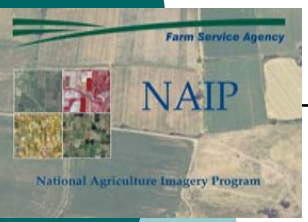
National Agriculture Imagery Program

NAIP Informational Meeting

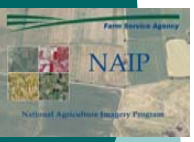


July 19, 2006
Washington DC

W. Geoffrey Gabbott, Contracting Officer
USDA, FSA, Aerial Photography Field Office
Salt Lake City, Utah

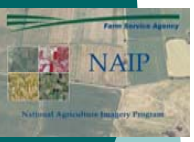
USDA
Farm Service Agency

NAIP Informational Meeting



- NAIP Contract Overview
- Future Procurement Plans
- Partnership Opportunities
- Cost Share Scenarios
- Benefits of Partnering

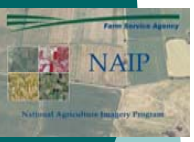
NAIP Contract Overview



NAIP Contract Description:

- 3 year (’04 ’05 ’06) Indefinite Delivery, Indefinite Quantity (IDIQ) type contract
- Awarded in 2004 to 10 contractors
- Task Orders competed using “best value” procurement process
- Performance Based Contract: defines end product rather than how to produce the product

NAIP Contract Overview

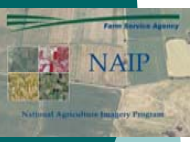


Best Value Procurement Process:

A competitive source selection process which evaluates contractor proposals according to:

- **Technical merit**
- **Project management capabilities**
- **Past performance and quality assessment**
- **Pricing and other criteria**

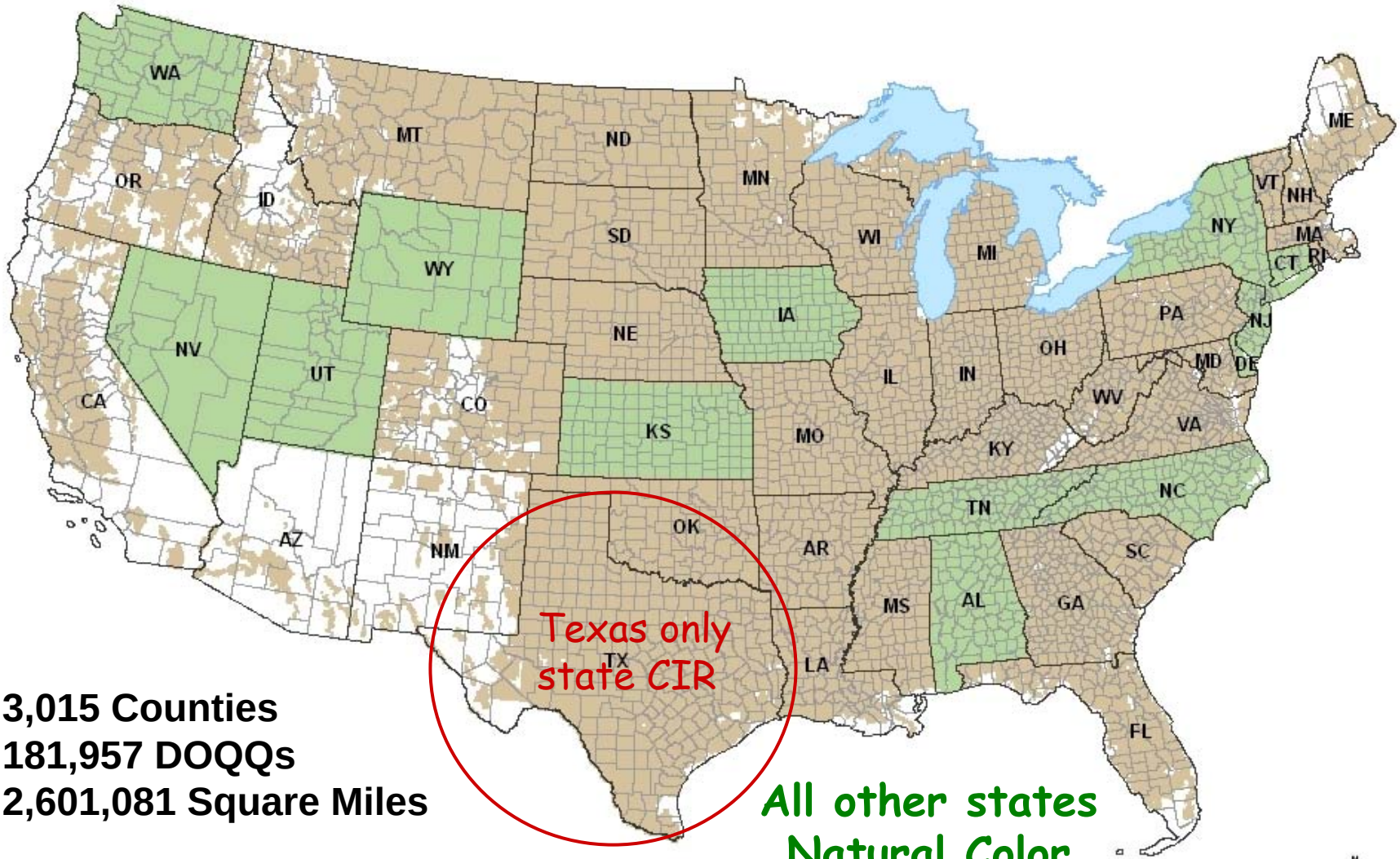
NAIP Contract Overview



Performance Based Contract:

- Statement of work describes products and services to be provided by the contractor
- Defines required end products rather than a rigid “how to” set of specifications
- Allows innovative methods to produce the end product including film or digital options
- Has created opportunity for direct digital acquisitions

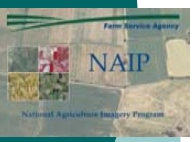
2006 NAIP COVERAGE



3,015 Counties
181,957 DOQQs
2,601,081 Square Miles

1 Meter Coverage **53,025 DOQQs**
2 Meter Coverage **128,932 DOQQs**

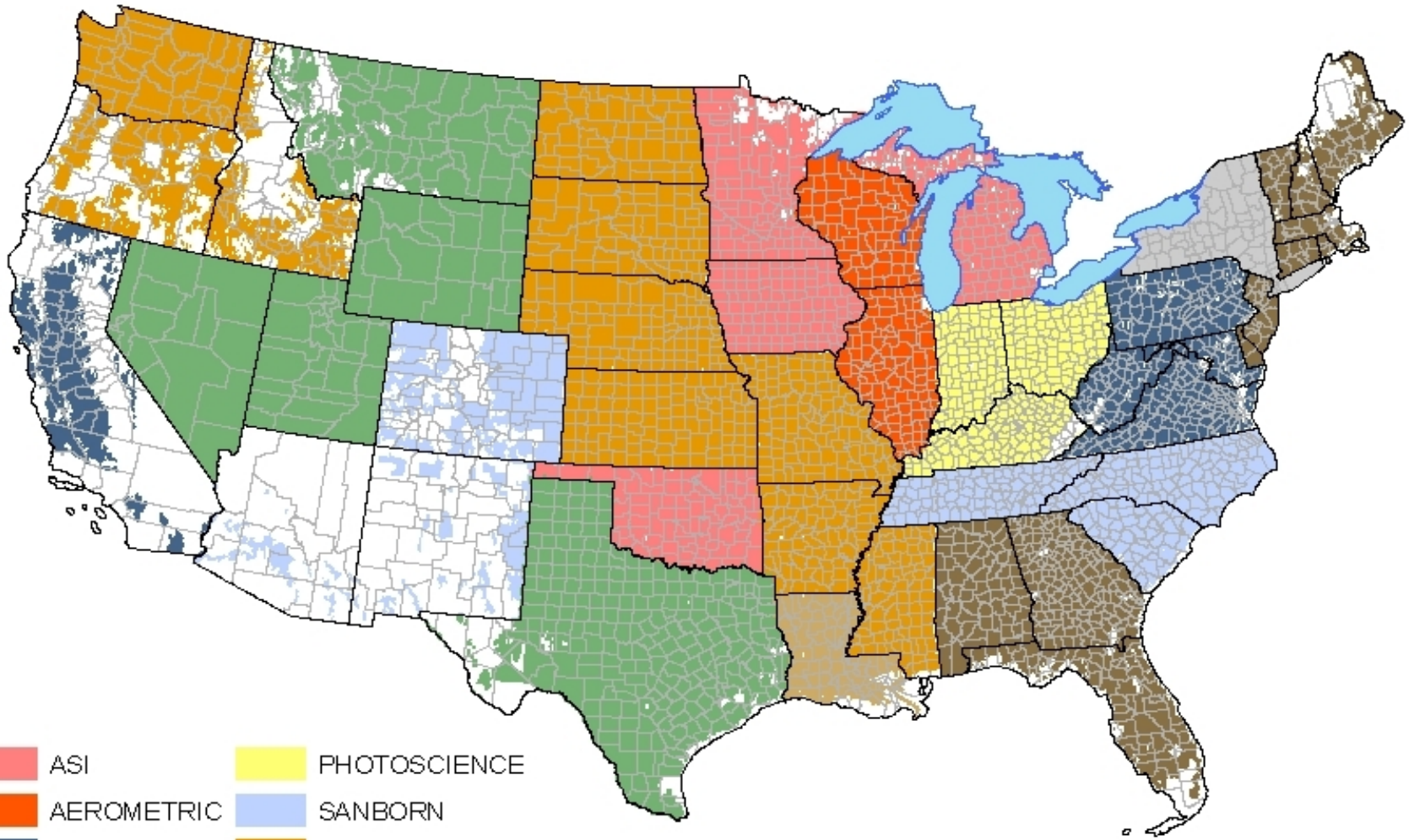
2006 NAIP Task Order



2006 Contracts – Final Awards:

Rank	Contractor	DOQQs	Avg Price	Total Amount
1	Surdex Corp	48,621	$153.13	$7,429,986.82
2	Photo Science	8,352	$146.41	$1,222,807.00
3	NW Geomatics	47,388	$180.40	$7,601,169.50
4	Sanborn Map	15,673	$159.04	$2,492,596.49
5	Aerial Services	19,212	$154.74	$2,972,927.00
6	Horizons	12,458	$156.60	$1,950,864.70
7	LandAir Map	15,163	$160.38	$2,431,825.00
8	AeroMetric	8,493	$146.40	$1,243,414.50
9	Vargis	3,878	$176.00	$682,529.00
10	Triathlon	2,819	$164.40	$463,443.60
Totals:		181,957	$156.58	$28,491,561.61

