is completed, Consultant will provide a shapefile with metadata which includes the acquisition data of the frame, the frame extents and any other relevant information. The Consultant will also provide a shapefile showing the extents of each tile within the final deliverable AOI.

#### ***1.4.8 Bid Option – Ground Control***

The Consultant shall be responsible for establishing sufficient ground control to perform the required digital orthophoto mapping. While ground control is typically established using survey methods, Bidders may propose alternative approaches to traditional survey methods as long as each approach is fully described and justified relative to the deliverable specification for each offer. Horizontal accuracy for the delivered ortho product shall be +/- 2.5 feet or better. Each offer should include the expected horizontal accuracy. Offers may include, for example, a 5 foot and a 2.5 foot horizontal accuracy version with the same extents and resolution. The reduced cost for the poorer horizontal specification must be included in the Bidder's proposal.

All surveying shall be performed under the direction of a land surveyor licensed to practice in and by the State of California. The control survey shall be completed in accordance with accepted industry practice and the applicable provision of the California Land Surveyor's Act. The setting

of control by airborne GPS methods is permissible as long as the Bidder's proposal describes the process for achieving the required accuracy for the final orthophotography.

***1.4.9 Bid Option – Coordinates***

SAWPA requires that all ground control coordinates, and data products derived therefrom, be furnished in California State Plane Coordinates, Zone 6 for Riverside County; Horizontal Datum shall be NAD 83; Vertical Datum, if applicable, shall be NAVD 88. Working units shall be in feet. Bidders may submit a proposed flight and control plan as part of their response. Some Watershed Agencies members may provide their own ground control and/or an alternative specification for the survey standard. These alternatives, if any, shall be provided to the Consultant in writing in a timely manner before imagery acquisition commences.

## 2. SCHEDULE

### 2.1 Procurement Schedule

SAWPA's schedule for this procurement is:

RFP Issued	February 9, 2021
Bidder Q/A Period	February 9, 2021 through March 1, 2019
Close of Q/A Period	March 1, 2021 5pm PST
Final Q/A Response to Bidders	March 3, 2021 5pm PST
<b>Bid Proposal Deadline</b>	<b>March 9, 2021 by 5pm PST</b>
SAWPA Evaluation Period	March 9, 2021 – March 15, 2015
Final Negotiations/Optional Virtual Interview	March 15, 2015 - April 1, 2015
SAWPA Final Contract Approval	April 13, 2021

SAWPA reserves the right to modify the schedule as needed and to rescind the RFP or reject all responses. One or more contracts may be awarded.

### 2.2 Project Schedule

Bidders should propose a detailed schedule for each of their offers. Bidders shall factor in a SAWPA QA/QC review period of the initial raster imagery that has not been orthorectified. And factor in a SAWPA QA/QC review period of the final orthorectified GEOTIFFs. Those review periods shall be shown on the schedule. The timelines of these review periods shall reflect the conditions described in Sections 3.2 and 4.4 of this RFP.

## 3. PROJECT SPECIFICATIONS

### 3.1 Collection Requirements

The imagery flight should not occur before award of a contract and issuance of a Contract. Consultant should mobilize adequate resources to insure timely capture of the various extents and flight heights. Since cloud-free imagery is required, an extension of the flight collection end-date is possible if no cloud-free days occur during the proposed collection period. The imagery shall not be captured when the ground is obscured by other factors such as flooding, excessive haze, smoke, or other obscuring atmospheric conditions. Collection shall occur in calendar year 2021 when solar elevation > 30 degrees or most optimal 4-hour window.

### 3.2 Flight Plan

#### 3.2.1 Flight Plan

The Consultant shall submit to the Project Manager the proposed flight plan and shall not obtain

imagery until the Project Manager approves this flight plan. The Consultant shall capture each of the retail water agencies in the imagery AOI in the same flight day. The boundaries of the retail water agencies are included as part of the shapefiles in Exhibit D. The Consultant should discuss with the Project Manager availability and type of aircraft to perform the image acquisition.

The Consultant shall provide to the Project Manager a report (often called a Navigation Report) showing post-processing results and photo capture points. The photo points shall be in a shape file with date, time, photo location/elevation in attribute tables.