2006 NAIP Contractors

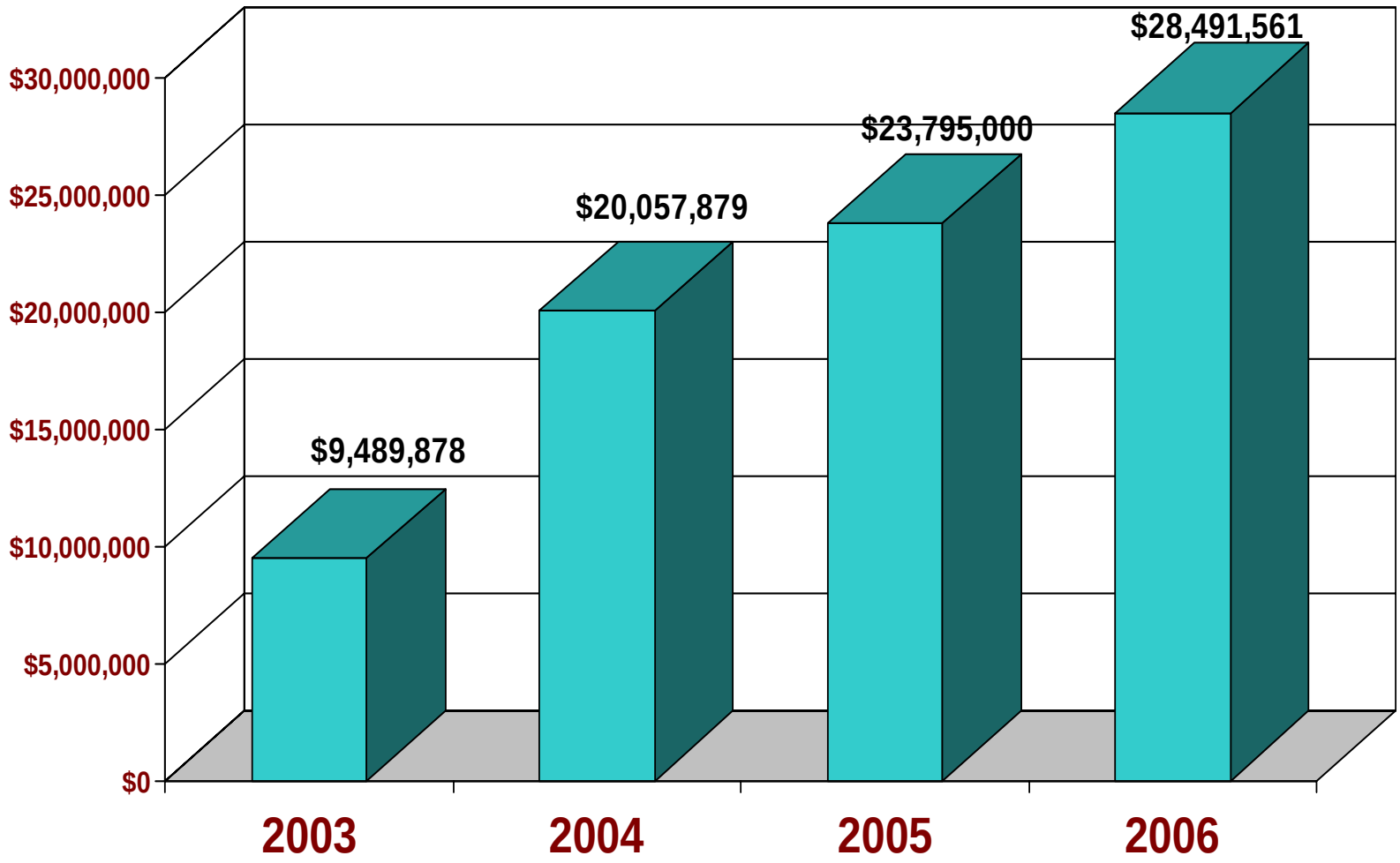


2006 is final year of 3 year IDIQ contract

USDA-FSA-APFO

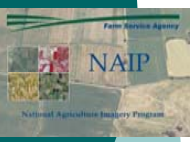
USDA NAIP HISTORY

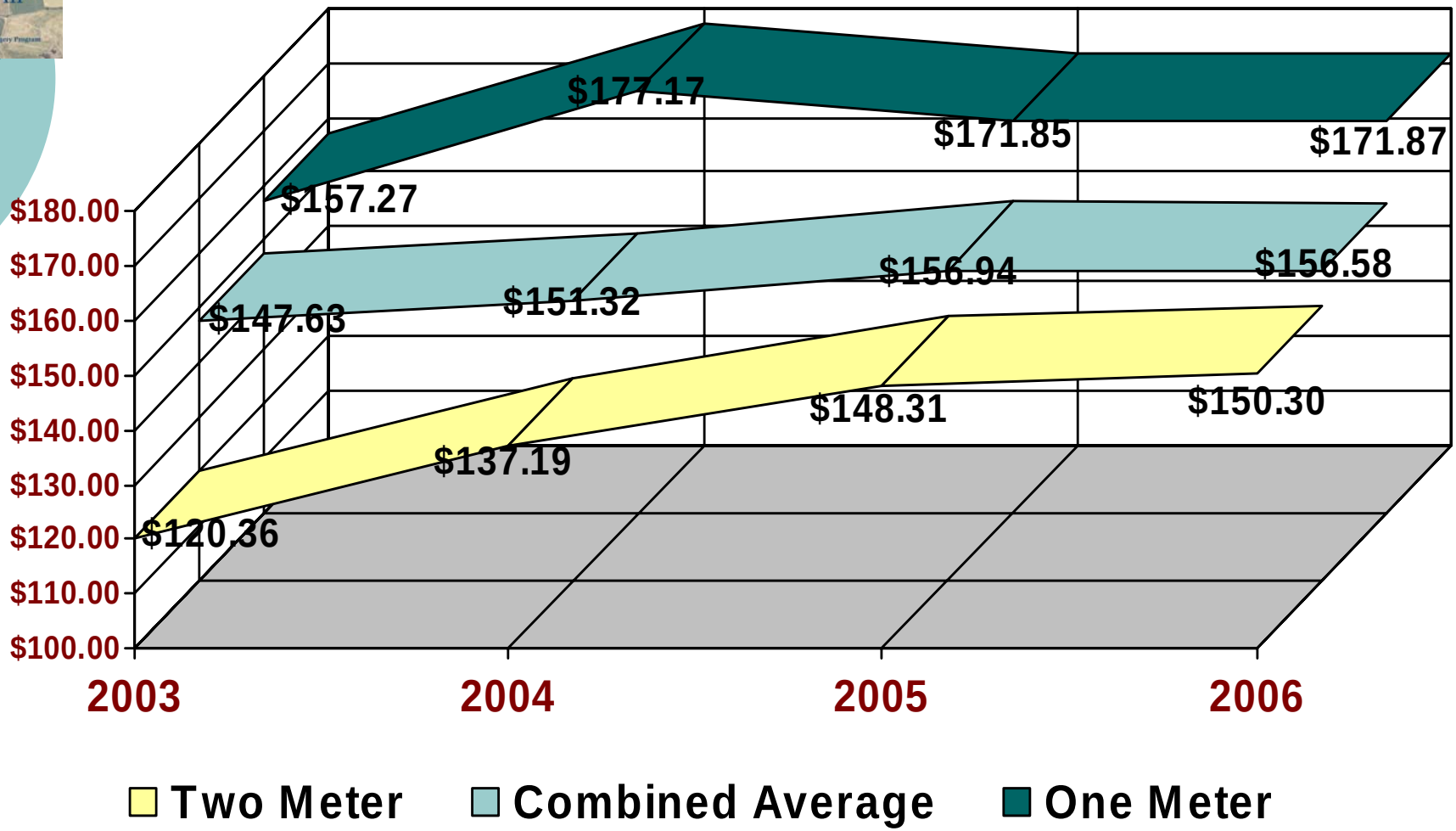
Contract Awards 2003 - 2006



NAIP DOQQ Pricing History

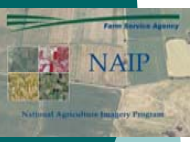
2003 - 2006 USDA NAIP Contracts

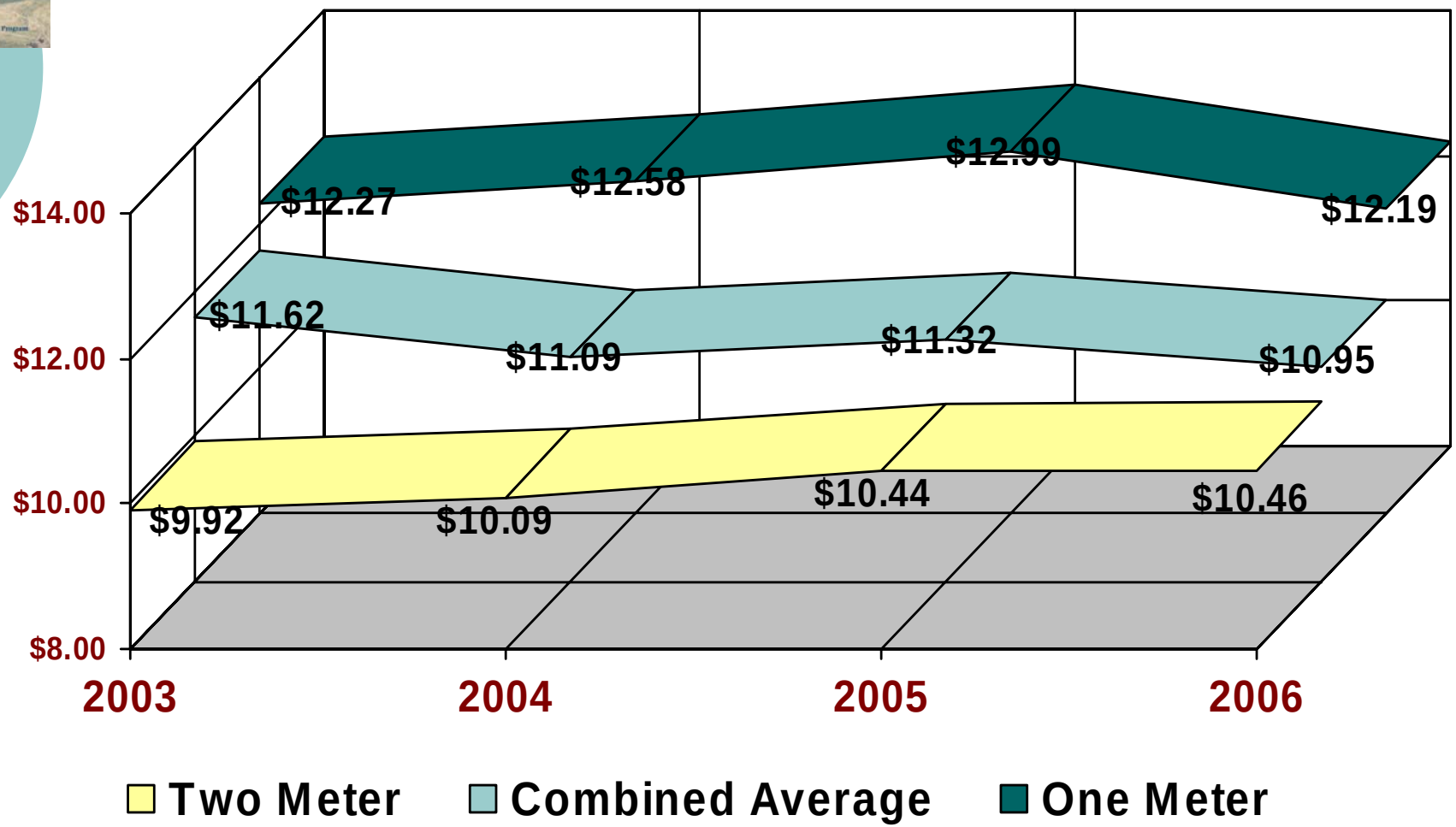




NAIP Square Mile Pricing History

2003 - 2006 USDA NAIP Contracts





NAIP Contract Aircraft

Up To 50 Aircraft utilized for Imagery Acquisition Nationwide

High Performance Piston Singles

Light Piston Twins

Small Turboprops

Lear jets

Film Camera Equipment

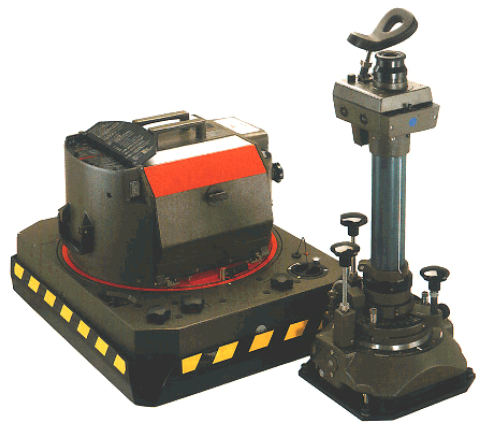
Precision Mapping Cameras

FAA Approved Camera Ports & Mounts

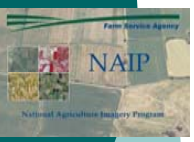
Holds 1 x 500 foot Film Rolls

Approximately 300 Pounds

$250k – $600k costs



Airborne Digital Sensor Systems



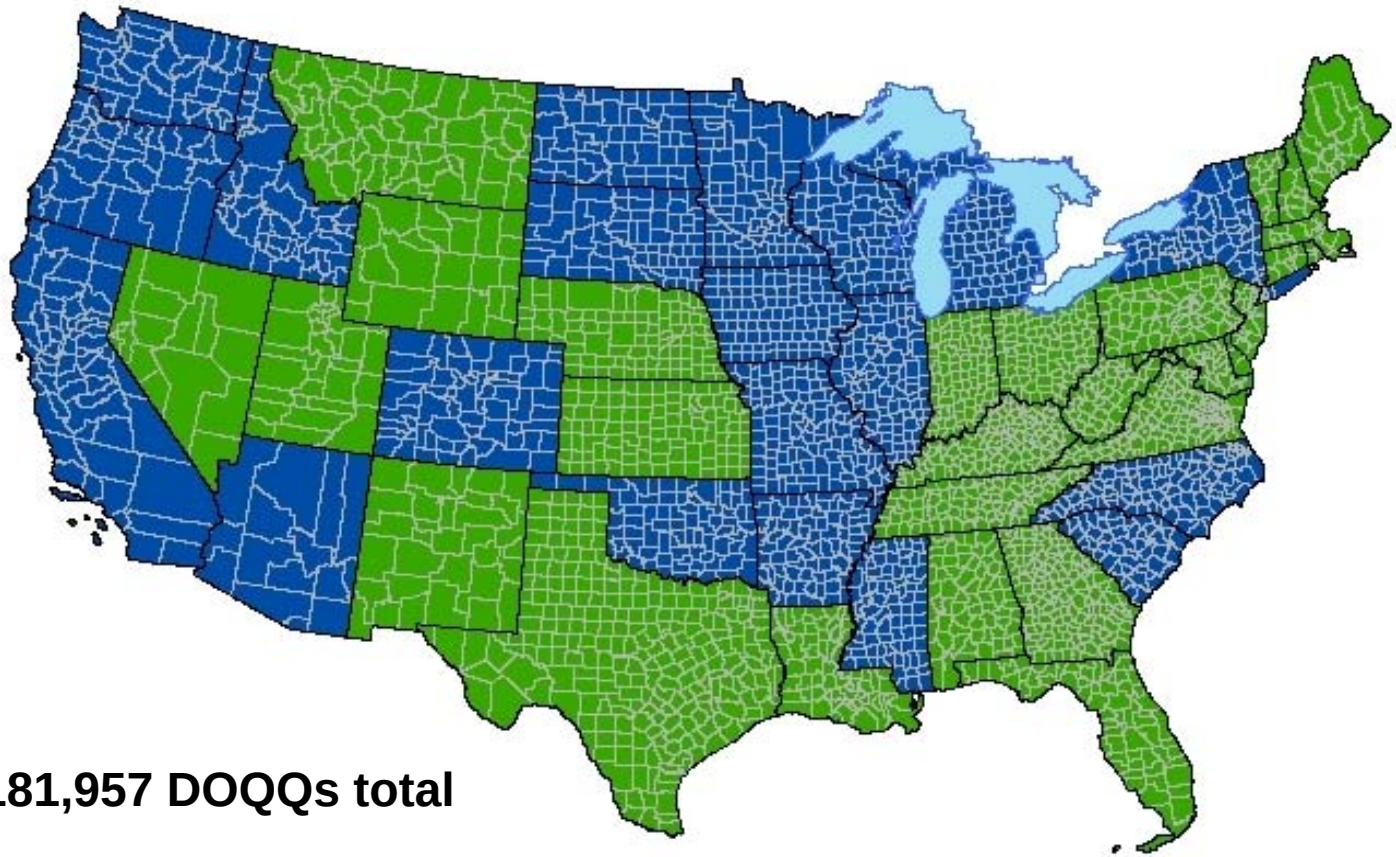
Large Format Precision Digital Cameras

Leica ADS40 System:
Multispectral CCD lines,
2 x 12,000 pixels

Vexcel UltraCam System:
Fixed digital array camera

Z/I DMC System:
Fixed digital array camera

2006 NAIP DIGITAL OR FILM ACQUISITION AREAS



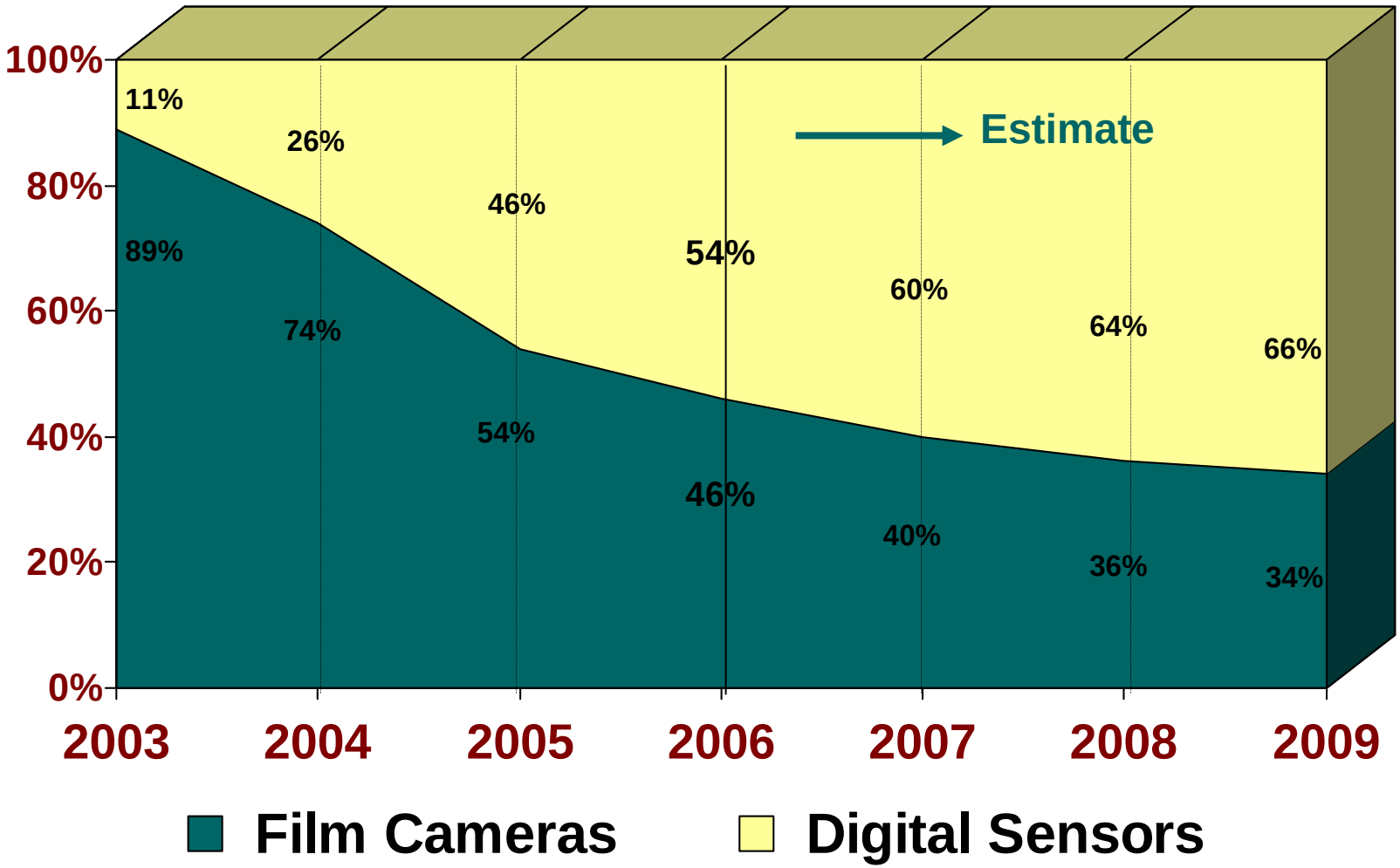
181,957 DOQQs total

Digital Acquisition 98,772 DOQQs $159.67 average price

Film Acquisition 83,185 DOQQs $152.92 average price

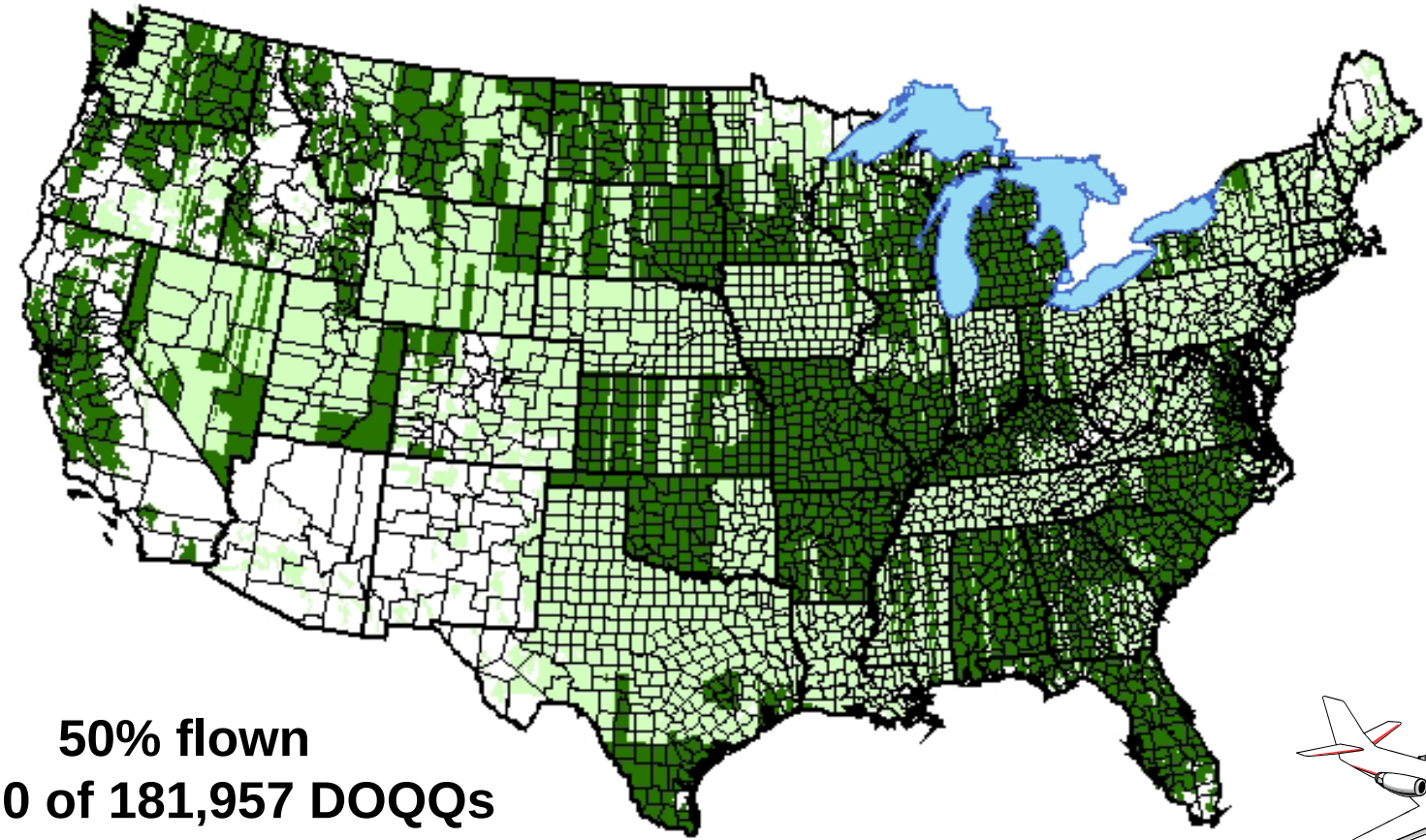
NAIP Camera Trends