**The Consultant shall obtain all necessary clearances, including military and government (Air Route Traffic Control Center) clearances to conduct the flights.**

Re-flights shall be performed within 10 days (weather permitting) once feedback is received by SAWPA of deficiencies per Section 4.4 for the purpose of securing replacement images for all which fail to meet the minimum specifications set forth in the Contract. The Consultant will conduct a review within 7 days after the original flight to ensure that the imagery meets contract and Contract specifications. The Project Manager shall have 15 days to review imagery submitted by the Consultant to identify imagery deficiencies and to notify the Consultant of the deficiencies. The Consultant shall have 15 days to correct the imagery or to recollect imagery and resubmit to the Project Manager.

The Project Manager shall be the sole judge as to what constitutes “imagery deficiencies.” There shall be no additional charge for re-flights and/or imagery correction. Additional quality review will be conducted by the Project Manager.

### **3.3 Sensor Specification and Calibration**

#### **3.3.1 Digital**

The primary imagery to be acquired shall be four-band color (R,G,B, NIR) GEOTIFFs. SAWPA expects the sensor used by the Consultant to be able to delineate sharp edges and have high spatial resolution. Forward motion compensation is helpful but not mandatory. A copy of the most recent (less than 3 years old) calibration certificate must be supplied. The sensor should be able to acquire blur-free imagery at the proposed resolutions through use of a very fast shutter speed (greater than 1/500th second) or through use of a motion-compensation device.

Consultant shall be liable for ensuring that all photography complies with industry standard tolerances for flight altitude, tip, tilt, side lap, end lap, and crab. In particular, the imagery shall be done with the optical axis of the camera as nearly vertical as possible, always kept below 3 degrees. The tilt between two consecutive exposures shall not exceed 4 degrees. The crab angle shall not exceed 3 degrees.

#### **3.3.2 Digital Sensor**

For each digital camera proposed, SAWPA prefers that a single camera sensor be used to ensure exact band-to-band registration. If a multi-camera sensor is proposed, the proposal should provide specifications regarding the band-to-band registration or discuss how a highly accurate band-to-band registration will be ensured. For each digital sensor proposed, the Modulation Transfer Function (MTF) of the sensor should be provided.



### **3.4 Image Production Process**

The Project Manager and Consultant will coordinate on the tiling scheme during approval of the Flight Plan.

### **3.5 Photo Specifications – General Requirements**

SAWPA requests the following specifications:

- a) Four band imagery (R, G, B, NIR): 24 bit (3 bands x 8 bits/band) digital camera collections will include collection of multi-spectral imagery so that the required Color Infrared Imagery (CIR) can also be produced. b) Spatial Resolution: 3, 6 GSD and 1 foot GSD quotations are requested. Bidders may offer additional resolution options and associated pricing if they elect to do so.
- b) Spatial Accuracy: The National Standard for Spatial Data Accuracy (NSSDA) provides criteria for specifying accuracy at any photo scale. Consultant shall follow the NSSDA guidelines with regard to spatial accuracy.
- c) Projection: State Plane Coordinate System, Zone VI, US feet, Datum NAD83.
- d) Image Format ESRI compatible GEOTIFF files are required for each tile; addition of a supplemental world file (.tfw) is required.
- e) Metadata: Complete documentation on image acquisition, spatial accuracy, and other technical specifications related to image acquisition and processing is required.
- f) Image Quality: Images must be free of significant defects or inconsistencies in tone, contrast or color within an individual tile and/or between adjacent image tiles; color and contrast shall be natural – no bias towards a single shade or color; samples from the same sensor proposed for this project shall be provided; image shall be free of striping, banding, washouts, and hot spots. Some allowance for high reflection over water will be made. Some feature extraction should be possible in lightly shaded areas.
- g) AOI for 2021 Imagery Acquisition: The shapefiles for the Project’s AOI for the imagery acquisition are attached in an electronic format to this RFP as Exhibit D.
- h) A shapefile showing the photo collection points including the date and time of photo collection, camera elevation, and corresponding image name.

Bidders shall describe the specific methodology and equipment to be used for acquiring the photography and for complying with the requirements outlined in this section.