Film Cameras vs. Digital Sensors

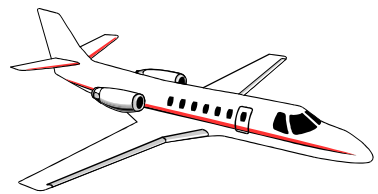


July 18, 2006

2006 NAIP IMAGERY STATUS



50% flown
90,820 of 181,957 DOQQs



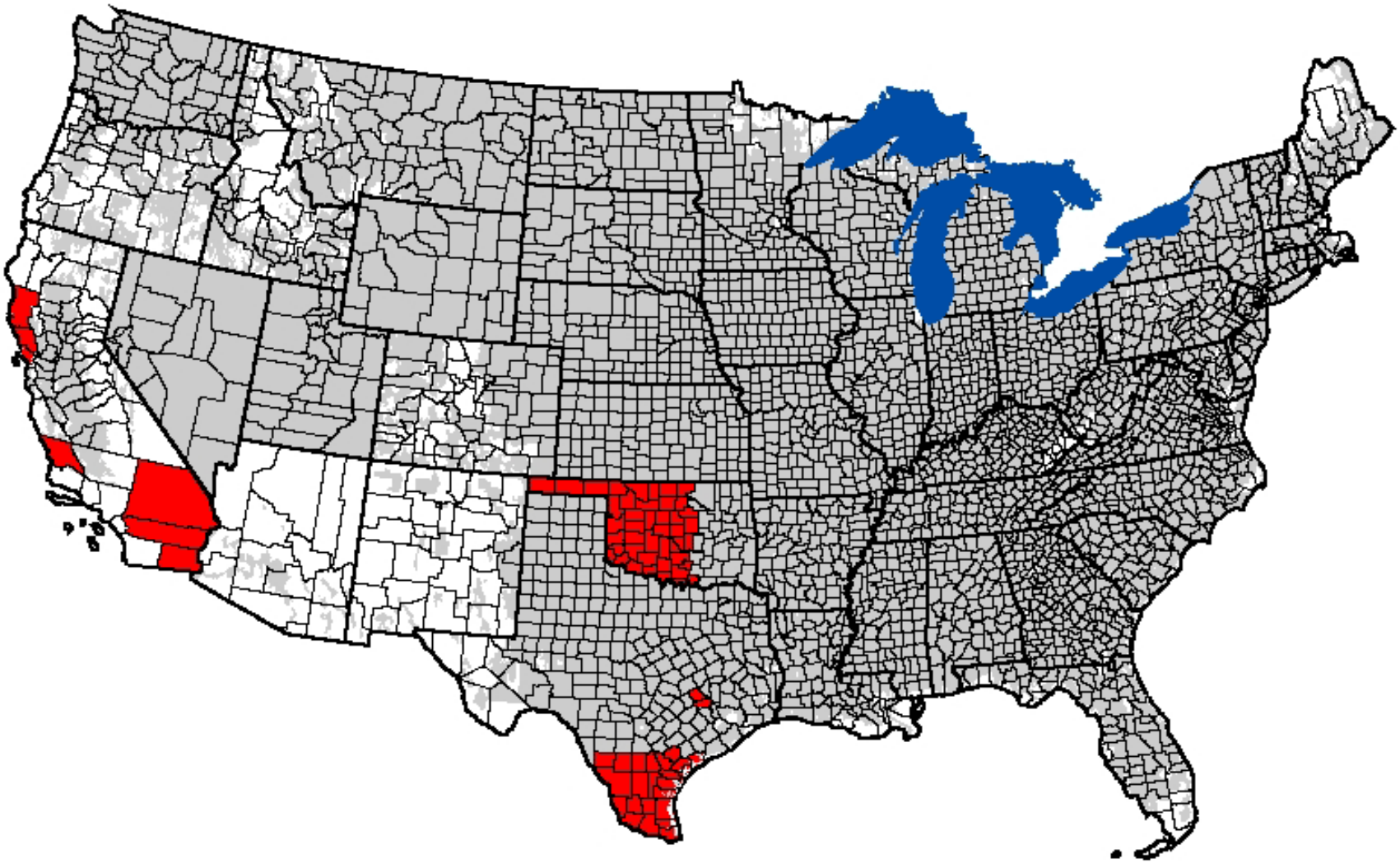
AREAS FLOWN

AREAS CONTRACTED

www.apfo.usda.gov

July 14, 2006

2006 NAIP COMPRESSED COUNTY MOSAICS (CCM)

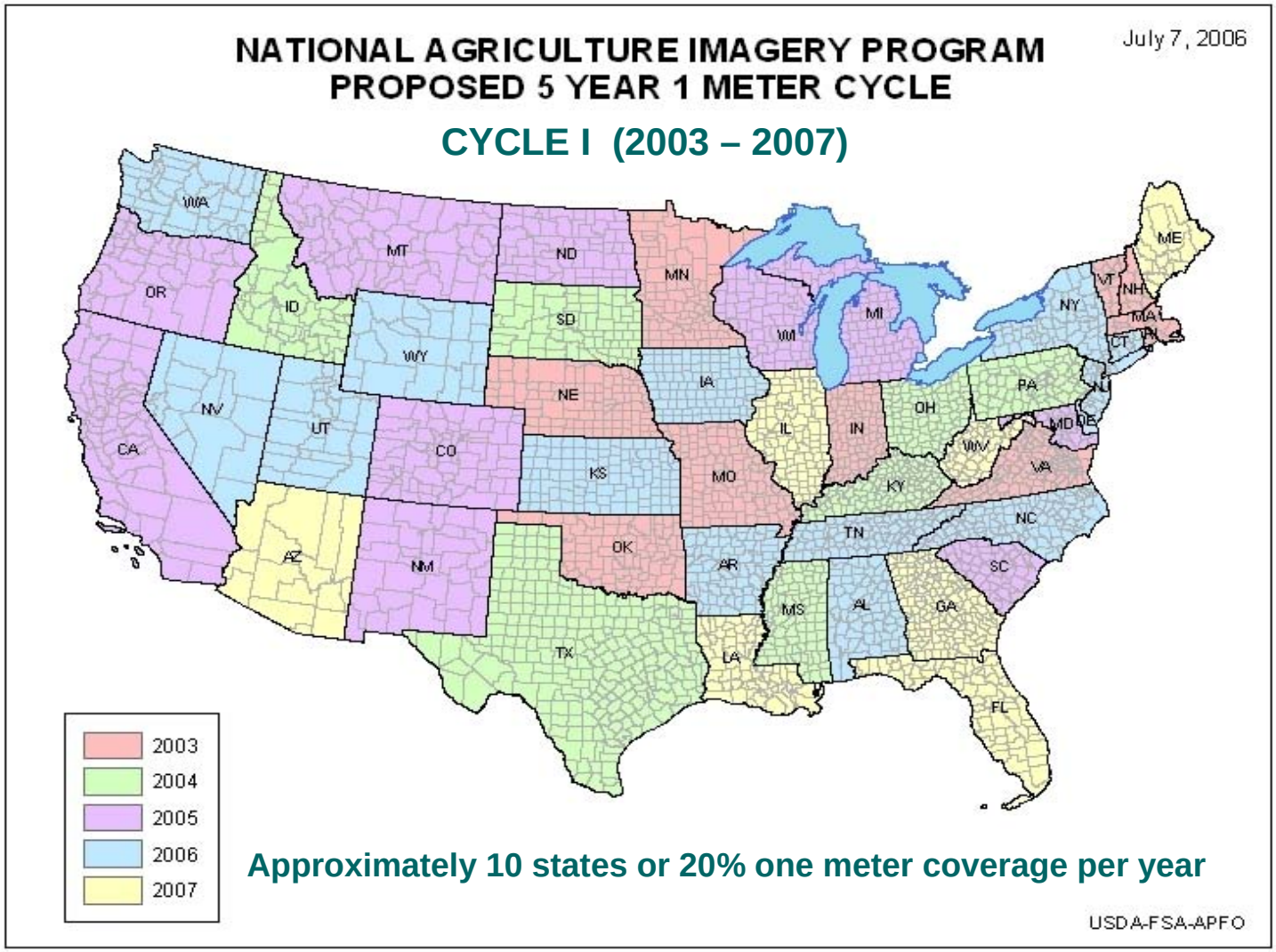


COUNTIES AVAILABLE (INTERIM VERSION ONLY)

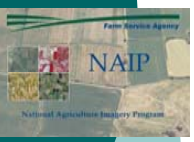
COUNTIES CONTRACTED

www.apfo.usda.gov

Future NAIP Contract Plans



Future NAIP Contract Plans*



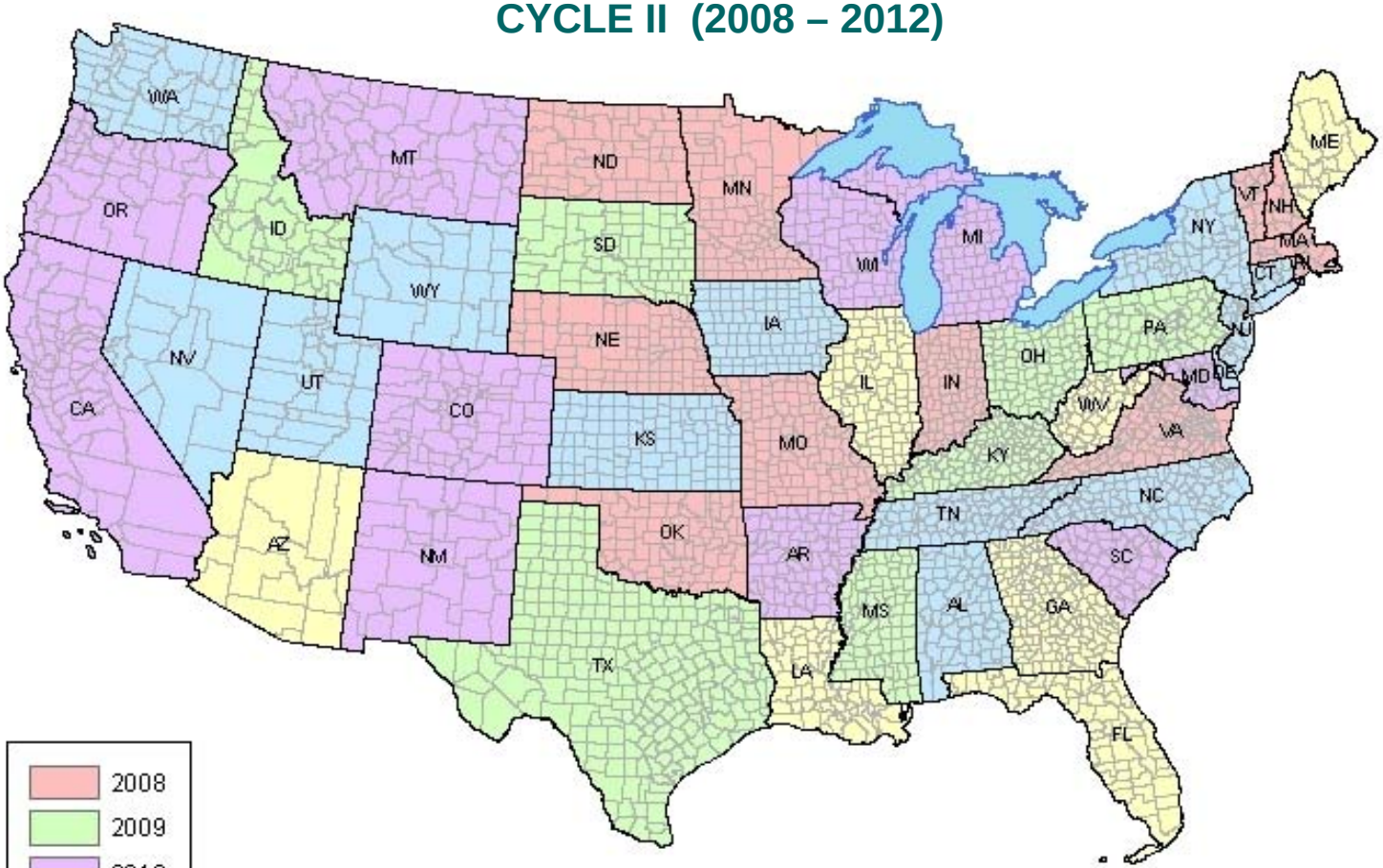
Three year (’07 ’08 ’09) IDIQ, Performance Based Contract

- 10 states 1m orthobase update
- 38 states 2m compliance
- Anticipate awards to fewer than 10 contractors

**** May be impacted by the Imagery for the Nation program:***

NATIONAL AGRICULTURE IMAGERY PROGRAM
PROPOSED 5 YEAR 1 METER CYCLE

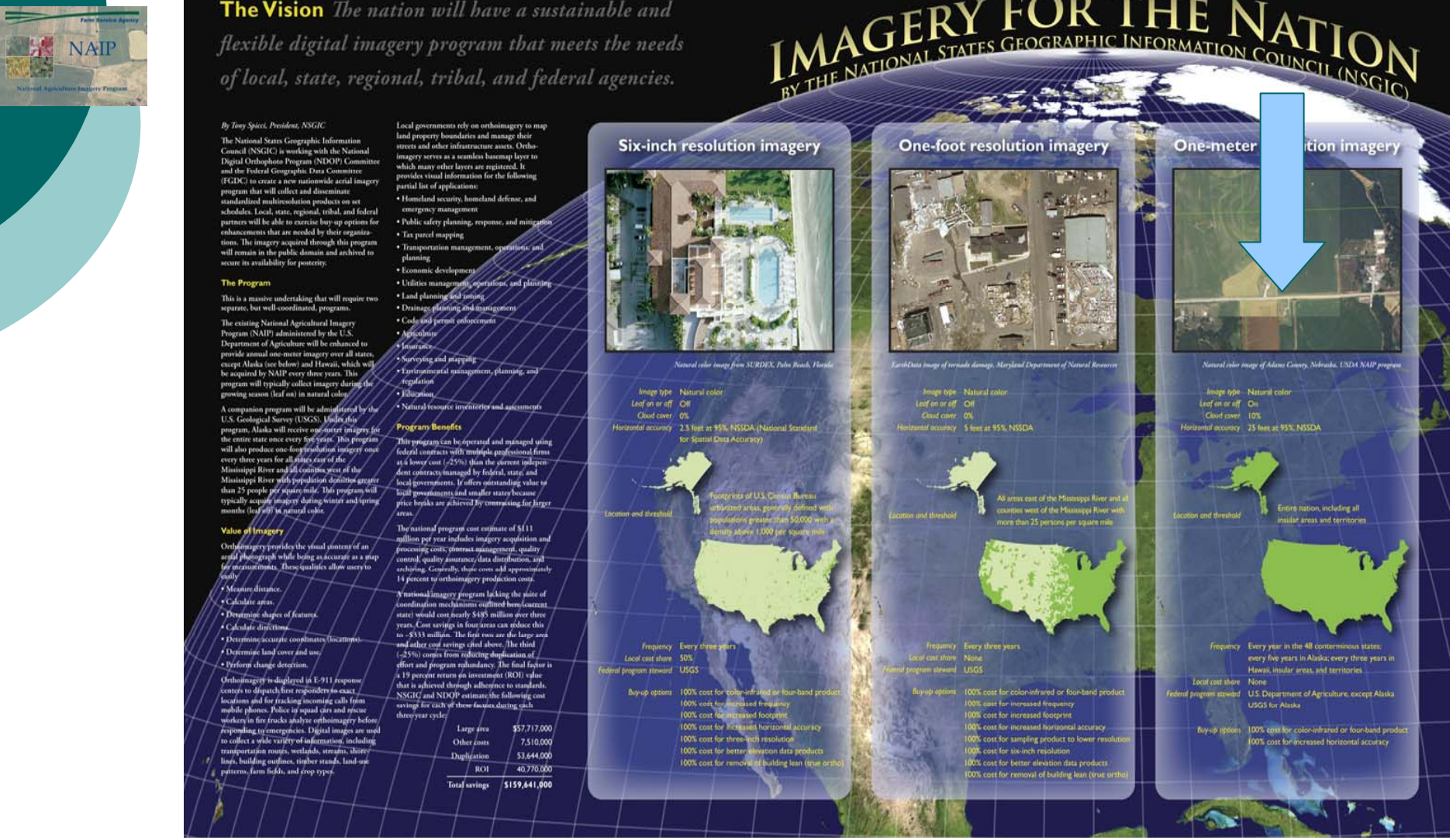
CYCLE II (2008 – 2012)



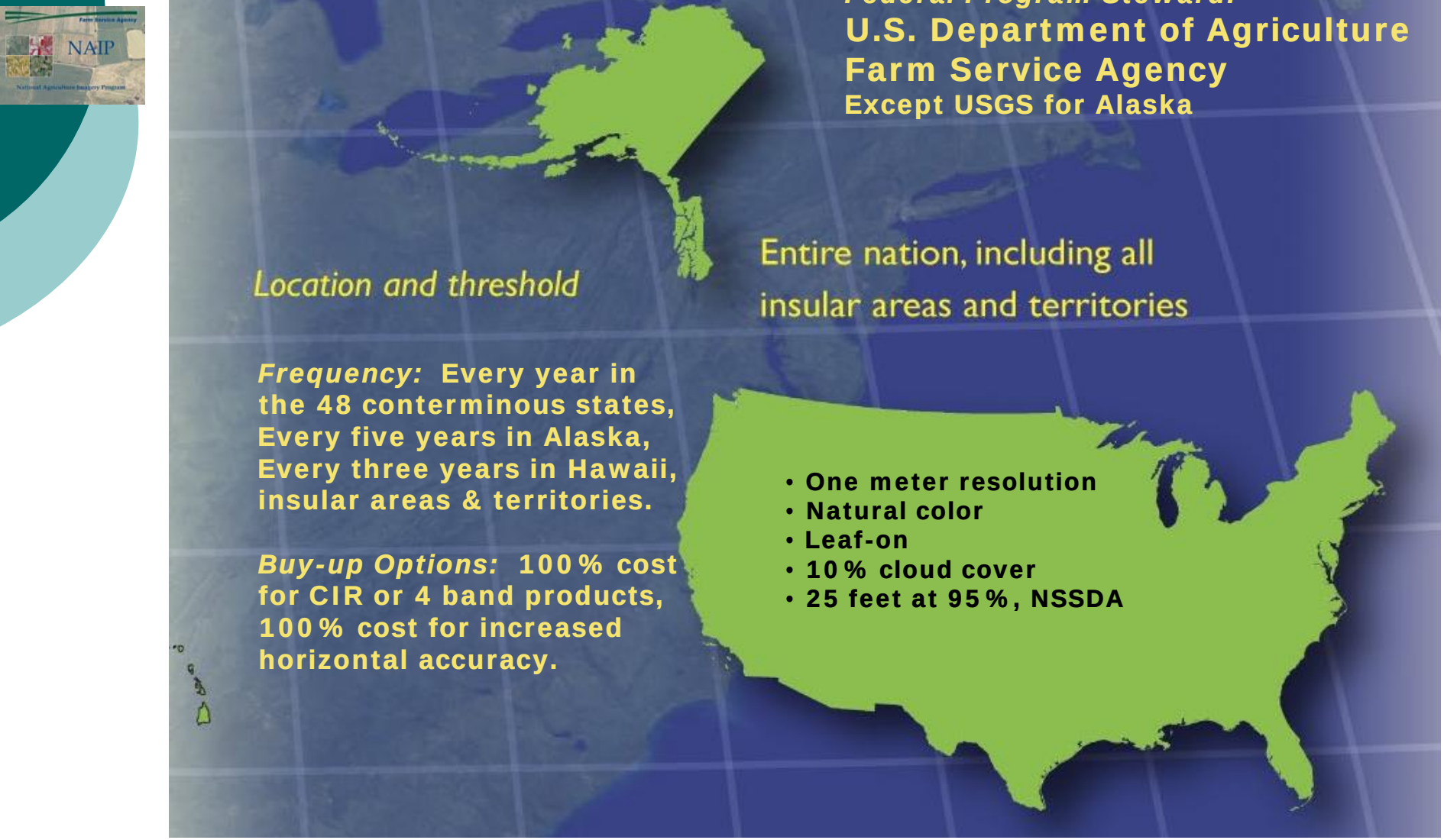
Approximately 10 states or 20% one meter coverage per year