The GEOTIFF file naming convention shall correspond to SAWPA’s required tiling schema; the Consultant may offer their version of a traditional aerial tiling system.

### **3.6 Digital Elevation Model (DEM) and Deliverables for Elevation Calculations**

In order to ensure proper orthorectification, unless ground control is provided, the Consultant will be responsible for developing a professional, industry standard DEM for each Contract. Consultant shall perform the necessary Ground Survey and other steps necessary to meet the

horizontal accuracy and quality of the delivered imagery. Deviations from industry standard procedures must be discussed with the Project Manager in advance and Consultant must receive written SAWPA approval for such variations.

In addition, the consultant shall also provide triangular irregular network (TIN) surface elevation models within to-be determined areas within the AOI shown in Exhibit E. The TIN models should be detailed enough to calculate accurate sloped areas at a parcel level and be able to produce reliable 2-foot elevation contour lines. The TINs will be used by SAWPA to calculate slope correction factors within parcels. . It is expected that the TIN will need to be derived from more detailed and accurate surface data) than the DEM used for the imagery orthorectification. Various resolutions of the DEM, or similar model used by the Consultant to create the TIN, are possible. Thus, Bidders can share their prices of different resolutions to create the TIN as shown in this RFP's Exhibit A.

### **3.7 Project Reporting, Quality Assurance and Quality Control**

The Consultant shall provide brief weekly email progress reports to the Project Manager summarizing the overall status of the project and providing details of the project accomplishments and actions taken for the subject period. Consultant shall indicate which project milestones have been met and what the next or remaining steps to be taken are.

The Consultant will provide two mid-project updates during Project implementation (one to its staff-level workgroup and one to its governing body), and then two final project updates once the Project is complete (one to its staff-level workgroup and one to its governing body). The staff-level updates will each be two-hours long, and the governing body updates will be one-hour long. The Consultant can attend these meetings virtually.

Bidders shall discuss their quality assurance/quality control plan, outlining the steps taken and the individuals responsible for ensuring the integrity of the final product.

### **3.8 Document and Product Ownership**

Traditionally, custom imagery is purchased on a "work for hire" basis. In order to facilitate the lowest possible bid price proposals and to provide maximum licensing flexibility for the Watershed Agencies and the selected Consultant, imagery and elevation data will be purchased under a "Shared Master License" agreement. (Paragraph 3.8.2.) If at any point SAWPA elects to issue selected Contracts on a "work for hire" basis, the Consultant and SAWPA will renegotiate a mutually agreeable price and licensing terms prior to release of the specific Contract(s). For purposes of this RFP, all bidder pricing responses will assume that the "Shared Master License" form of ownership is applicable to the Contract with SAWPA.

#### **3.8.1 Watershed Agencies Ownership**

All data, designs, files, forms, graphics, images, information, photographs, plans, procedures, renderings, reports, studies, statistics, systems and any other materials produced pursuant to this project shall be the sole and exclusive property of SAWPA and the Watershed Agencies. Consultant shall deliver all final data, information, and any other materials produced under this agreement, and assign all copyright privileges to SAWPA. SAWPA may thereafter reassign copyright and license privileges.

SAWPA will take ownership of all products resulting from Contract, including photographs, enhancements and any products derived from the digital terrain models. Photo negatives, if applicable, shall remain the property of SAWPA. Consultant shall be responsible for custody of the negatives, unless and until delivery is requested by SAWPA.

### ***3.8.2 Shared Master License***

As described above, the Contract shall be issued on a “Shared Master License” basis. The deliverables of this Project may be used without any licensing fees for purposes of implementing the OWOW Plan Update 2018 (and its updates), or by SAWPA, or their consultants and contractors, for any purpose, and how Consultant may charge a license fee for other entities to use the deliverables of this Project for purposes unrelated to OWOW.

SAWPA shall not convey the Project deliverables to any entity other than the Watershed Agencies. However, Consultant shall, upon written notification from SAWPA, grant a license without fee to any entity for use in implementing the OWOW Plan Update 2018 (and its updates), such license not being further transferable.

## 4. DELIVERY

### 4.1 Project Deliverables

#### 1. A flight plan

1. A **project control report** shall be submitted documenting all controls used for orienting the captured imagery for the project. This will include:

- Flight Line;
- Camera Calibration Report;
- CD-ROM or DVD with Final Post Processed AGPS Photo Center Point Coverage;
- Statement Specifying the Location and Storage Criteria for the Master Digital Files;
- All horizontal and vertical control points used for orienting the captured imagery submitted as part of an ESRI point feature shapefile(s).

For each digital sensor proposed, the Modulation Transfer Function (MTF) of the sensor should be provided as well as any other parameters unique to the digital sensor.

2. **Metadata Report:** FGDC compliant metadata is desirable. As a minimum, the Consultant's metadata report shall contain the following information:

- Date(s) of image collection;
- Spatial and spectral resolutions;
- Spatial accuracy of image (typically stated in circular error, RMS error or in NMAS format or NSSDA format);
- Projection and datum of imagery;
- Filters used (if any);
- Collection consultant and contact information;
- DEM (if any) and contours (if any) in conformance with NAVD88 or equivalent standard.

3. **Initial raster imagery** that has not been orthorectified and a web-based portal that allows SAWPA to QA/QC review the imagery as it is captured. Portal login shall be available to SAWPA and the others per Section x

4. An **Index Map**, which is a post-award and pre-flight requirement.

5. Hard drive(s) with the **final GEOTIFF tiles**. Addition of a **supplemental world file (.tfw)** is required. The hard drive(s) shall be USB 3.0 external hard drives. Hard drives are not returnable and become the property of the watershed agencies. The Project Manager will provide Consultant

with a logical naming scheme for the delivered media folders and for the individual image tiles. It is important to the Project Manager to be able to define the naming convention for the individual tiles.

6. **Compression file(s)** of the imagery in ECW format.

7. Report (often called a **Navigation Report**) showing post-processing results and photo capture points. A shapefile showing the photo collection points including the date and time of photo collection, camera elevation, and corresponding image name.

8. Deliverables for **elevation calculations** including: mass points, spot points, 2-foot contour lines, and break lines/

9. Brief weekly email **progress reports** to the Project Manager.

11. **Four updates** – two with staff level workgroup, two with SAWPA governing body.

#### **4.2 Project Procedures Guide**

The Consultant shall follow standard production processes and quality assurance and quality control procedures in order to ensure that all products meet the required accuracy and performance standards of these specifications.

#### **4.3 Customer Review and Discrepancy Correction**

The Project Manager or, if designated, the purchasing watershed agencies member, shall have 10 days to review submitted deliverables and notify the Consultant in writing of any deficiencies. The Consultant shall be prepared to correct the data or recollect deficient imagery within 7 days, weather permitting, after notification, and will then re-deliver the imagery within 10 days following collection.

## 5. PROPOSAL REQUIREMENTS

### 5.1 Response Submission Deadline and Proposal Protocol

Proposals must be submitted by email in a PDF format. Emails are limited to 6 MB. Facsimile machine (FAX) or mailed proposals will not be accepted.

Interested and qualified firms shall send an official email with proposal attachment or attachments. All proposals must be received by SAWPA by **5:00 pm PST March 9, 2021**. Proof of receipt before the deadline is a time and date receipt on the email. It is the responsibility of the firm replying to this RFP to see that any proposal shall have sufficient time to be received by SAWPA. Proposals must be submitted to: [iachimore@sawpa.org](mailto:iachimore@sawpa.org) and [pvitt@sawpa.org](mailto:pvitt@sawpa.org).

There will be no public bid opening. SAWPA may elect to return proposals received after the deadline.

The electronic proposal will include the name of the Bidder submitting the proposal, mailing address, telephone number, and the name of the individual to contact if further information is desired.

Specify personnel, with resumes, to be assigned to the project. If sub-consultants are to be used, identify the responsibilities and qualifications of each. If a domestic and off-shore processing sub-contracting option is offered, both sets of responsibilities and qualifications must be submitted.

For the digital files (email attachments) the following requirements must be met:

File Identification: Your company name (abbreviated) must appear first in every file name, including the main body and cost proposal (both in PDF format) and any other submissions associated with the bid. This procedure is critical in order to ensure the correct Bidder is associated with all relevant support documentation.