USDA-FSA-APFO

Future NAIP Contract Plans

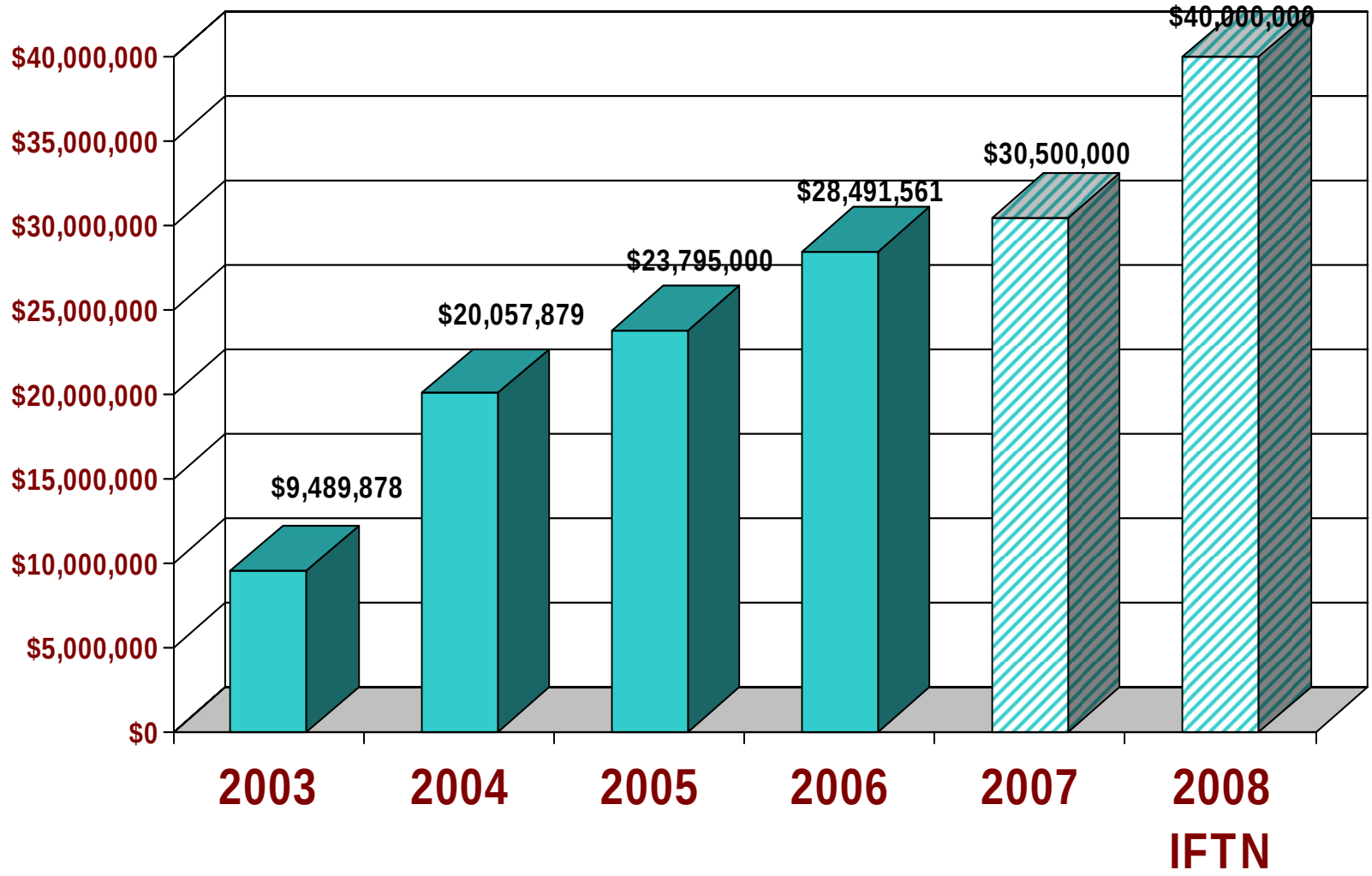


Imagery For The Nation

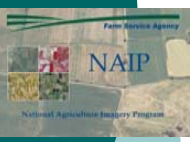


USDA NAIP-IFTN FORECAST

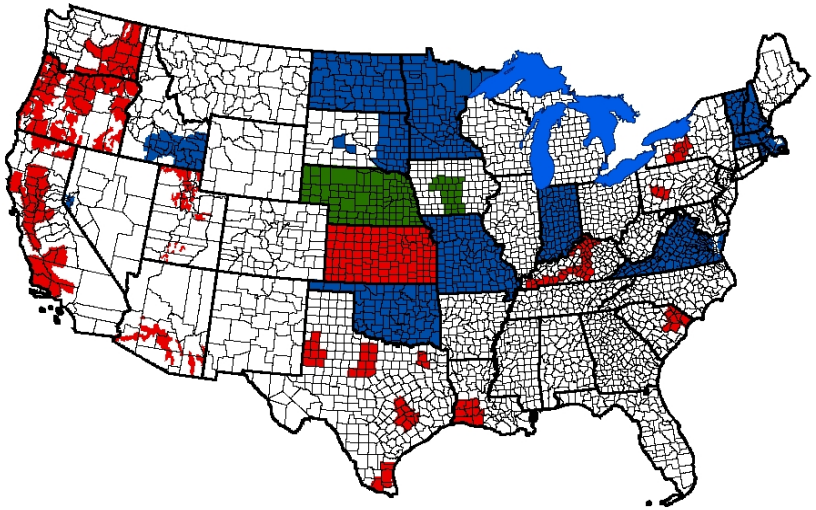
Contract Estimates for 2007 and 2008



NAIP Partnership Opportunities



2003 NAIP

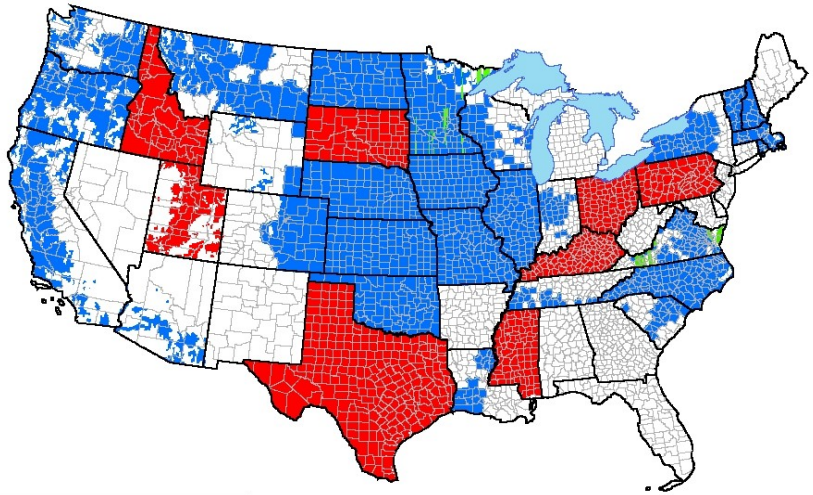


1 METER 2 METER DIGITAL

1,038 Counties

May 27, 2004

2004 NAIP



1 METER STATES
2 METER STATES
1 METER REPLACEMENT IMAGERY

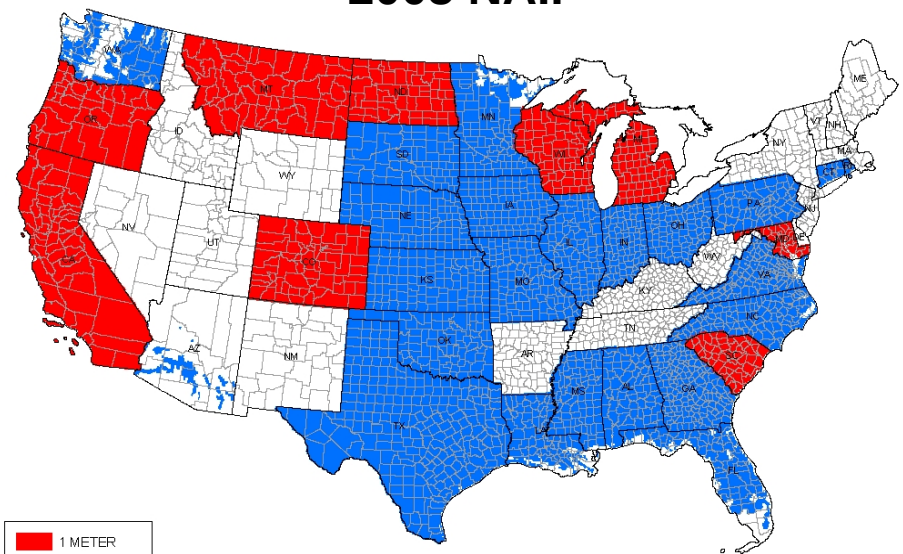
2,089 Counties

USDA-FSA-APFO-Salt Lake City, Utah

U.S. Department of Agriculture
NATIONAL AGRICULTURE IMAGERY PROGRAM
SOLICITATION NO: USDA-NAIP-3-04
NATIONAL COVERAGE MAP

MAY 24, 2005

2005 NAIP

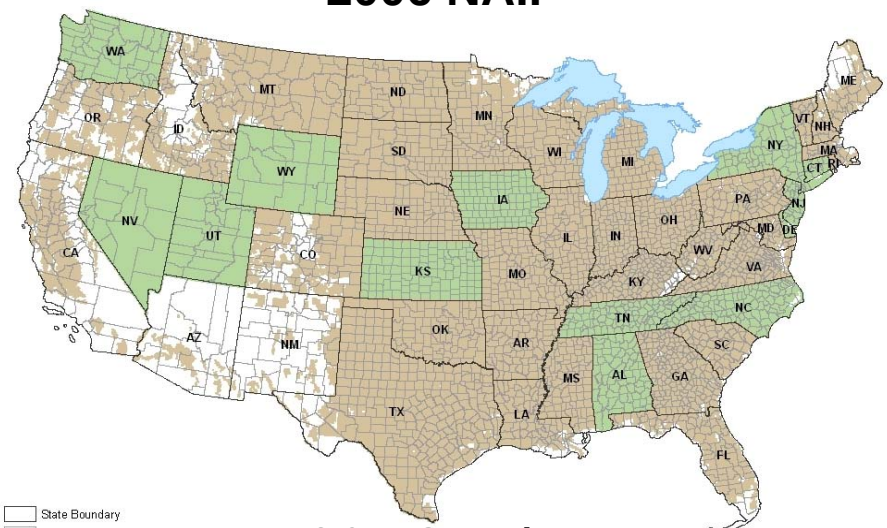


1 METER
2 METER
NOT FLOWN

2,445 Counties

USDA FSA APFO

2006 NAIP

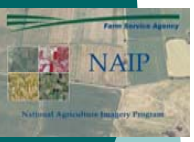


State Boundary
County Boundary
1 Meter Coverage
2 Meter Coverage

3,015 Counties

USDA-FSA-APFO

NAIP Partnership Agreements

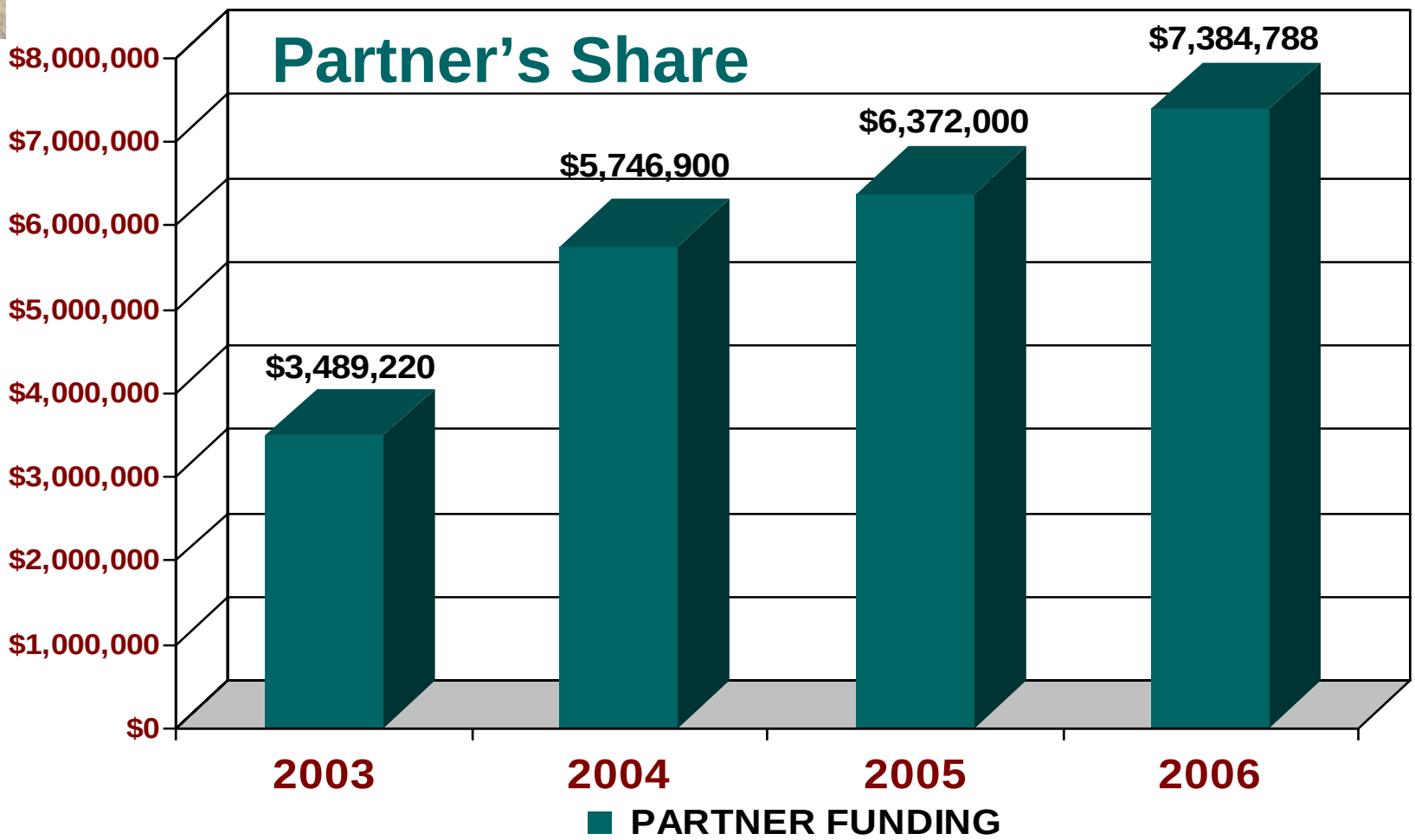


2003 – 2006 NAIP Partners:

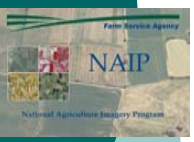
FEDERAL AGENCIES:
Natural Resource Conservation Service
U.S. Forest Service
U.S. Geological Survey
Bureau of Land Management
U.S. Air Force Space Command
U.S. Department of Interior Agencies

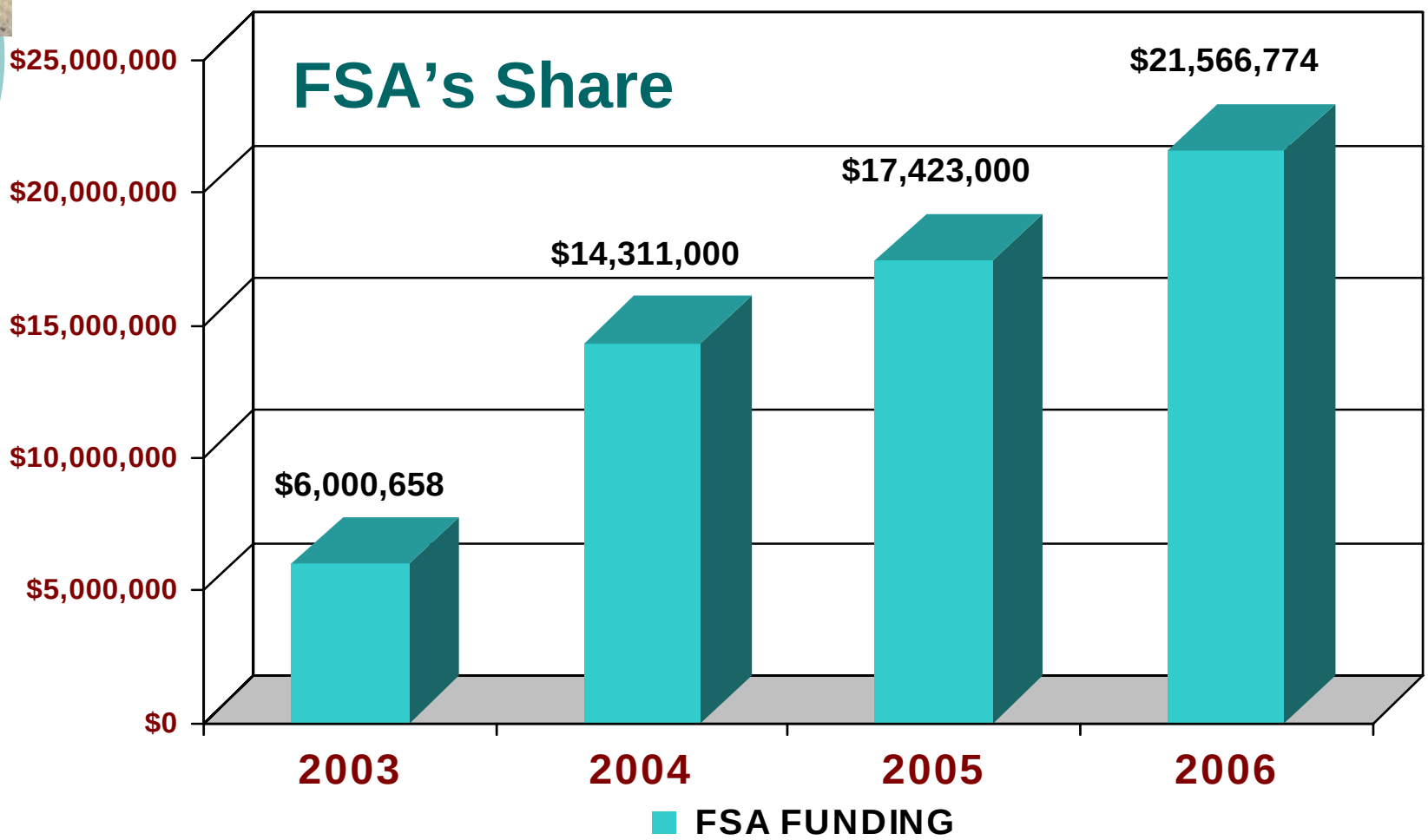
STATE AGENCIES:
California, Colorado, Idaho, Illinois, Kentucky, Maryland, Michigan, Minnesota, Missouri, Montana, Nevada, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Utah, Washington

Partner's NAIP Funding History

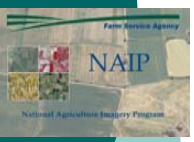


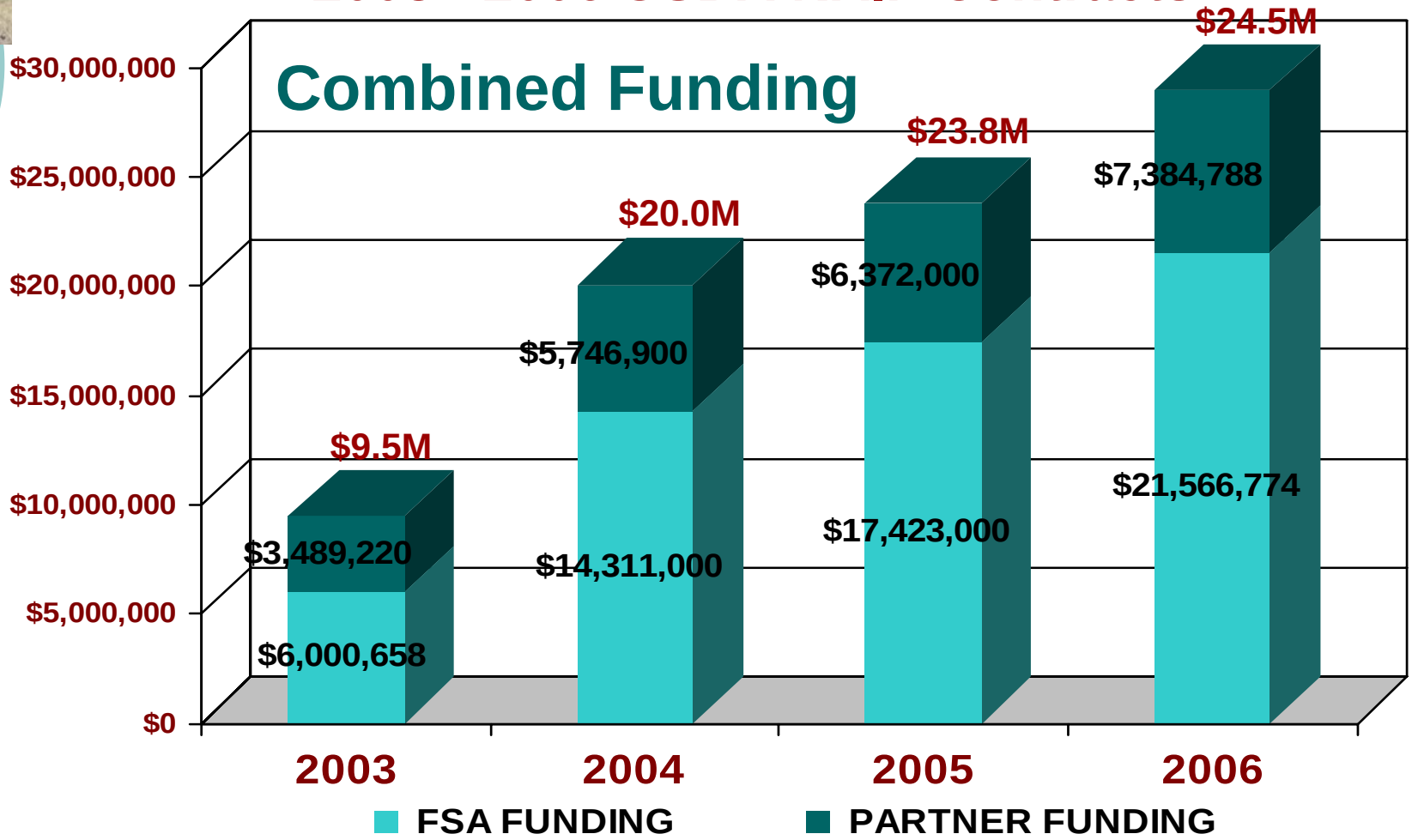
FSA's NAIP Funding History



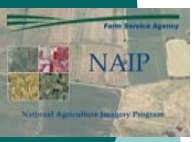


NAIP Funding History

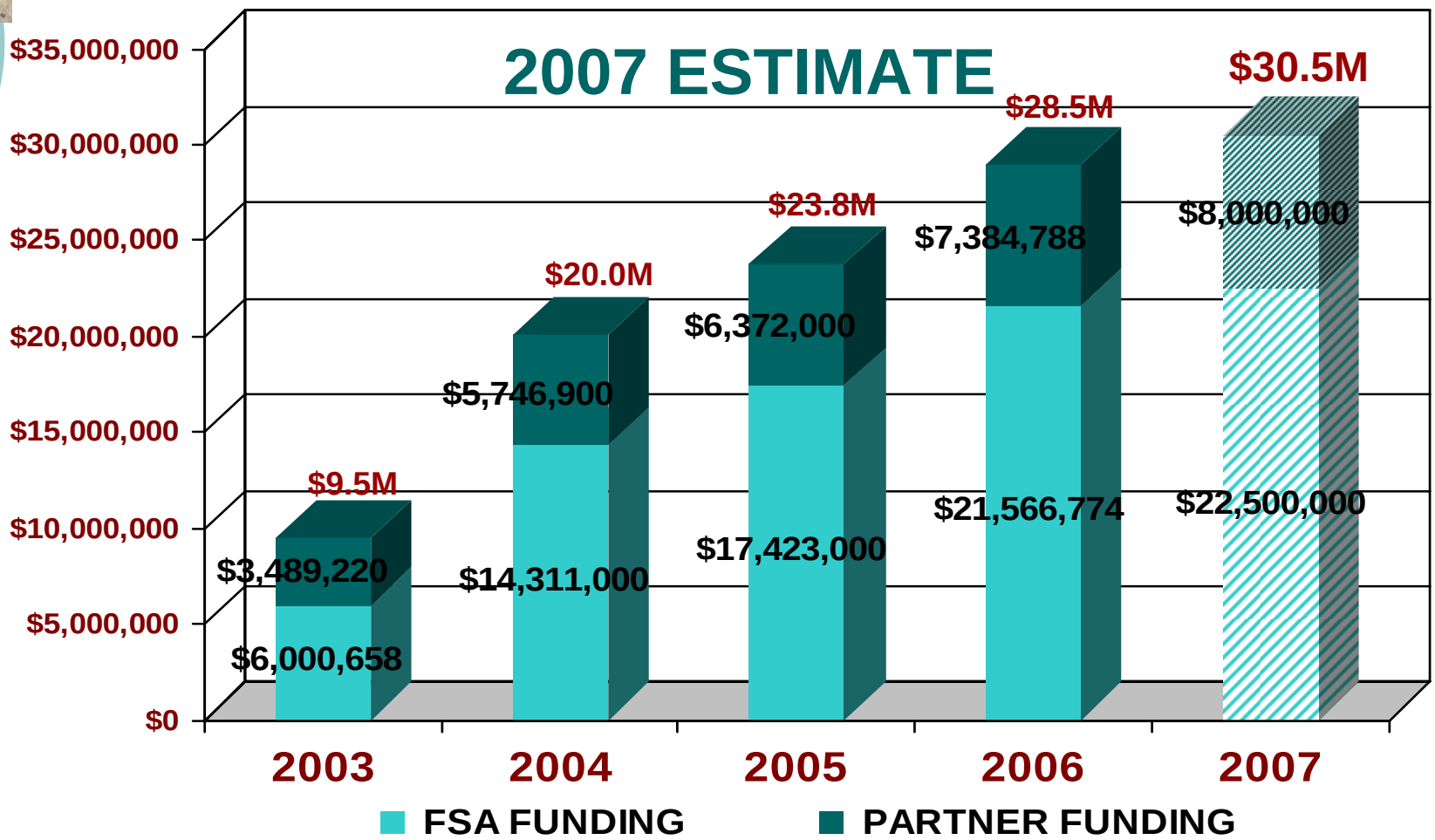




NAIP Funding History



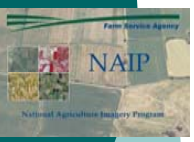
2003 - 2006 USDA NAIP Contracts



Partnership Opportunities

- Add DOQQ coverage to FSA requirements
  - Areas must be contiguous and/or substantial size
- Upgrade imagery resolution from 2m to 1m
  - All imagery within a project area must be consistent
- Change band (CP or CIR) with FSA approval
- Other products must be contracted directly with the NAIP contractor

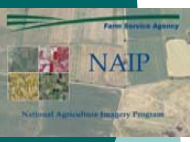
Partnership Opportunities



Why partner?

- Compressed County Mosaics (CCM) on delivery from vendors (30 days from flight)
- Quarter Quad Delivery (full resolution imagery)
- Cost effective acquisition of imagery
- Ensure coverage for state
  - States with cost sharing not dropped in 2005
  - FSA requirements are for agricultural land
- Ensure program continuity

Partnership Deliverables



- Single copy of deliverables on CD/DVD for CCMs and tape or hard drive for tiles
- “Interim” CCMs delivered after APFO receipt (“final” upon tile acceptance)
- Full Resolution Tiles delivered upon APFO acceptance (before September 30 of the following year)
- FGDC Compliant metadata

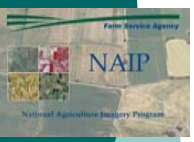
Federal Partnership Requisites

- **Single POC for department or agency**
  - **Act as lead POC for the partnership**
  - **Authorize to commit funding for the partnership**
  - **Coordinate agreement and funding**
- **Standard reimbursable agreement**
  - **Must include accounting data**
  - **Signed by 31 December**
- **Responsible for distributing data to the agency users**

State Partnership Requisites

- **Single POC for state/county or group of local agencies**
  - **Act as lead agency for the partnership**
  - **Authorize to commit funding for the partnership**
  - **Coord any “intrastate” agreements and funding**
- **Standard “state” reimbursable agreement**
  - **Must include accounting data**
  - **Signed by 31 December**
- **Responsible for distributing data within the partners**

Cost Share Scenarios



2007 Cost Estimate

1 meter imagery - $180 per DOQQ

$13 per Sq. Mi.

(2006 average: $171.87 and $12.19)

2 meter imagery - $150 per DOQQ

$11 per Sq. Mi.

(2006 average: $150.30 and $10.46)

Cost Share Scenarios

Partnership agreements are based on official government cost estimate, regardless of actual negotiated contract amount