All proposals are required to be signed by the individual or, if a company, the company official with the power to bind the company in its proposal. Cost of developing the proposal is the responsibility of the proposer and will not be chargeable to SAWPA. To be considered, all proposals must be completely responsive to the RFP.

### 5.2 Proposal Questions

Any questions, technical or otherwise, pertaining to this request for RFP **must be submitted IN WRITING via e-mail and directed to:** 1) Peter Vitt, SAWPA GIS Project Manager, [pvitt@sawpa.org](mailto:pvitt@sawpa.org), 2) Ian Achimore, SAWPA Senior Watershed Manager, [iachimore@sawpa.org](mailto:iachimore@sawpa.org).

Interpretations or clarifications considered necessary in response to such questions will be resolved by the issuance of formal addendum to the RFP. **The deadline for all questions is listed above in Section 2.1.** Questions received after this date and time may not be answered. Only responses to questions that have been resolved by formal written addendum will be binding. Oral and other interpretations or clarifications will be without legal or contractual effect. Any addendum will be posted on SAWPA's website **by the date listed above in Section 2.1.**

### 5.3 Late Responses, Modifications, or Withdrawal

Responses received after the date and time indicated will not be considered.

Responses may be withdrawn or modified prior to the response submission deadline. Responses that are resubmitted or modified shall be emailed to Peter Vitt at [pvitt@sawpa.org](mailto:pvitt@sawpa.org) and Ian Achimore at [iachimore@sawpa.org](mailto:iachimore@sawpa.org).

### 5.4 Format

Each response set shall be accompanied by a transmittal letter signed by an authorized company representative, empowered with the right to bind the Bidder. This authorization letter or cover page must be scanned so that it represents the original signed RFP submission.

In order to assist our panel in making a selection, SAWPA requires that all proposals adhere to the response format outlined in this section. Proposals failing to meet this requirement may be rejected. Needlessly lengthy documents filled with extraneous material will not be favorably received. Proposals should be written specifically to answer this RFP. General "sales" material should not be used within the body of the proposal (and any additional terms or conditions on the "sales" material will be considered invalid). If desired, Bidders may attach such material in a separate appendix as additional information. It is essential that the proposal be thorough and yet concise. Avoid broad, unenforceable, or unmeasurable responses.

When responding to this RFP, Bidders shall identify their responses using the same lettering used below:

#### 5.4.1 Proposal Main Body (Part I)

- a) **Cover Letter:** Include a signed cover letter with the proposal. The cover letter should provide the following:
  - (1) Brief statement of the Bidder's understanding of the project.
  - (2) Name, title, phone number, fax number, e-mail address, and street address of the company representative.
  - (3) Highlights of the Bidder's qualifications and ability to perform the project services.
- b) **Introduction/Company Overview:** Include the following information about the Bidder's firm:
  - (1) Company name, business address, phone number, fax number and internet address.
  - (2) Year the firm was established and any former names of the firm if applicable.
  - (3) Type of ownership and parent company if applicable.
  - (4) Location of the office or offices that will provide the project services. Include all subcontractors and outsourcing services, their location, and applicable area(s) of expertise. If all offers are not going to utilize the same team of subcontractors, then Bidder's proposal must show the composition of each team for each distinct offer or group of offers. All subcontractors, including offshore subcontractors, must be

identified including their contribution to the project. For each major subcontractor, provide all information described in this section.

- (5) Brief statement of the firm's background demonstrating longevity and financial stability. Selected Bidders ("finalists") may be asked to provide a current D&B Business Report. If a firm has publicly-held debt, the Bidder may be asked to provide a Moody's Investment Service Bond Rating and/or Standard and Poor's Bond Rating. Finalists may also be asked to provide total annual revenue and an indication of the revenues associated with the provision of services relevant to its proposal.
- c) **Technical Approach:** In this section, describe the Bidder's expertise with, and understanding of, the methods necessary to produce the project deliverables and meet the identified specifications.
- d) **Project Team/Project Management Approach:** In this section, include a project team organizational chart and clearly identify the project manager and project team. Provide resumes of key members of the project team including sub-consultants. Describe the Bidder's ability to manage the project and meet proposed timelines. Once the Consultant is under contract, SAWPA will require that the Consultant involve SAWPA in the selection and rotation of any key project team member(s) assigned to the project.
- e) **Responder's Offers:** Bidder must provide a detailed technical approach, as well as the schedule and related business and technical considerations, in separate sections associated with each offer being proposed by the Bidder.
- f) **1. Scope of Work Exceptions/Recommendations:** The Bidder may propose alternative methods as long as the resulting product is of the same or superior quality than what is required. Alternate methods must not compromise the quality or accuracy of the intended products and must comply with United States National Mapping Accuracy Standards (NMAS) and/or National Standard for Spatial Data Accuracy (NSSDA).  
**2. Contract Provisions Exceptions/Recommendation:** The Bidder may propose any suggested exemptions to the Contract (i.e. the task order and SAWPA General Services Agreement).
- g) **Project Resources and Schedule:** Outline equipment to be used by the Bidder to acquire and process imagery and elevation data for this project. It is also critical that Bidders identify all subcontractors to be associated with the bid proposal. SAWPA desires that all data production and processing locations be clearly identified in the Bidder's proposal; this requirement applies to potential subcontractors as well as regional or satellite offices of the Bidder (prime). Where applicable, the qualifications, equipment specifications and resources of the proposed subcontractors should also be included in the proposal.

This section should include a detailed schedule for the completion of the project deliverables identified in the proposal, and also the proposed start and end dates and intermediate delivery dates if applicable. Bidders should present their resources and their subcontractors, including availability (staffing and equipment) for the anticipated duration of the project.



- h) **Project Experience:** Provide references from at least three (3) previous relevant projects. This should include a short project description that demonstrates capabilities in the project services, experience with similar clients, and/or local project experience. The name of the client organization as well as the name and phone number of the person there serving as a reference contact should also be provided. SAWPA may request additional references at any time prior to contract award.
- i) **Fee Narrative:** Included a narrative, if needed, to describe the Bidder's proposed fees as shown in Exhibit A.
- j) **Schedule:** Provide a detailed schedule. See Section 2.2 of this RFP for providing a response to this question.

#### **5.4.2 Proposal - Cost (Part II)**

**Proposed Fee:** See Exhibit A for detailed Cost Proposal Instructions and Format.

#### **5.4.3 Proposal - Appendix**

**Additional Material:** Any additional digital file, imagery samples (digital and/or printed) and any other materials the Bidder feels are relevant to the Bidder's response.

#### **5.5 Duly Authorized Signature**

The response must contain the signature of a duly authorized officer of the bidding entity empowered with the right to bind the Bidder.

#### **5.6 Response Costs**

The Bidder shall be responsible for all costs incurred in the development and submission of this response. Neither SAWPA nor any member of the watershed agencies shall assume any obligation as a result of the issuance of this RFP, the preparation or submission of a response by a Bidder, the evaluation of an accepted response, or the selection of finalists. Neither SAWPA nor any watershed agencies member shall be contractually bound until a written Contract has been issued.

#### **5.7 Complete Services/Products**

The successful Bidder shall be required to furnish the following:

- a) All tools, equipment, supplies, supervision, transportation and other accessories, services, and facilities necessary to complete the work;
- b) All materials, supplies, and equipment specified and required to be incorporated in and form a permanent part of the completed work;
- c) Provide and perform all necessary labor;

- d) Perform and complete the work in accordance with good technical practice, with due diligence, and in accordance with the requirements, stipulations, provisions, and conditions of the RFP and the resultant agreement.