FSA administrative fee is <u>not</u> required

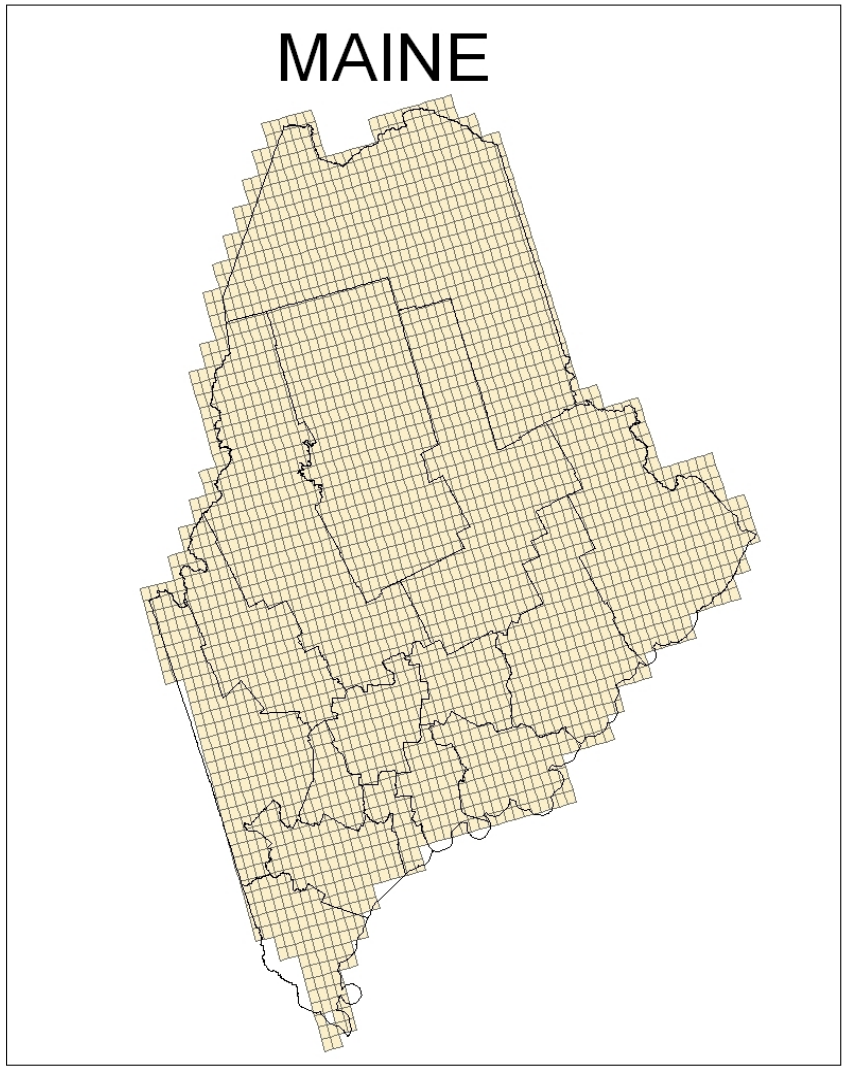
NAIP is a super deal

NAIP Partnership Scenarios

2007 NAIP Estimate
for Maine
(1m, natural color)

2,847 DOQQs @ $180
= $512,460

2 way share = $265,230
3 way share = $170,820
4 way share = $128,115



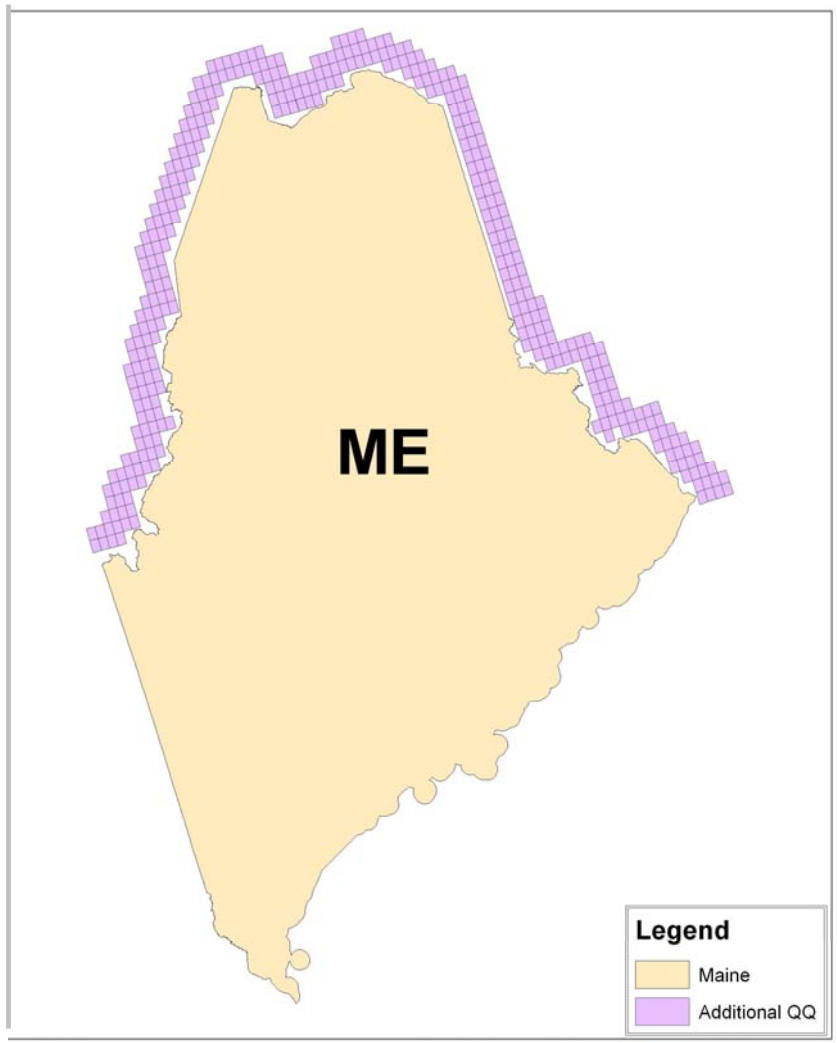
NAIP Partnership Scenarios

2007 NAIP Estimate

Additional Maine Border Coverage (1m, natural color)

365 DOQQs @ $180
= $65,700
+ one quarter share of entire state
= $128,115

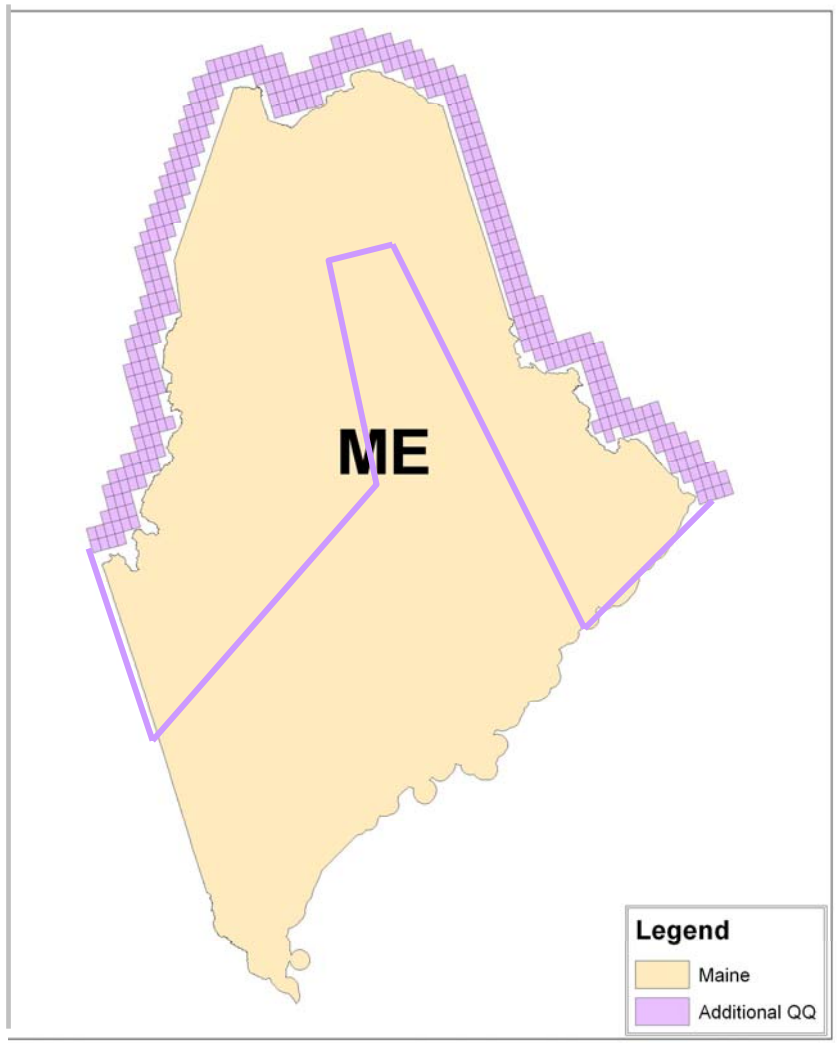
Total = $193,815



NAIP Partnership Scenarios

OR …

365 DOQQs @ $180
= $65,700
+ one quarter share
of border counties
(estimate 50% of state)
= $64,058
Total = $129,758

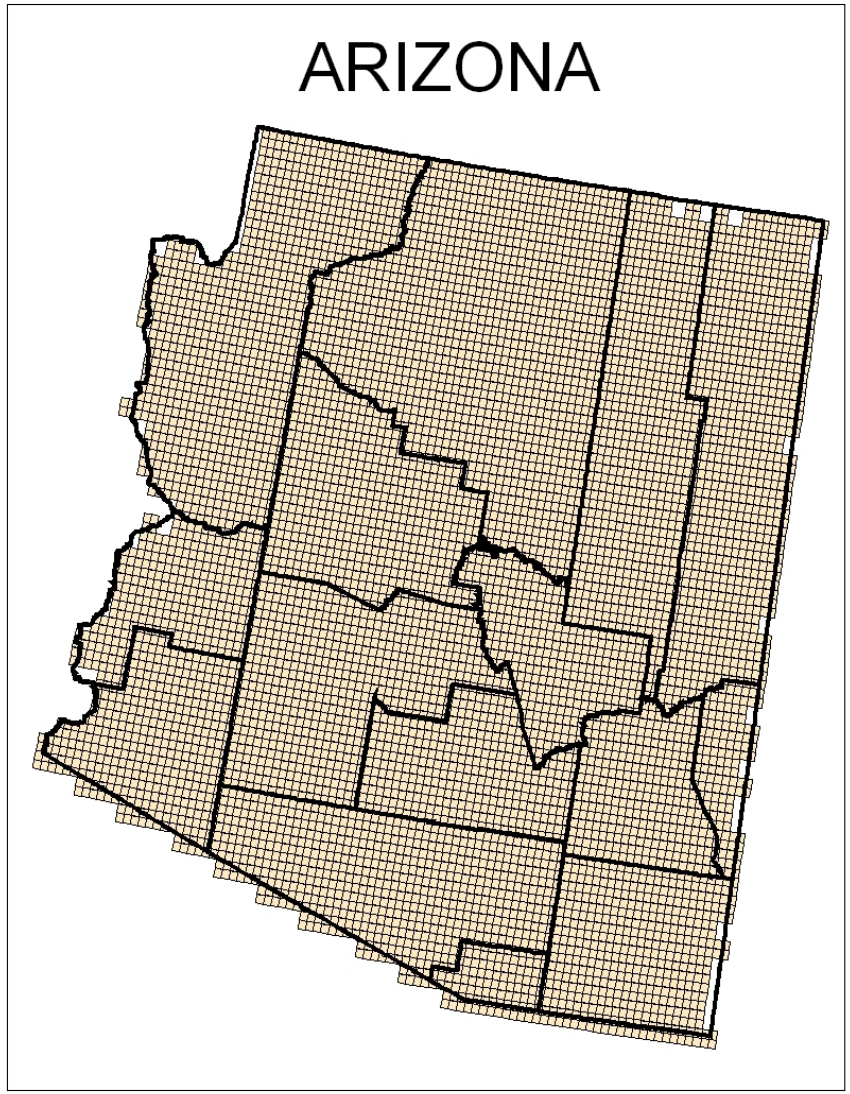


NAIP Partnership Scenarios

2007 NAIP Estimate
for Arizona
(1m, natural color)

7,686 DOQQs @ $180
= $1,383,480

2 way share = $691,740
3 way share = $461,160
4 way share = $345,870



NAIP Partnership Scenarios

2007 NAIP Estimate

Additional Arizona Border Coverage (1m, natural color)

230 DOQQs @ $180
= $41,400
+ one quarter share of entire state
= $345,870

Total = $387,270

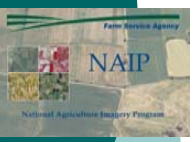
NAIP Partnership Scenarios

OR …

230 DOQQs @ $180
= $41,400
+ one quarter share
of border counties
(estimate ¼ of state)
= $86,468

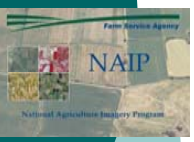
Total = $127,868

Benefits of Partnering



- Timely delivery of current imagery
- Cost efficient products
- Compressed and full resolution imagery
- FGDC compliant metadata
- Additional coverage upgrades
- Higher resolution and CIR band upgrades
- Technical support services
- Contracting and quality assurance services with no administrative costs
- Derivative contract opportunities
- Disaster response imagery

NAIP Points of Contact



- **Quality Issues/Problems**
  - **Brenda Simpson – Quality Assurance Branch Chief**
    - **801-975-3500 XT 219**
- **Technical**
  - **David Davis – GIS Specialist – Service Center Support**
    - **801-975-3500 XT 278**
  - **Brian Vanderbilt – GIS Specialist – Service Center Support**
    - **801-975-3500 XT 240**
- **Programmatic**
  - **Kent Williams – Program Coordinator**
    - **801-975-3500 XT 261**
- **Partnership Information**
  - **Cindy Sessions – Partnership Coordinator**
    - **801-975-3500 XT 208**
- **Contract Information (flying seasons, coverage, flight status)**
  - **John Mootz – Contracting Officer**
    - **801-975-3500 XT 284**