## 5.8 Selection Criteria

SAWPA intends to retain the vendor whose proposal it believes is most advantageous to SAWPA. Evaluation of the proposal will be based on qualifications of the Bidders and not solely on “low bid,” as SAWPA wishes to utilize a firm with significant professional credentials. While price is an important factor, it is only one of thirteen factors considered in selecting the best vendor for this project. The selection panel will consider all of the following thirteen factors (not listed in order of importance):

1. **Technical:** Soundness of the vendor's technical approach.
2. **Quality Imagery:** Ability to produce high quality imagery that meets the required specifications.
3. **Accuracy:** Ability to produce spatially accurate imagery (low RMS error) using industry standard processes. Adherence to NSSDA and nationally recognized photogrammetric and survey standards wherever appropriate for the proper fulfillment of each Contract.
4. **Management:** Project management approach.
5. **Qualifications:** Qualifications of the project team, including personnel and sub consultants, specifically technical expertise, trade proficiency, relevant experience and past performance.
6. **Availability:** Availability of the Consultant to coordinate and discuss issues with SAWPA.
7. **References:** Project references.
8. **Quality of Proposal:** Quality of proposal response.
9. **Schedule:** Proposed project schedule and evidence of ability to meet scheduled target dates, such as the summer equinox, including the overall capacity of the Bidder’s team to deliver the volume of imagery associated with each offer proposed.
10. **Price:** Price factors, including total price for each offer, price per square mile.
11. **Value:** Best value for SAWPA.
12. **Business Issues:** Business standing and financial solvency as assessed from SAWPA's viewpoint.
13. **Creativity:** Unique offers or approaches to standard offer which provide beneficial and cost-effective deliverables for SAWPA.

## 5.9 Rejection of Proposals

This Request for Proposals does not commit SAWPA to award a contract or to pay any costs incurred for proposal preparation. SAWPA, at its sole discretion, reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified Bidder, or to cancel this RFP in part or in its entirety.

Information received will be used in validation and evaluation of the bids and may be incorporated in any subsequent contract.

#### **5.10 Contractual Obligations**

After written proposals have been reviewed, interviews and/or site inspections with prospective firms may be scheduled. The principal from a specific firm who will be directly responsible for administering the contract and the firm's Project Manager should be present for interviews and site inspections.

The successful Bidder will be required to enter into a written agreement with SAWPA under which the Consultant will undertake certain obligations. A copy of SAWPA's insurance requirements for this project is contained in Exhibit C of the RFP. Please refer to the SAWPA standard contractual agreement for more specific details regarding the typical SAWPA contractual obligations, bearing in mind that additional obligations may be inserted.

#### **5.11 Right to Pertinent Materials**

All responses, inquiries, and correspondence relating to this RFP and all reports, charts, displays, schedules, exhibits, and other documentation produced by a Bidder and submitted as part of the proposal shall become the property of SAWPA after the proposal submission deadline. The proposals will not be returned. If any proprietary information is contained in the proposal, it should be clearly identified.

#### **5.12 Modifications to the RFP**

SAWPA is interested in cost-effective solutions to providing quality aerial photography for members of the watershed agencies. Accordingly, SAWPA reserves the right to negotiate material aspects of the RFP, including, but not limited to: project approach, collection methodology, cost options, report format, product distribution (method & schedule), and period of coverage.

SAWPA may modify the RFP prior to the date fixed for submission of proposals by issuance of an addendum to all parties who have received the RFP. All addendums will be incorporated into the final RFP.

#### **5.14 Prime Consultant**

SAWPA will only accept multi-consultant solutions with the strict understanding that there must be a single entity identified which will act as the prime Consultant and assume legal and financial responsibility for all services provided.

#### **5.15 Term**

The term of an agreement (i.e. the Task Order attached in Exhibit C) awarded as a result of this RFP shall be from April 2021 through April 2022. The agreement may be extended on a month-to-month, quarterly, or annual basis by mutual agreement of Consultant and SAWPA.

#### **5.16 Other Contract Provisions**

See Exhibit C for the full terms. The Contract includes the General Services Agreement and the

Task Order. The Task Order includes language related to the invoicing by the selected Consultant.

## **ATTACHMENTS**

- Exhibit A – Price Proposal Tables for Bidders**
- Exhibit B – Maps of AOIs (Also included as shapefiles in Exhibits D and E)**
- Exhibit C – Sample SAWPA Consulting Agreement**  
Includes General Services Agreement and Task Order
- Exhibit D - Shapefile: Imagery AOI for Upper Watershed Imagery; includes retail water agency boundaries**
- Exhibit E - Shapefile: Elevation Deliverables AOI**